

**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
 - 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):
