

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.

YOUR NAME	SECTION	GRADE YOU'D GIVE YOURSELF

LEVELS 4 EXCELLENT 3 PROFICIENT 2 DEVELOPING 1 INSUFFICIENT

DESIGN		MARKED BY CM · 50% OF THIS INSTRUMENT				
CRITERION (WEIGHT) + INDICATORS	LEVEL	1	2	3	4	EVIDENCE: WHERE IN YOUR SUBMISSION?
COMMUNICATION 20% - The argument is legible to someone who has never seen this venture - Opens with the problem, not with the solution or the technology - Built for five minutes, not a fifteen-minute talk delivered quickly - Nothing on a slide that is then read aloud		☐	☐	☐	☐	
VISUALIZATION & PRODUCTION 20% - The deck and the artifact are visibly built from your own design system - Legible from the back of the room. This is a measurable claim, not a taste one - What is shown is the work itself, not a description of the work		☐	☐	☐	☐	
EVIDENCE HANDLING 10% - Can say, if asked, which part of this was model-assisted and what you checked before putting it on a slide - Shows what was checked, and against what source - The correction is visible in the work itself, not only described		☐	☐	☐	☐	
BUSINESS						
		MARKED BY RS · 50% OF THIS INSTRUMENT				
CRITERION (WEIGHT) + INDICATORS	LEVEL	1	2	3	4	EVIDENCE: WHERE IN YOUR SUBMISSION?
RESEARCH & VALIDATION 20% - Claims about customers are traceable to people actually spoken to - Names at least one thing that testing changed - Distinguishes what is validated from what is still a hypothesis		☐	☐	☐	☐	
VIABILITY 20% - There is a stated model for how this makes money, at a scale that matches the claim - The ask is specific: what this venture needs next, and from whom - Survives the panel's questions without the answer changing		☐	☐	☐	☐	
PROJECT MANAGEMENT 10% - What was promised across the term is what arrived - The cut list is visible in what was presented. Scope was managed, not abandoned		☐	☐	☐	☐	

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

WHAT DID THE PANEL ASK THAT YOU COULD NOT ANSWER?

Written within a day, while you still remember it. This is the last entry in your process book.

WHAT WOULD YOU CUT IF YOU HAD FOUR MINUTES?

The answer says what you actually think the argument is.