



EGE2123: Entrepreneurial Engineering Design Studio

Project Pitch Guidelines

PURPOSE: This first review serves to introduce the project team and the opportunity you have identified for design. You will also present the evidence indicating that this opportunity has the potential to create value for customers.

PRESENTATION GUIDELINES

- You must create a 5-7 minute presentation with another 2-3 minutes for questions from the audience.
- Someone in your group **MUST** record notes and feedback during the presentation.
- The presentation should contain the work (skillset) you have done leading up to this review but should also demonstrate how this work has fostered an entrepreneurial mindset. Always be mindful of the three C's.
- Use the rubric on the back of this sheet to design your presentation. Some important elements your presentation should contain are as follows:
 - ✓ Your team name, list of team members, mission statement, and computer generated, full scale version of your logo.
 - ✓ The pain you are addressing and how this relates to our theme.
 - ✓ Background related to the customer pain included as justification (include statistics and/or results from background research).
 - ✓ How you identified that pain (i.e. your observation and simulation activities, photos, videos, other activities?).
 - ✓ A description of your customer/subject matter expert (SME) and their requirements including how productivity will be measured before and after your invention

Rubric for Project Pitch Reviews (25 points)

Team Name: _____

<u>Element</u>	<u>Below Expectation</u>	<u>Meets Expectation</u>	<u>Exceeds Expectation</u>	<u>Additional Feedback</u>
I. Presentation and Justification of the Problem (Opportunity Identification)				
A. SKILLSET				
❖ The customer pain and the processes used to identify this pain within the context of the design theme were clearly presented. At least one photo was used to depict the customer pain.				
❖ A description of the customer/SME and their requirements was clearly communicated.				
❖ The team described a well-thought out plan for measuring SME productivity before and after the invention.				
B. MINDSET				
❖ The team’s work demonstrates curiosity related to opportunities within the design theme.				
❖ The team integrated information from many sources to gain insight into opportunities within the theme.				
❖ The team <u>identified</u> an opportunity to create value for specific customers within the context of the theme.				
❖ The team <u>justified</u> an opportunity to create value for specific customers within the context of the theme.				
III. Mission Statement				
A. SKILLSET - The mission statement was well crafted based on the identification of an opportunity.				
B. MINDSET - The mission statement clearly describes how this opportunity will create value for customers.				
IV. Communication and Teamwork				
❖ Every member of the team spoke at the presentation with an equal distribution.				
❖ The presentation was well organized and professional.				
❖ The presenters answered questions from the audience well.				