

2025 Marketing Presentation Scoresheet (250pts)

Purpose: Address the needs of a customer, share product and brand information, navigate the business environment

Section 1: Company Overview		Max Points	Score
OBJECTIVE: Students will develop a clear presentation introduction for their team and business			
Superlative 67-75 / Excellent 52-66 / Meets 22-51 / Needs Revision 0-21		75	
Indicators: Presentation introduction will include			
Organization Present structure/org chart, employee roles, experience levels (grades/years), Inclusiveness – team is multidisciplinary, includes roles in engineering, business, presentation skills, etc.	10		_
Mission Statement Define the team's mission statement – one or two sentences, using simple and concise terms, stating the team's purpose for being, encapsulating culture, values, and ethics.	10		_
Brand Promise Define the team's brand promise – the value or experience customers can expect to receive every time they interact with the company	10		_
Visual Identity Create a strong visual identity (logos, color scheme, style book, etc.) based on brand and mission	10		_
Public Image Present the team's publicity, social responsibility, community visibility (brochures, press release, outreach to other Schools and Businesses). Team includes BEST and sponsor logos	15		_
Budget Present funding sources (sponsors, in-kind, fundraisers) and engineering development expenses.	10		_
Company Sustainability Present and explains the 1-year company outlook, including employee development, recruitment, and training. Explains how they will leave the team in better hands for next year.	10		_
Comments:			
Section 2: Product Features.		Max Points	Score
OBJECTIVE: Students will clearly describe the developed product			
Superlative 62-70 / Excellent 48-61 / Meets 21-47 / Needs Revision 0-20		70	
Indicators: Developed product description will include			
Task Knowledge Define the problem and customer priorities (as derived from the game rules). Have specific requirements and specifications listed. Reference the "Client's needs" as listed in the Request For Proposal ("the Game Story") Define the focused solution.	20		_
Meeting Requirements Describe how the specific game details influenced their detailed design. Describe how the real physical features of the robot address actions on the physical field. Explain how the product's features solve the client's problem.	20		_
Differentiation Explain how the product features are unique and better than the competition.	20		_
Visual Aids Use visual aids to effectively enhance the presentation (eg. CAD drawing, computer simulation, photos, videos, mockups, infographics, etc.)	10		_
Comments:			

Section 3: Business Offer		Max Points	Score
OBJECTIVE: Students will clearly present a business plan in their presentation			
Superlative 45-50 / Excellent 35-44 / Meets 15-34 / Needs Revision 0-14		50	
Indicators: Communication of the business plan will include			
Sales Price Show the product's acquisition cost. May include individual and multiple units, delivery, warranty, repairs, training, etc. Show manufacturing cost (MLO); part of acquisition based on the cost of the Materials, Labor, Overhead. Include an itemized cost breakdown and explained final Price. (Clarification: Based on real costs of the prototype robot, not a hypothetical for the company).		25	<input type="checkbox"/>
Aftermarket Support Address details of warranty and training for the client's workforce to operate and/or maintain the product		20	<input type="checkbox"/>
Formal Offer Make a Formal offer in the meeting		5	<input type="checkbox"/>
Comments:			
Section 4: Business Professionalism		Max Points	Score
OBJECTIVE: Students will conduct themselves in a professional manner and the presentation will be of business quality			
Superlative 49-55 / Excellent 38-48 / Meets 17-37 / Needs Revision 0-16		55	
Indicators: Showing professionalism includes			
Mechanics All 4-8 presenters participate; dressed professionally or theme-based. Students perform all set up/breakdown; stayed within time limits.		10	<input type="checkbox"/>
Endorsements Include testimonials to support research or success stories.		10	<input type="checkbox"/>
Professional Presentation is understandable, well organized, prepared, conversational, and engaged in discussion.		15	<input type="checkbox"/>
Creativity Presentation is creative and interesting. (Wow Factor)		20	<input type="checkbox"/>
Comments:			
Summary Comments:		Max Points	Score
		250	
Rating Points		Superlative 224-250 / Excellent 174-223 / Meets 75-173 / Needs Revision 0-74	
Percentile Boundaries		Superlative 90 % / Excellent 70 % / Meets 30 % /	
Team Number :		Team Name:	
Judge's Name:		MK 2025.4	

FAQs and Clarifications

Could include here to help level set Students, Teachers, Judges.

- A1** You should highlight how you meet or exceed the customer's requirements, express the features that distinguish or differentiate your company and your product from those of the competitors, and why the customer should select you and your product to fill their needs. Often customers select based on "best value", which is a combination of price, performance, quality, reliability, reputation, and other factors of value to the customer that may or may not be quantifiable.
- A2** Your company's brand promise will establish a shared understanding of the client's problem and how your product delivers the solution. It will be built upon your company's Brand. (Brand and Brand reputation is how your company is generally recognized among industry and in the community. The characteristics, values, and attributes that you are generally accepted and expected to
- A3** Video: Videotaping/photographing of the presentation, by the team, will be allowed. Either a spectator or a team member may be responsible for operating the recording device. If the recording device is operated by a team member, then they must also participate in the presentation and are part of the maximum headcount.
(This maintains control of the presentation by the Team. If they want to share it later, just like coaches sharing football videos, that is up to them).
- A4** This is a typical Saturday Marketing Schedule.
Usually 30 Min per team, but 15 minute gaps to give Judges breaks or to get timeline back in alignment.
- Usually 2 to 4 judges... (4th Judge is frequently a hub sponsor to get familiar with the process). Sometimes a knowledgeable mentor from a different division judges in a pinch, so there are not conflicts).
{Open, or Robot Only, for example, for a School District competition}
- | Saturday Morning 8:30 start, end about Noon | | | | | | | |
|---|---------|-----------------------------|-------|------------------|---------|------------------------|-------|
| Marketing Room 1 | | | | Marketing Room 2 | | | |
| Count | Judge 1 | | | Count | Judge 1 | | |
| 6 | Judge 2 | | | 6 | Judge 2 | | |
| | Judge 3 | | | | Judge 3 | | |
| | Judge 4 | | | | | | |
| Open Division | | | | Open Division | | | |
| 8:30 SAnt | #0008 | Spring Branch Middle School | OPEN | 8:30 SAnt | #0007 | Sandra Day O'Connor HS | OPEN |
| 9:00 Nhou | #0424 | Westbrook Intermediate | OPEN | 9:00 LRK | #1198 | Nashville High School | OPEN |
| 9:30 Cap | #0481 | Gateway College Prep MS | OPEN | 9:30 Temple | #2404 | Travis Science Academy | OPEN |
| | | 15 Minutes | | | | 15 Minutes | |
| 10:15 USTEM | #1253 | League City Intermediate | OPEN | 10:15 OKLA | #0301 | OKC Home School | OPEN |
| 10:45 RGV | #2351 | Valley View HS | UIL-M | 10:45 NMX | #0568 | Estancia High School | OPEN |
| 11:15 DAL | #0222 | Martin's Mill Junior High | OPEN | 11:15 NMX | #0552 | Anthony High School | UIL-M |
- A5** Only students may participate in the presentation/discussion, including setting-up and dismantling the presentations. Spectators may be permitted to observe the presentation only if the presenting team agrees. Competing teams may not be among the spectators. If at any time during the team's presentation a spectator coaches, signals, speaks aloud or otherwise disrupts the presentation, the lead judge in the room shall evict that spectator immediately. The presenting team shall not be penalized for the interruption.

Feedback ... Just "Overall a great job" in the Summary block is not enough to satisfy students.

It is important that students are given an explanation of the score range to be encouraged to take their deliverable to the next level next year. They need to clearly know that all submissions are judged to fall on the scale of 0 to the max total points both within the rules and when provided feedback.

Constructive Criticism

The goal of evaluations should be to emphasize growth and encourage improvement. There are several techniques that help us in our oral or written constructive criticism.

This is one method to address good ... a Critique Sandwich:

A negative comment about a problem or flaw is presented between positive comments about something done well.

"I like that..." then "I wonder if..." or "Next year, best next steps might be..."

Method 2... Specific Suggestions: a few specifics of biggest gaps or biggest opportunities to raise their overall score.

"This section could be improved by..." "To differentiate yourself, include..."

Judges will often use the form of "this is missing" or no evidence of that", to explain what would fill the gap to a better score for the section. Judges do not have time to come up with comments in every section, but focus where it will help most.