

# SHOWCASE PRESENTATION

SET W09 · MON NOV 23

DUE W12 · MON DEC 14

12% OF FINAL GRADE

REALIZATION + PRESENTATION

Five minutes, solo, in front of an industry panel, on the last day of the term. Eighteen of these run back to back, so the format is enforced rather than policed. At five minutes you will be stopped, finished or not. What is being marked is not polish. It is whether a room of people who have never met your venture can tell, in five minutes, what problem it solves, who for, what you learned that changed it, and why anyone should believe you.

|                      |                      |                      |
|----------------------|----------------------|----------------------|
| STUDENT              | SECTION              | GRADE                |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |

LEVELS    4 EXCELLENT    3 PROFICIENT    2 DEVELOPING    1 INSUFFICIENT

| DESIGN                                                                                                                                                                                                                                                                                                                                                  |         | MARKED BY CM · 50% OF THIS INSTRUMENT |  |  |  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|---------------------------------------|--|--|--|
| CRITERION (WEIGHT) + INDICATORS                                                                                                                                                                                                                                                                                                                         | LEVEL   | NOTES                                 |  |  |  |
| <b>COMMUNICATION</b> 20% <ul style="list-style-type: none"> <li>The argument is legible to someone who has never seen this venture</li> <li>Opens with the problem, not with the solution or the technology</li> <li>Built for five minutes, not a fifteen-minute talk delivered quickly</li> <li>Nothing on a slide that is then read aloud</li> </ul> | 1 2 3 4 |                                       |  |  |  |
| <b>VISUALIZATION &amp; PRODUCTION</b> 20% <ul style="list-style-type: none"> <li>The deck and the artifact are visibly built from your own design system</li> <li>Legible from the back of the room. This is a measurable claim, not a taste one</li> <li>What is shown is the work itself, not a description of the work</li> </ul>                    | 1 2 3 4 |                                       |  |  |  |
| <b>EVIDENCE HANDLING</b> 10% <ul style="list-style-type: none"> <li>Can say, if asked, which part of this was model-assisted and what you checked before putting it on a slide</li> <li>Shows what was checked, and against what source</li> <li>The correction is visible in the work itself, not only described</li> </ul>                            | 1 2 3 4 |                                       |  |  |  |

| BUSINESS                                                                                                                                                                                                                                                                                                 |         | MARKED BY RS · 50% OF THIS INSTRUMENT |  |  |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|---------------------------------------|--|--|--|
| CRITERION (WEIGHT) + INDICATORS                                                                                                                                                                                                                                                                          | LEVEL   | NOTES                                 |  |  |  |
| <b>RESEARCH &amp; VALIDATION</b> 20% <ul style="list-style-type: none"> <li>Claims about customers are traceable to people actually spoken to</li> <li>Names at least one thing that testing changed</li> <li>Distinguishes what is validated from what is still a hypothesis</li> </ul>                 | 1 2 3 4 |                                       |  |  |  |
| <b>VIABILITY</b> 20% <ul style="list-style-type: none"> <li>There is a stated model for how this makes money, at a scale that matches the claim</li> <li>The ask is specific: what this venture needs next, and from whom</li> <li>Survives the panel's questions without the answer changing</li> </ul> | 1 2 3 4 |                                       |  |  |  |
| <b>PROJECT MANAGEMENT</b> 10% <ul style="list-style-type: none"> <li>What was promised across the term is what arrived</li> <li>The cut list is visible in what was presented. Scope was managed, not abandoned</li> </ul>                                                                               | 1 2 3 4 |                                       |  |  |  |

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**REQUIRED TO PASS, NOT SCORED**

Conditions, not criteria. The running order depends on all of them, which is why they are firmer here than anywhere else in the course.

- ☐ Five minutes. The format is enforced, not policed. You will be stopped.
  - ☐ AI Use Statement attached
  - ☐ Slides submitted the night before, for the running order and the tech check
  - ☐ Present for the whole session, not only your own slot
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**PANEL AND INSTRUCTOR NOTES**

Written live. The one thing this venture should fix before it is shown again.