

**CAMS Inventors Inc. Successful Investor Project  
Business-Convention Rubric**

**DISPLAY BOOTH**

- We will provide two long tables for each item.
- You should have a vertical, freestanding display (poster board) of your product and work done by your team. It should be as self-explanatory as possible. It should prominently display the name of your team and product.
- Your final business plan should be available for viewing and reading.
- You should present your pamphlet, newspaper ad, radio spot, or TV commercial.
  - Note: Start now to locate extension cords, a TV, a computer, a monitor, a VCR, or whatever other equipment you will need on May 23. Dr. Filer or Mr. Fisher will help teams locate equipment if you give them a minimum of one week to do so.
- Two or three students at a time will be representatives at the booth. Representatives will rotate every half hour, from 9 A.M. to 11:35 A.M. (with five time slots). All team members should be knowledgeable about all aspects of your project, because the judges will be visiting and asking questions all morning.

**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
  - business plan for their product
  - advertisement campaign
  - being a successful inventor
- Effective presentation of product is
  - persuasive and enthusiastic
  - 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
  - a business plan
  - legal requirements
  - 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:
  - a pamphlet
  - a newspaper ad
  - a radio spot
  - 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):**

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**BUSINESS FAIRE SCHEDULE**

	9–9:30	9:30–10	10–10:30	10:30–11	11–11:30
Solutions Inc.					
Relay					
Tray Station Inc.					
Allright					
Bio Sight					
Dodeca Tek					
California Bloomm					
Comfort Co., Inc.					
Turn Tech Inc.					
Third Eye Systems Inc.					
Mobile Comforts					