CAMS Inventors Inc. Successful Investor Project
Business Convention Judge’s Worksheet

Company name: ______________________ Judge’s name: ______________________

Judging Criteria:            HIGH   LOW
A. Student Presentation      5 4 3 2 1
   ➢ Effective responses to questions about
     o business plan for their product
     o advertisement campaign
     o being a successful inventor
   ➢ Effective presentation of product is
     o persuasive and enthusiastic
     o concise, coherent, and clear

B. Report Folder             5 4 3 2 1
   ➢ Clarity
   ➢ Research on the part of the students is evident
   ➢ Professional appearance
   ➢ Completeness
   ➢ Final report for their newly developed product contains
     o a business plan
     o legal requirements
     o an ad campaign

C. Advertisement of Product  5 4 3 2 1
   ➢ Creativity
   ➢ Information has depth and sophistication
   ➢ Professional appearance
   ➢ Effective advertisement of product using three of the following:
     o a pamphlet
     o a newspaper ad
     o a radio spot
     o a TV commercial

D. DISPLAY                  5 4 3 2 1
   ➢ Creativity
   ➢ Organization
   ➢ Adequate information about their product

TOTAL POINTS (out of 20 possible) __________
Comments or clarifying statements (use reverse side if necessary):

________________________________________________________________________
________________________________________________________________________