

BEALL & BUTTERWORTH COMPETITIONS FINAL PRODUCT & BUSINESS CASE/ PRESENTATION & DEMOS

HOW SHOULD WE PREPARE FOR THE PRESENTATION?

- Each team will have a table to setup for their product demonstration
- Judges will be walking around the room to review each of the product design ideas
- Not every team member needs to be present at all times of the demo, but anyone present should be able to
- present the product/service demo at any time during the demonstration time period.
- We suggest a 2 to 3-minute introduction to your product/service followed by a presentation of your demo. You may use slides for the introduction, but it is not required. Don't spend too much time on this.
- Make the demo as interactive as possible. Let the judges "play" with it. The more tactile, usually the better.
- Be prepared for questions! Judges may ask only a few or several questions.
- The judges will NOT be together as a group. They will either be alone or in a small group.
- There are no time limits for the judges to observe/review your demo. The judging of demos from all
- participants must be completed in the expected timeframe.

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!

\$10,000 is the first cash prize for each competition!

WHAT'S EXPECTED FROM THE DEMO?

Your demo should be easy to understand and quickly show how your product works.

Your demo should be a complete and functioning prototype, or at minimum, should demonstrate significant progress towards a functioning prototype.

If you've recently pivoted or had a significant design change, that's okay. Just be clear about that.

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.

It does not have to be a polished, but it should give the judges a good idea of how your product works.

HOW WILL WE BE SCORED?

Here is how you will be scored:

	Scored From	Percentage
Idea/Market Demand	Final & Product Business Case	20%
User Interface	Final & Product Business Case	15%
Prototype Process	Final & Product Business Case	15%
Demo	Demo Day	40%
Presentation	Demo Day	10%

SCORING BREAK DOWN DETAILS

Final Product Specification and Business Case

Weight total: **50%**

Three categories

(1.) Product Idea & Market Demand – 20%:

- a. What is the product and how well-defined is it?
- b. Who are your competitors?
- c. What is the degree of technological or design innovation that provides a competitive advantage?
- d. What makes your product unique in design, sustainable in the marketplace, and potentially patentable?
- e. Is the product compelling and does it address a need?
- f. How complete is the concept?
- g. How does this product create revenue?
- h. Is there a complete vision for the product (future versions, etc.)?

(2.) User Interface – 15%:

- a. How complete is the user interface for each user?
- b. Is the user interface easy-to-use and navigate for each user?

(3.) Prototype Process – 15%

- a. What specific software or hardware were developed by the team for this product?
- b. What specific products (developed by other manufacturers) does this product utilize?
- c. How were the modules and the entire product tested?
- d. What did your prototype demonstrate?
- e. What important things did you learn about improving the prototype before taking it to users and/or trying to produce it at a competitive price?

Demo and Presentation

Weight total: **50%**

Two categories

(1.) **Final Demo – 40%:**

Demos will take place during your presentation to the judges when they visit your display on demo day. Given this is a substantial portion of your score, a good portion of your presentation should revolve around the demo which should at least demonstrate the following:

- (1.) User Interface
- (2.) How well the prototype solves the market need defined for your product
- (3.) Completeness of prototype

Expect that the judges will already have read your Final Product Specification and Business Case.

(2.) **Presentation – 10%:**

- a. Is the key competitive technology or design advantage included in the demo?
- b. What is the feasibility of the product?
- c. How is the team's overall presentation skill?
- d. Are they able to inspire the audience/potential investors?
- e. What's the reliability of the demo prototype?
- f. What's your non-specific feeling to the product regarding its ability to succeed