

## 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
<b>Understanding of Site and Context:</b> <ul style="list-style-type: none"> <li>• Demonstrate an understanding of the site.</li> <li>• Demonstrate an understanding of the client and audience</li> <li>• Your analysis and research of the site</li> <li>• Interpretation of the site visit, analysis and research to develop ideas.</li> </ul>		/15
<b>Innovation – product decision process (response to brief):</b> <ul style="list-style-type: none"> <li>• How did you use your knowledge of place to generate ideas?</li> <li>• How does the product you have proposed meet the brief?</li> <li>• What was your selection process on design and product type?</li> <li>• How innovative and creative have you been with the brief?</li> </ul>		/20
<b>Technical Execution:</b> <ul style="list-style-type: none"> <li>• Demonstrate or show your product/s</li> <li>• How well has your product been created and designed and/or produced?</li> <li>• How appealing is it to the client/audience?</li> <li>• How well have you applied your creative and artistic skills?</li> </ul>		/20
<b>Presentation:</b> <ul style="list-style-type: none"> <li>• Clarity of communication</li> <li>• Professionalism of presentation</li> </ul>		/10
<b>Teamwork:</b> <ul style="list-style-type: none"> <li>• How well have your company worked together?</li> <li>• Who was responsible for which elements?</li> <li>• What have you learned about yourselves and working in a group or team?</li> <li>• Were you able to meet deadlines?</li> </ul>		/10
<b>Financial Considerations:</b> <ul style="list-style-type: none"> <li>• What would the product unit cost be to a shop supplier, why?</li> <li>• How many would you need to sell to make a profit?</li> <li>• Why do you think this is realistic and acceptable?</li> <li>• What are the anticipated profits: for the company and for any shop that would stock the product?</li> </ul>		/15
<b>Marketing:</b> <ul style="list-style-type: none"> <li>• How would you market this product?</li> <li>• Who is the main audience and why?</li> <li>• How would you merchandise or display this product/s?</li> <li>• Any other marketing suggestions.</li> </ul>		/10
<b>TOTAL</b>		/100