

Sales Assignment

Assignment

The robot you designed could do a lot of good, for yourself or others. But what difference can your robot make when you're the only one who knows about it? Your assignment is to identify an audience or market that could benefit from using your robot (or perhaps a larger version of your robot), and put together an informational sales pitch or poster to help them understand what the robot can do for them, and realize how much they want one!

Details

Your sales pitch can be a presentation, a video, a flyer, a poster, a full-page or multipage magazine ad, a website, or any other format approved by your teacher. This is a team assignment. You should collaborate with your team members to do any and all of the work for this assignment, and you should distribute the work in a fair and effective way. All work done, however, must be your own groups. If you have any questions about whether something is allowable, ask *in advance*.

Tips

- Different audiences and markets have different needs. Research them and make sure that your sales pitch is targeted appropriately. Be sure to let your teacher know to whom your sales pitch is directed.
- Choose a media type that is both suitable to your target audience (Do they read magazines? Watch TV?) and realistic given the media production skills available within your group.
- Be professional in your design and delivery; ask yourself whether a given audience will really respond to the way in which your message is presented.
- If your sales pitch includes a price figure, be sure it is reasonable.

Deadlines

Final draft/presentation: **Thursday March 24th**

Be sure that if you are making a PowerPoint that you save it to Mr. Bush's shared drive as to not waste time on presentation day having to log off/on.

Robotics Sales Presentation

Names: _____

Project Presentation Rubric

1. Creativity:

Choose or create a Robot

- a. A robot that does a job or can be used as a toy built with NXT parts(5)
- b. Creativity of design(5)

____ 10 points

2. Design/Building:

Designed a robot using the NXT platform

- a. Robot looks like the object presented(5)
- b. Programmed to do specific job autonomously using sensors(5)

____ 10 points

3. Programming:

Program is design to do the job specified

- a. Correct program set up – use of switch blocks, loops, resets, etc.....(10)
- b. Correct use of 3 sensors in programming – and sensors worked(5)

____ 15 points **need to save program to shared drive**

4. Presentation:

Give a three minute presentation on the marketing of robot

- a. Marketed to appropriate audience(5)
- b. Used a marketable form of presenting(5)
- c. CREATIVITY of presentation(5)

____ 15 points

____ / 50 Total Points