

BEALL & BUTTERWORTH COMPETITIONS

FINAL PRODUCT & BUSINESS CASE/ PRESENTATION & DEMOS

SCORE CRITERIA

- Each member of your team should present at least a portion of your presentation and/or product demo.
- 12 Minute Presentation which includes the demo
- 8 -10 slides plus demo of product
- 5 Minute Q&A with the judges

Remember to be concise and speak clearly. You will be judged on your presentation skills too, so please chose the presenters from your team that can do this the best! Remember \$10,000 is the first cash prize for each competition!

SCORING INFORMATION

Here is how you will be scored:

- (1.) Idea: 20% (which is scored from your Final Product & Business Case)
- (2.) Design: 30% (which is scored from your Final Product & Business Case)
- (3.) Demo: 40% (which will be scored on Demo Day)
- (4.) Presentation: 10% (which will be scored on Demo Day)

[Your demo should be a complete and functioning prototype, or at minimum, should demonstrate significant progress towards a functioning prototype. If you feel that you cannot make at least significant progress by Demo Day, we suggest that you scale down your idea/product to offer fewer features, and then maybe include ways to build upon your product in the presentation.]

BREAK DOWN DETAILS

Final Product Specification and Business Case

Weight total: 40%

Points total: 40

Score allocation: 1 through 10 (10 being highest)

Two categories (at 20% each):

- (1.) Product Idea Criteria: What is the product and how well defined is it, degree of technological or design innovation that provides a competitive advantage, is there a market demand, is the product compelling and does it address a need, how complete is the concept, is there a complete vision for the product (future versions, etc.)
- (2.) Product Design Criteria: Is there a high-level product architecture including key components and a block diagram, have all major modules been described in sufficient detail, what are the functional/non-functional requirements, is the user interface provided and is it well described, does the product integrate with other available products in the market and if so is this integration realistic and well defined.

Demo and Presentation

Weight total: 50%

Two categories (Demo at 40%, Presentation at 10%):

(1.) Final Demo and Presentation Criteria:

Demos will be up to a video of up to 10 minutes in length and submitted online in advance of Demo Day. Everyone on the team should somehow be a part of the demo video. The video should include:

- (1.) Interface
- (2.) Architecture present to support how the product will be implemented (working prototype or PowerPoint examples)
- (3.) Presentation of progress toward a beta product

On Demo Day, a time slot of approximately 10 minutes will be allocated with the judges to review / discuss your concept and demo. Expect that the judges will already have read your Final Product Specification and Business Case as well as watched your demo video. Plan on presenting a 60-90 second summary review of your product and demo followed by Q&A from the judges.

(2.) Presentation: Is the key competitive technology or design advantage included in the demo, feasibility, each team's presentation skills, are they able to inspire the audience/potential investors, the reliability of the demo prototype, and what's your non-specific feeling to the product regarding its ability to succeed.