ME481 Senior Design

Instructions for the ME 481
Sales Pitch and Website Information

Fall 2022

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**Website Ready for Evaluation No Later Than:**

**DATE:** November 30, 2022

**TIME:** Midnight

**LOCATION:** Email atrimble@hawaii.edu a link to your team’s url for inclusion on the class website.

Subject: ME 481: Website URL, “teamname”

Body: State the “short” teamname you want used in the link on the website

Also email your instructor a link to your team’s url for review.

**Sales Pitch Presentation:**

Email your section instructor a copy of your team’s presentation no later than:

**DATE:** November 22, 2022

**TIME:** Midnight

**EMAIL:** Subject: ME 481: Sales Pitch, teamname

Filenaming convention: me481_2022f_salespitch_teamname

Note this is the presentation that will be used during class
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Purpose:

Generate a presentation and website that can be used to advertise your project. The presentation and website should be capable of helping you find funding. Ideally, if you are on schedule, you shouldn't need to do much, if any, additional engineering work - particularly if you have kept your design notebooks up-to-date. Rather, this is more an exercise in communication efficiency and your ability to communicate with a non-technical audience.

For the sales pitch presentation use the example provided by Dr. Sorensen in lecture and the outline below as a guide. Make personal connections with the audience. Help them care, but at the same time make them believe you will succeed based on your proposed concept, schedule, and budget (performance, time, money).

For the website you need something that provides an interested party more information. Information that is current. You need to provide the purpose, importance, and impact in a concise introduction (i.e., the 5 W’s+H: Who, What, When, Where, Why, and How). Include your mission statement and your top level objectives. In the sales pitch presentation these can be abridged and presented in an informal, non-technical way. Provide an easy to understand accounting of your current status with respect to performance, time, and money. As your project progresses, keep this up-to-date so potential investors can follow your progress. You can also provide access to more in depth analysis and calculations that are interesting and a compelling part of your story, but are difficult to communicate in a brief presentation if it makes sense for your project to do so. Finally, provide contact information for interested parties.

A – PRESENTATION (SALES PITCH)

Audience: Educated, but non-technical (i.e., be very careful with jargon)

Presentation will be before the entire class during lecture periods

Format: Formal (Questions at the end)

Time: 5 min for presentation plus 2 minutes for questions (Q & A). During lecture time on November 23 (i.e., starting at 3:30 pm, order will be chosen by random number generator.) A copy of your presentation is due to your section instructor by midnight on November 22. This copy will be used during the presentations. This is being done to save time so all presentations are already loaded on the presentation computer.

Participation: 1-2 presenters represent the entire team.

Attendance: You must attend all presentations.

Dress Code: Business professional (Hawaiian)

Presentation Outline (5 slides for 5 minutes with 1 minute per slide):

1. Title Slide
   • Includes team/company name, project title with one-line subtitle (catch the essence), name(s) of presenter(s), and date. Include a catchy image (possibly as background), appropriate to project

2. Introduction Slide
• Introduce yourself and your team (including relevant qualifications). In one to two sentences, tell us what your technology is. Tell us your Value Proposition. Try to use the following formula:
  o {team name} {helps} {audience} {get} {key benefits} {through} {secret sauce} {featuring} {key features}

3. Problem/Opportunity Slide
• Indicate why there is a current problem & what the “pain” is that needs to be solved
  o Use firsthand conversations with customers (Voice of the Customers) where possible and if applicable
• Describe any opportunity in your field/market that might provide an opening for your technology.

4. Solution Slide
• Describe your product in terms of benefits
• How does your technology solve the problem / pain in the field (market)?
• Indicate why your product solves the pain better than anyone else in the field (market), i.e., show why your product is better than competitors.
• Show why your solution is attractive to this field (market) and why it would be readily adopted.

5. Market/Funding Slide
• State the financial situation and schedule
• What is desired from the customer to aid this project (funding amount, equipment, expertise, etc.)?
• State the benefits to the customer, for example:
  o tax-deductible donation to UH Foundation
  o advertising/PR – include logos on your product and presentations
  o possible future employees
• Give contact information and “Mahalo!”

**Essential Takeaways**
• Maximize imagery and minimize words in your presentation!
• Show your enthusiasm (passion) for your product/project – make it infectious.
• Smile!

**Presentation Rubric:**
You will be evaluated based on how well you addressed the following merits:
• **Content of Slides:** see slide instructions
• **Sparkle:** statistics and stories that show results
• **Simplicity:** Jargon free language that anyone can understand
• **Passion:** how much you care about what you are pitching
• **Flexibility:** use of framework and adjustment to the audience
• **Preparation**: quality of the pitch
• **Duration**: how well did you stay within the 5-minute limit
B - WEBSITE

- Visual – Is the website visually appealing?
- Organization – Is the information provided in a logical order?
- Navigation – Can I easily find what I am looking for? (especially your current status in performance, time, and money)
- Content
  - 5 W’s + H (Purpose, Importance, Impact, Method)
  - Mission Statement
  - Objectives
  - Performance status (i.e., to what level do you currently meet your objectives)
  - Time status (i.e., How is your schedule looking? Will you finish on time? What is your next expected major milestone or achievement?)
  - Financial status (i.e., Are you currently on, over, or under budget?)