CS 3651 – Final Project Presentation

Overview:

Your companies' favorite new product, an amazing Web 2.0 application that was going to change the world, was just crushed by the release of a similar product by Google! Upper management is scrambling to come up with a new product to bring to market, and your project team has been lucky enough to schedule an early morning presentation slot. Your team will give a presentation introducing your prototype, explaining how it works and requesting a budget for continued development. Pretend that your team is a small engineering group within a larger company or organization. You are presenting your prototype/project to a group of non-technical senior managers. *You do not have to explain the technical details of how your prototype works*, but you **do need to explain what it does and convince the manages why your company wants to fund continued development.**

To make your job easier, you can make any reasonable assumptions you want about the nature of the work your company does and how they make their profit. (e.g. if you are developing a prototype manufacturing tool, your company probably sells similar tools to factories. If you are developing an entertainment tool, your company is probably in the entertainment equipment market.)

Details:

The presentation should introduce your team and your final project. Content your presentation must include:

- Company Introduction: **One to two slides and no more than 45 seconds of presentation time** that introduces the company for which you "work." (Treat it as a reminder to senior management of the markets that your company draws its profits from. You may want to highlight one or two prior successful products that your company has made money from.)

- Introduce team members: Who are the members of your prototype team? What roles did they play and what expertise did they bring to the table? Why are the right for the job of bringing this product to market?

- Product Intro/Motivation: What is your final project? What is it good for? How would a product based on your prototype bring your company money?

- Plan for future development: What resources (man hours, equipment, parts) would you need to develop your prototype into a product?

- Request for funding: Argue why this product would be good for your company to develop.

As long as your presentation does a good job presenting the above items, it has no minimum time or slide limit. Upper management is easily bored, so you should not expect to receive more than 12 minutes of their time (15 minutes if your presentation is especially exciting.)

To submit (as a group):

Every group member should upload to t-square a text file listing the members of their project team and indicating which member has uploaded the powerpoint presentation file.

That team member should turn in a PPT, ODP, or PDF of your presentation, which must be identical to the presentation you will use in class.

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Project Team:_____

Members:_____

Followed Turn-In specifications correctly: _____ /   5 pts

Professionalism: _____ /   30 pts
      _____ Presentation is well rehearsed   (10 pts)
      _____ Presenters are confident, use minimal notes (10 pts)
      _____ Formal Attire / Appearance of team (5 pts)
      _____ Slides match presentation, hand-offs are smooth (5pts)

Quality of required information: _____ /   40 pts
      _____ Plans for future development, funding request (20 pts)
      _____ Product Description / Money making potential (10 pts)
      _____ Company Background (5 pts)
      _____ Team Members (5 pts)

Overall appeal of presentation: _____ /   20 pts

    20 – Looks like a startup that a VC would want to invest in!
    19 – An exciting product that can't go wrong!
    17 – A reasonable product presentation!
    12 – A corporate mistake that will be swept under the rug.
    10 – Worse?

Team Total: _____ /   95 pts