

**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 be sure to put your best presentation skills at the forefront.

\$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.

Ideally, 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, it's okay to scale down your idea/product to offer fewer features, and then maybe include ways to build upon your product in the presentation.

The demo does not have to be 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:

	<b>Scored From</b>	<b>Percentage</b>
<b>Idea</b>	Final & Product Business Case	20%
<b>Design</b>	Final & Product Business Case	30%
<b>Demo</b>	Demo Day	40%
<b>Presentation</b>	Demo Day	10%

BREAK DOWN DETAILS

**Final Product Specification and Business Case**

Weight total: **50%**

Two categories

(1.) **Product Idea Criteria – 20%:**

- a. What is the product and how well defined is it?
- b. What is the degree of technological or design innovation that provides a competitive advantage?
- c. Is there a market demand?
- d. Is the product compelling and does it address a need?
- e. How complete is the concept?
- f. Is there a complete vision for the product (future versions, etc.)?

(2.) **Product Design Criteria – 30%:**

- a. Is there a high-level product architecture including key components and a block diagram?
- b. Have all major modules been described in sufficient detail?
- c. What are the functional/non-functional requirements?
- d. Is the user interface provided and is it well described?
- e. 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

(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.) 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

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