Young Entrepreneurs Sales Event Scoring Sheet

Presentation: Your company will be expected to give a presentation of 10 to 15 minutes in length with a further 5 minutes of questions. You will be presenting to your clients from the Derwent Valley Mills World Heritage Site and creative experts and artists. Think carefully about how you will present – do you need a projector and digital software? Or will you print out images and a poster? You can use photos, videos, screenshots, voice over, film etc. to present if you prefer.

Project Brief: Make sure you refer to your design brief and the site that they were inspired by and explain how they meet this brief.

Name of Company:

Group Members:

Product Type:

|  |  |  |
| --- | --- | --- |
|  | Comments | Score |
| Understanding of Site and Context:* Demonstrate an understanding of the site.
* Demonstrate an understanding of the client and audience
* Your analysis and research of the site
* Interpretation of the site visit, analysis and research to develop ideas.
 |  | /15 |
| Innovation – product decision process (response to brief):* How did you use your knowledge of place to generate ideas?
* How does the product you have proposed meet the brief?
* What was your selection process on design and product type?
* How innovative and creative have you been with the brief?
 |  | /20 |
| Technical Execution:* Demonstrate or show your product/s
* How well has your product been created and designed and/or produced?
* How appealing is it to the client/audience?
* How well have you applied your creative and artistic skills?
 |  | /20 |
| Presentation:* Clarity of communication
* Professionalism of presentation
 |  | /10 |
| Teamwork:* How well have your company worked together?
* Who was responsible for which elements?
* What have you learned about yourselves and working in a group or team?
* Were you able to meet deadlines?
 |  | /10 |
| Financial Considerations:* What would the product unit cost be to a shop supplier, why?
* How many would you need to sell to make a profit?
* Why do you think this is realistic and acceptable?
* What are the anticipated profits: for the company and for any shop that would stock the product?
 |  | /15 |
| Marketing:* How would you market this product?
* Who is the main audience and why?
* How would you merchandise or display this product/s?
* Any other marketing suggestions.
 |  | /10 |
| TOTAL |  | /100 |