PRODUCT SHOWCASE
PRESENTATION

Your Audience: Judges. You have 3-4 minutes to present your product to them. They’ll have 2-3 minutes to ask you questions and time for discussion. They only have about 7 minutes of time with each team. You will see roughly three groups of judges: a total of about 9 judges.

The Purpose:
Show them your prototype. Explain how its different.
Show them your engineering. Explain how you used it.
Show them how you developed the product. Explain the teamwork and collaboration involved.

The Advice: Be creative in how you communicate. Don’t use jargon, wait for the judges to use jargon, which they will if it is their area of expertise. Use images/diagrams. Practice.

The Content: The best guide for this is to look at the judging criteria.

INNOVATION | 44

Discuss/Show prototype evolution.
How is your invention NEW and UNIQUE?
Share about brainstorming, initial creation, and refinement.

ENGINEERING | 36

Show engineering analysis, simulations, and modeling conclusions. How did they help you?
Share testing results and validation.

MARKET FEASIBILITY | 20

What is the pain you are solving, and how did you interact with customers to confirm it?
What other products are out there and how is yours uniquely different?
Do you know how to manufacture it?