

PRESENTATION RUBRIC

| | A | B | C | D/F |
|---|---|--|---|---|
| Product Necessity | Proposal provides convincing arguments for why this product is necessary in today's market. Numerous points are made to compare this product with similar products already being produced. | Proposal provides adequate arguments for why this product is necessary in today's market. Some points are made to compare this product with similar products already being produced. | Proposal provides minimal arguments for why this product is necessary in today's market. Few points are made to compare this product with similar products already being produced. | Proposal provides inadequate arguments for why this product is necessary in today's market. No points are made to compare this product with similar products already being produced. |
| Scientific Research | Proposal is backed with valid scientific research on biomimicry and super-hydrophobic surfaces. Sound scientific evidence supports the idea that this product would benefit mankind. | Proposal is backed with some valid scientific research on biomimicry and super-hydrophobic surfaces. Scientific evidence supports the idea that this product would benefit mankind. | Proposal is backed with minimal scientific research on biomimicry and super-hydrophobic surfaces. Little scientific evidence supports the idea that this product would benefit mankind. | Proposal is not backed with scientific research on biomimicry or super-hydrophobic surfaces. No scientific evidence supports the idea that this product would benefit mankind. |
| Biomimicry/ Super-hydrophobic Surfaces | Product demonstrates the use of biomimicry and super-hydrophobic surfaces in order to be different than anything else already on the market. | Product shows some ways that the use of biomimicry and super-hydrophobic surfaces make it moderately different than other products on the market. | Product demonstrates limited use of biomimicry and super-hydrophobic surfaces. Product shows limited differences from anything else already on the market. | Product fails to demonstrate the use of biomimicry or super-hydrophobic surfaces and is not unique from anything else already on the market. |
| Proposal Argument | Group makes a strong argument for the usefulness of the proposed product. Argument is strongly supported by research and scientific data. | Group makes a decent argument for the usefulness of the proposed product. Argument is mostly supported by research and scientific data. | Group makes a weak argument for the usefulness of the proposed product. Argument is supported by limited research or scientific data. | Group makes little or no argument for the usefulness of the proposed product. Argument is unsupported by research or scientific data. |
| Presentation Quality | The presentation is 3-5 minutes long and provides ample explanation of the product as well as the science behind it. Presentation provides visuals to accompany the proposal and uses electronic/online platforms to present the proposal material. Proper attire and presentation etiquette is followed. | Presentation is 3-5 minutes long and provides some explanation of the product and the science behind it. It provides some visuals and uses electronic platforms to present the proposal material. Proper attire and/or presentation etiquette requires some improvement. | Presentation does not meet time requirements. It provides limited explanation of the product and/or the science behind it. Presentation provides few visuals or electronic platforms to present material. Proper attire or presentation etiquette is lacking. | Presentation is inefficient at providing explanation of the product or the science behind it. It provides few or no visuals to accompany the proposal. No electronic platforms are used to present the proposal material. Proper attire and presentation etiquette are lacking. |