

Name: _____

Date: _____

Product Pitch Presentations

Directions:

Your task is to work collaboratively to create a product pitch. For this assignment, each team will invent their own product and choose a company to present the product pitch to.

Example: Team X has developed a solar-powered air-conditioner called the "Suncool," which they will pitch to Best Buy. Team Y has invented an action figure toy that can go from slim to muscular, based on how much you move his arms. The doll is called "Body Builder Ben" and the team will pitch it to Toys R Us.

The following is a list of requirements and terms for assessment.

- o Target audience and age range
- o Product name, function, price, description
- o A visual representation (can be drawings)
- o Product claims
- o Target company and why the product would be an asset
- o How the product is necessary/unique
- o Magazine ad mock-up
- o In-class presentation (5-7 minutes)

Each team member will participate in creating this product and delivering the pitch in class. You have two weeks to complete this project.

Due Date:

Product Pitch Development Sheet

1. What is your product? Name? Function? Price? Description?

2. Who is your target audience? What is its age range?

3. What is your target company? Why would your product be an asset to that company?

4. Why is your product necessary and unique?

Product Pitch Presentation

Team: _____

Date of Presentation: _____ Product: _____

	Criteria				Points
	5	10	15	20	
Organization	Audience couldn't understand presentation because there wasn't a sequence of information.	Audience had difficulty following presentation because students jumped around.	Students presented information in logical sequence, which the audience followed.	Students presented information in logical, interesting sequence, which the audience followed.	_____
Product Knowledge	Students did not exhibit an understanding of the product.	Students exhibited a basic understanding of the product but did not provide adequate information.	Students exhibited an adequate understanding of the product and provided details.	Students demonstrated a full understanding of the product and used explanations and elaboration.	_____
Visuals	Students used visuals that did not support presentation.	Students occasionally used visuals that rarely supported presentation.	Visuals related to presentation.	Student used visuals to reinforce presentation.	_____
Eye Contact	Students didn't maintain eye contact with the audience, and remain tied to a written script.	Students maintain limited eye contact with the audience, and frequently refer to a written script.	Students maintain good eye contact throughout presentation, and occasionally refer to a script.	Students maintain superior eye contact during presentation and rarely refer to a script.	_____
Delivery	Students mumble, and speak too quietly for students in the back of class to hear.	Students somewhat project their voices, but audience members have difficulty hearing presentation.	Student voices are clear. Students announce and communicate ideas.	Students used a clear voice, and effectively conveyed their ideas.	_____
				Total---->	_____