Product Pitch Presentation

Team:

Product:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Criteria | 5 | 4-3 | 3-2 | 1 | Score |
| Organization | Presented information in logical, interesting sequence, easy to follow | Presented information in logical sequence, which audience followed | Audience had difficulty following presentation, information jumped around | Audience couldn’t understand presentation between there wasn’t a sequence of information |  |
| Product Knowledge | Demonstrated a full understanding of the product and use explanations and elaboration | Exhibited an adequate understanding of the product and provided details | Exhibited a basic understanding of the product but did not provide adequate information | Did not exhibit an understanding of the product |  |
| Visuals | Visuals reinforced presented | Visuals related to presentation | Occasionally used visuals that rarely supported presentation | Used visuals that did not support presentation |  |
| Eye Contact | Maintained superior eye contact during presentation and rarely referred to script | Maintained good eye contact throughout and occasionally referred to script | Maintained limited eye contact and frequently referred to script | Didn’t maintain eye contact and remained tied to script |  |
| Delivery | Used a clear voice and effectively conveyed ideas | Voices are clear. Students enunciate and communicate ideas. | Voices are somewhat projected but audience has difficulty hearing | Students mumble and speak too quietly for all to hear |  |
| Time | Met time requirement of 4:00 | Within 10% of time requirement | Within 20% of time requirement | Not within time requirement  |  |

PrProduct development sheet \_\_\_\_\_ (5 pts)

Visual representation \_\_\_\_\_ (10 pts)

Magazine ad mock-up \_\_\_\_\_ (15 pts)

TOTAL \_\_\_\_\_\_\_/60 points