



Assessment of Pre Product Board Presentation

Company Name: _____

JUDGING CRITERIA	Poor	Below Average	Average	Above Average	Superior	Score
1. Presentation <ul style="list-style-type: none"> Are they making the right visual impression eg. dress. Is their manner, confidence, quality and clarity of presentation making a positive impact? 	1	1.5	2	2.5	3	
2. Introductions <ul style="list-style-type: none"> Did they introduce themselves, nominating their position in the company? Did they introduce their product: stating what the product does? Did they outline their mission? 	1	1.5	2	2.5	3	
3. Executive Summary <ul style="list-style-type: none"> Did they give an overview of the company's plan for developing their product? Did this summary cover the essential information including prototyping, budgets, trade studies, and marketing? 	1	1.5	2	2.5	3	
4. Mission Statement <ul style="list-style-type: none"> Is there a mission statement? Does it clearly state what the Company does? 	1	1.5	2	2.5	3	
5. Planning and Marketing – The big picture <ul style="list-style-type: none"> Did they outline their plan logically and clearly? Have they been convincing that they have understood the issues and developed a well thought out and viable plan? Have they explained the possible consequences of their actions? Explained the target audience for their product? The type of market research that will need to be undertaken? 	1	1.5	2	2.5	3	
6. Trade Study <ul style="list-style-type: none"> Did they explain what similar products are on the market? Did they explain how this will influence their design process and marketing? 	1	1.5	2	2.5	3	

7. Budget <ul style="list-style-type: none"> • A handout showing the proposed budget summary • Explained the budget for prototyping the product • Explained areas of possible budget short falls and blowouts 	1	1.5	2	2.5	3	
	1	1.5	2	2.5	3	
	1	1.5	2	2.5	3	
7. Conclusion <ul style="list-style-type: none"> • Is there a conclusion? Does the conclusion draw together the main achievements? 	1	1.5	2	2.5	3	
8. Appropriate use of visuals <ul style="list-style-type: none"> • Did they use appropriate visuals eg PowerPoint, charts, overheads and handouts? 	1	1.5	2	2.5	3	
9. Timing <ul style="list-style-type: none"> • Full marks if finish 30 seconds either side of deadline. One point less for each 30 seconds under or over. 					3	
Time Taken:	Raw Score					/54