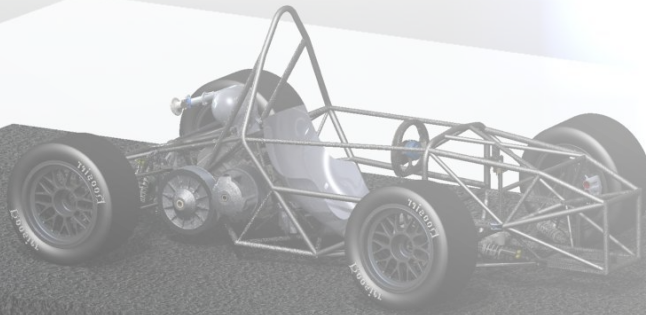


Presentation Overview

Adam Zemke
S3C



Overview

- The Presentation
- Scoring
- Content, Visual Aids & Delivery
- At the Event
- What **not** to do!
- Protest/Review Period
- Presentation Seminar
- Presentation Highlights

The Presentation

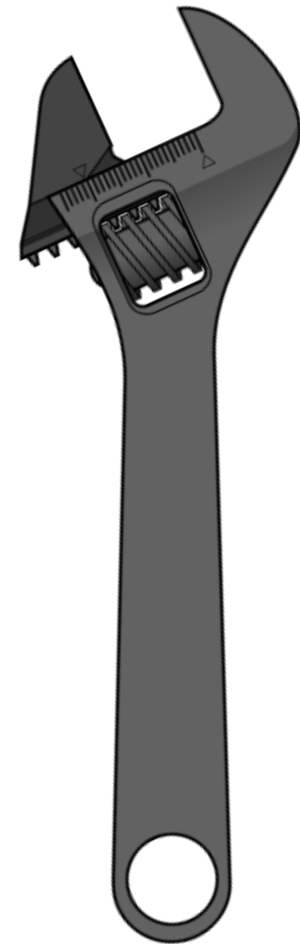
- ⦿ Intended format
 - ⦿ Sales/marketing presentation
 - ⦿ Not a technical presentation
- ⦿ Know your audience
 - ⦿ Executives
 - ⦿ Can have *any* background experience
 - ⦿ Clearly articulate *what* you are asking the judges for

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The Presentation

- Examples
 - Invent new wrench
 - Outline new wrench concept
 - Review design
 - Present manufacturing/viability case
 - Present as a good investment
 - Convince company to invest/manufacture/SUPPORT YOU



Scoring

- See Appendix C-6
in the FSAE Rules

FORMULA SAE
SAEInternational

APPENDIX C – 6 PRESENTATION JUDGING

SCHOOL _____ CAR NUMBER _____

Score the following categories on the basis of 0-10 points each according to the following scale (any number or fraction along this scale may be used).

0.0	-	inadequate or no attempt
2.5	-	attempted but below expectation
5	-	average or expected
7.5	-	above average but still lacking
10	-	excellent, perfectly meets intent

_____ **CONTENT:** Were the concepts presented appropriate and adequate to explain how the car meets the intent of the customer? Were enough technical details presented without being boring?

_____ **ORGANIZATION:** Were the concepts presented in a logical order progressing from basic concept and showing how the engineering accomplished the concept? Was it clear to the audience what was to be presented and what was coming next? Were distinct introduction and overviews as well as summary and conclusions given?

_____ **VISUAL AIDS:** Were visual aids used or clear visual references made to the car? Were the illustrations visible for all of the audience?

_____ **DELIVERY:** Did the presenter speak in a clear voice? Did the presenter show enthusiasm and promote confidence in the technical aspects? Did he maintain eye contact?

_____ **QUESTIONS:** Did the answer illustrate that the team fully understood the question? Is there doubt that the team understood the answer? Did the team promote complete confidence in their response to the questions?

_____ **TOTAL – PRESENTATION POINTS (50 points maximum)**

COMMENTS: _____

Scoring

- See Appendix C-6
in the FSAE Rules
Read the Rules!

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Scoring

- ⦿ Content
- ⦿ Organization
- ⦿ Visual Aids
- ⦿ Delivery
- ⦿ Questions

$$\text{Score} = 75 * P_{\text{team}}/P_{\text{max}}$$

Scoring

- ⦿ Content
- ⦿ Organization
- ⦿ Visual Aids
- ⦿ Delivery
- ⦿ Questions

Read the Rules!

$$\text{Score} = 75 * P_{\text{team}}/P_{\text{max}}$$

Content

- The Bare Essentials
 - Outline of the presentation
 - Clear introduction
 - Clear conclusion
 - Logical flow

Content

- Topics that *should* be considered Essential
 - Design features and performance
 - Manufacturing viability/manufacturing procedure
 - Marketability
 - Financial Breakdown

Content

- ◉ Know your market
 - Intended buyer: Nonprofessional weekend autocrosser
- ◉ Considerations
 - Who is your customer?
 - What factors can enhance your product's marketability?
 - Are there regulations that govern safety?
 - Who are your competitors?

Content

- ⦿ Compare, Compare, Compare...
 - ⦿ What makes your car unique or better than the competition?
 - ⦿ Have you thought of all of your customers?
 - ⦿ Have you thought of all of your competitors?
 - ⦿ How are similar products manufactured?
 - ⦿ How do guarantee quality? Warranty?
 - ⦿ *What* is your ROI and *when* does it occur?

Visual Aids

- The Bare Essentials
 - Include a PICTURE OF THE CAR
 - Handout(s)



Visual Aids

- The Bare Essentials
 - Include a PICTURE OF THE CAR
 - Handout(s)

**ARE THE MOST
IMPORTANT
PART**



Visual Aids

- Visuals that *should* be considered Essential
 - Use Technology to your advantage
 - Use forms of social connectivity
 - Look at professional sports teams for graphic inspiration
 - Talk to graphic designers about creating handouts
 - Excite your PowerPoint!



Delivery

- Pick the right presenters
 - Be excited about your product
 - Think about what makes you want to buy a product
 - **Combine the two:** what makes **you** excited about your product?

Questions from the judges

- ⦿ You **will** get asked questions
- ⦿ Which presenter will answer what?
 - Be concise
 - Be confident
 - Answering 'Yes' or 'No' is insufficient
- ⦿ Be prepared to answer multiple questions

Sample Questions

...disclaimer: you can be asked ANYTHING

- ◉ Design/Performance
 - Do you think a driver will feel safe in your car?
 - How much development testing have you done and what design changes resulted from it?
- ◉ Manufacturing/Cost
 - How have you worked with your suppliers to get the best parts possible for your car?
 - How did you resolve the inherent compromise between cost and weight?
- ◉ Marketability
 - Do you think the exterior styling of your car will be a sale benefit or do you think it is unimportant?
 - Do you see the market for this vehicle expanding in the future or declining?

At the Event...

Parameters

- Know your assigned team and location
- 30 minute window includes:
 - Set-up period
 - **10 minute presentation period**
 - 5 minute question and answer period
 - Judges' scoring period

At the Event...

- ⦿ Don't forget...
 - Only presenters can answer questions (*what defines a presenter?*)
 - Teams are encouraged to bring in other team members/support staff
 - Teams are encouraged to videotape presentations

At the Event...

- Don't forget...
 - Only presenters can answer questions (*what defines a presenter?*) **Read the Rules!**
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What **not** to do

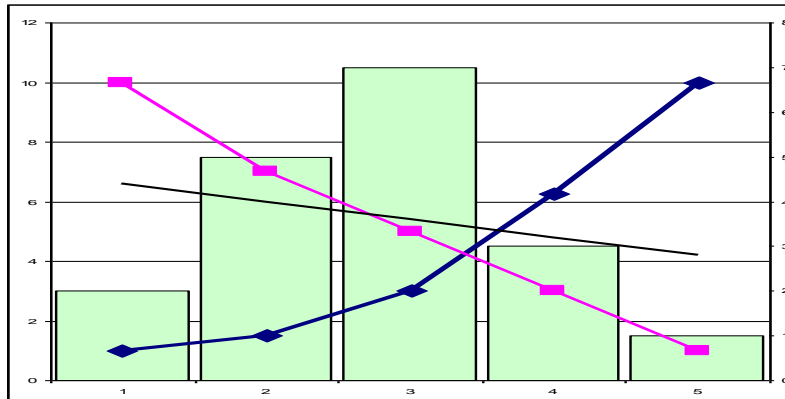
- People tend to put every single word in every single sentence they are going to say on their PowerPoint slides.
- This tends to overcrowd things a bit.
This tends to overcrowd things a bit.
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What **not** to do

- Avoid
- Excessive
- Bullet
- Points
- Only
- Bullet
- Key
- Points
- Too
- Many
- Bullet
- Points
- And Your
- Key
- Points
- Won't
- Stand
- Out

What **not** to do

Color	Approximate Temperature		
	°F	°C	K
Faint Red	930	500	770
Blood Red	1075	580	855
Dark Cherry	1175	635	910
Medium Cherry	1275	690	965
Cherry	1375	745	1020
Bright Cherry	1450	790	1060
Salmon	1550	845	1115
Dark Orange	1630	890	1160
Orange	1725	940	1215
Lemon	1830	1000	1270
Light Yellow	1975	1080	1355
White	2200	1205	1480



The squares contain the Atomic Symbol and Number

Click on one for more information on that element

1	H																	2	He				
3	4																	5	6	7	8	9	10
Li	Be																	B	C	N	O	F	Ne
11	12																	13	14	15	16	17	18
Na	Mg																	Al	Si	P	S	Cl	Ar
19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36						
K	Ca	Sc	Ti	V	Cr	Mn	Fe	Co	Ni	Cu	Zn	Ga	Ge	As	Se	Br	Kr						
37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54						
Rb	Sr	Y	Zr	Nb	Mo	Tc	Ru	Rh	Pd	Ag	Cd	In	Sn	Sb	Te	I	Xe						
55	56	57	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86						
Cs	Ba	La	Hf	Ta	W	Re	Os	Ir	Pt	Au	Hg	Tl	Pb	Bi	Po	At	Rn						
87	88	89	104	105	106	107	108	109															
Fr	Ra	Ac	Rf	Ha	Sg	Ns	Hs	Mt															
			58	59	60	61	62	63	64	65	66	67	68	69	70	71							
			Ce	Pr	Nd	Pm	Sm	Eu	Gd	Tb	Dy	Ho	Er	Tm	Yb	Lu							
			90	91	92	93	94	95	96	97	98	99	100	101	102	103							
			Th	Pa	U	Np	Pu	Am	Cm	Bk	Cf	Es	Fm	Md	No	Lw							

Material	10-6 in./in.*°F		10-5 in./in.*°C	
	High	Low	High	Low
Aluminum & its Alloys	13.7	11.7	2.5	2.1

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Light Yellow	bland	And	boring
White	2200	1205	1480

Protest Window

- ⦿ 30 minute time window
- ⦿ Listen for PA announcement of review period, and show up EARLY

Presentation Seminar

- Review Seminar of event
 - What the judges want to see
 - What the judges didn't see this year
 - Suggestions for improvement
 - Notes regarding creative techniques
 - A time when teams can ask questions of the judges
- Open to anyone
- Past FSAEM Seminar:

<http://www.youtube.com/watch?v=GAXvoSKPYJ4>

Presentation Highlights

- Finale' of presentation event
- Top teams give their presentations in front of an audience
- Anyone can attend
- Past FSAEM Videos:
 - <http://www.youtube.com/watch?v=Mg0r4jhg08w&feature=related>
 - <http://www.youtube.com/watch?v=FdRLUpe3fjE&feature=related>
 - <http://www.youtube.com/watch?v=2WfiewvNqUI&feature=related>

Q&A

- ◉ Any Questions?