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 |