



## EGE2123: Entrepreneurial Engineering Design Studio

### Final Expo Guidelines

**PURPOSE:** The final expo serves as a celebration of all you have accomplished this semester. In multiple ways, you will demonstrate your working prototype, present the highlights of the design process, and emphasize how this product creates value for your customers.

## WHAT DO WE NEED TO DO?

The Final Expo takes the form similar to that of a poster session at a conference or trade show. Please dress and behave in a professional manner. Each team will prepare:

- ✓ A poster on the tri-fold board provided to your team that highlights the features of the product and emphasizes how your product creates value for your customers. Be prepared to discuss all aspects of the poster and project with Expo visitors. Use the attached rubric as a guide. Use pictures, drawings, graphs, etc and bullet points rather than long sections of text. Make it visually appealing for the audience.
- ✓ A 3-5 minute video presentation that describes the product and demonstrates the product actually in use. The video must meet all of the requirements of the Source America Design Challenge video component (shown below). You will play your video on a laptop during the Expo.

**Video:** The following guidelines provide basic information about video production and submission:

- Upload your video to youtube.com, and make sure your video is not password-protected or set to private. You want the judges to be able to watch it!
- Reference the link on the cover page of your paper.
- Do NOT turn in the actual video files.
- Video must be a minimum of three minutes long, but not exceed five minutes.
- Captions are **required**. Captions should be embedded in the video.
- The video must show the SME using a functioning prototype in the workplace.
- Include a discussion of prototype testing.
- Explain all invention benefits.

- ✓ Your working prototype for “show and tell” at the Expo.
- ✓ Your final team binder for display at your table during the Expo.
- ✓ You **MUST** e-mail the link for your video before you leave the Expo that day.

**Rubric for Final Expo (200 points)**

Name of Team: \_\_\_\_\_

<b>Element</b>	<b>Below Expectation</b>	<b>Meets Expectation</b>	<b>Exceeds Expectation</b>	<b>Additional Feedback</b>
<b>Poster (50 points)</b>				
❖ Team name, mission statement, and logo were prominently displayed on the poster.				
❖ An overview of the design process was effectively summarized.				
❖ The design problem was justified based on opportunity identification methods, research, and customer interactions.				
❖ "What should a potential solution be able to do?" was answered based on customer interactions, analysis of prior solutions, and course requirements. .				
❖ A clearly dimensioned assembly drawing showing the design of the final prototype is presented.				
❖ Product development economics and implications are effectively presented.				
❖ Testing procedures and results are summarized well.				
❖ The effect of the invention on productivity clearly shows the creation of value for the customer and a larger community of potential users.				
<b>Video Demonstration (50 points)</b>				
❖ The video content describes the context and features of the product well.				
❖ The product is shown in use by a customer and the effects on productivity are described.				
❖ The video content discusses testing results and recommendations for improvement.				
❖ The video production is well executed, professional, and meets the Source America Design Challenge video requirements.				
<b>Final Prototype (50 points)</b>				
❖ The prototype is well-designed and well-constructed.				
❖ The prototype addresses "the pain" effectively, functions as described, and meets specifications.				
<b>Entrepreneurial Mindset (30 points)</b>				
❖ The team integrated information from many sources to gain insight into opportunities and unique solutions.				
❖ The team designed and constructed a new solution that will create value for specific customers.				
❖ The team carefully considered the technical feasibility of their design and assessed the risk in design choices.				
❖ The team engaged customers to evaluate their design and integrated the information to assess and manage risk associated with their design choices.				
❖ The team sought to understand the motivations and perspectives of their customers.				
<b>Communication and Teamwork (20 points)</b>				
❖ The team behaved in a professional manner.				
❖ The team members were knowledgeable of the design process and features of their prototype and answered questions well.				

**ADDITIONAL FEEDBACK:**

Evaluated By: \_\_\_\_\_