



Objective and Requirements

The teams are required to design a marketable product or service, or a component of a service that is significantly different from any of its previous designs. The teams should be able to convince the judges that the design is viable and will work if implemented. Thus, the team members should be able to present the technical and economic feasibility of the product or idea and the ability to market it.

The teams will set up an exhibit in a trade show style booth for the presentation of these designs. The teams are required to present an oral presentation to the judges providing the various details of their design. Thus, this exhibit should display the design in a clear, concise, well-organized, informative, and professional manner.

The teams are strongly recommended to display a prototype or model to demonstrate the feasibility of the design. They can also bring banners and posters which will help in promoting their design.

General Rules

1. During presentations all communication devices must be turned off.
2. During presentation to the judges, all members of the team must be present.
3. During presentations, all members of the team must be present.
4. At least one member of each team must be present at the booth at all times for public viewing.
5. Guests and participants from other teams will be allowed to view all teams' designs and presentations.
6. The booths should be kept clean during the presentations and public viewing.
7. Flammable and explosive substances are strictly prohibited. Alternative methods to present ideas requiring such substances will be required.
8. Any prototypes should fit on the table or within the booth space. At no point may any prototype come outside the booth (ex. a moving robot).

Presentations

Each team will have 20 minutes to present their design. The time remaining will be announced at 10 minutes, 5 minutes, and 1 minute before the end of the allotted time. Presentations will be followed by a 10 minute question period where teams will be required to answer questions from the judges. These questions will be primarily aimed at assessing the team's understanding of the design. Any observers wishing to ask questions may also do so after the judges are finished.

Dress code for presentation and demonstration is business casual.



Marking Scheme

The competition will be judged by a panel of 5 judges. They will mark the designs on the following basis:

Project /70

Design justification...../20

- Were the facts presented correct and complete?
- Was the design thoroughly analyzed?
- Did all members of the team display a strong understanding of the topic?

Economic feasibility/15

- Were the economics of the design evaluated?
- Is the design economically feasible?
- Is the design cost effective?
- Is the design efficient?
- Has a marketing plan been considered? If so, has it been developed and is it realistic? If not, what is the justification for not doing so?

Technical feasibility...../15

- Was a prototype, model, or simulation developed (or physical testing performed) to prove that the design works?
- Does the prototype or model work?
- Is the prototype or model of professional quality?
- Was the prototype or model demonstrated during the presentation?

Innovation/20

- How different was the design from the existing designs?
- Was the solution clearly the work of the competitors?

Presentation /30

Quality of visual aids/15

Quality of speaker/10

Participation by all team members/5

Penalties

Misuse of time – Short by more than 3 minutes-5/minute

Misuse of time – Exceeded time limit.....-10/minute

Late setting up Up to -10

No member available at any time during public viewing -10