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| Final Video Presentation Rubric – Team Name | 0 PointsDoes not meet the requirements | 1 PointPoor Quality, Does not totally fulfill requirements | 2 PointsGood Quality, Fulfills most of the requirements | 3 PointsSuperior Quality, Fully meet or exceeds requirements | Score & Notes Explain the grade briefly |
| 1. Content & Organization |  |  |  |  |  |
| *Organization & Planning* | Presentation isn’t organized, shows little to no preparation | Presentation is loosely organized with not clearly defined points of interest | Presentation addresses all major components of project but may lack some organizations | Presentation is well organized and presents project in a well thought out manner | # Points – Reason |
| *Incorporation of Thomas Edison and how he influenced the team* | No mention of Thomas Edison | Discusses Thomas Edison briefly | Shows knowledge of Edison but is influence on the project isn’t clear | Shows vast knowledge of Edison and excellent reporting of how he influenced the project |  |
| *Alternative energy, biomedical, or mechanical content should be relevant to the project and correctly used* | Scientific content is non-existent or unrelated to prototype | Scientific content is incorporated but little is known about chosen field (Alt, Bio, Mech) | Scientific content is applied well, but students are unaware of how their project functions  | Scientific content is present and students are well versed in how it works & how it applies to their project |  |
| II. Presentation Skills |  |  |  |  |  |
| *Speaking and enthusiasm* | Students show little or no public speaking skills | Students show some public speaking skills but seem unrehearsed | Students show good public speaking skills with minor areas of weakness | Students show stellar public speaking skills and confidently deliver a seamless presentation  |  |
| *Visual Aid Usage* | No visual aids are used | Some visual aids are used but rarely referred to | Visual aids are present and referred to but average in quality | Visual aids are used throughout presentation referred to, & high quality  |  |
| III. Marketing Skills |  |  |  |  |  |
| *Presentation makes the case for wide marketability* | Idea is not presented as serving a wide audience | Students show some need across different populations | Students show valid need that can be marketed to wide audience | Students clearly show how their ideas is easily scaled and marketable |  |
| *Identification of capital ($$) needed to start-up* | No indication of financial plan | Some references to financial plan but lacking detail | Financial plan discussed but leaves unanswered questions | Thorough discussion of financed need to bring product to market |  |
| *Ability to sell their idea* | No effort made to justify need for product | Students try to justify need for their product but are not convincing | Students justify need for their product, but could be more thought out | Students make a case for their product in a way that convinces judges they would like this product or invest in it |  |
|  |  |  |  |  | **TOTAL:** |

**Overall thoughts of Introduction Video:**