Please indicate by marking one box per row:

<table>
<thead>
<tr>
<th></th>
<th>5: Exceptional</th>
<th>4: Above Average</th>
<th>3: Average</th>
<th>2: Below Average</th>
<th>1: Emerging</th>
</tr>
</thead>
</table>

**Oral Presentation** (35%)
All members participate, presentation content is accurate and demonstrates knowledge of engineering and marketing concepts. Presentation is engaged and team is prepared and able to answer questions.

**Prototype** (35%)
Prototype is functional and innovative. Team demonstrates understanding engineering concepts.

**Marketing** (15%)
Team identifies channels to reach market and features, understands target market, and shows thoughtful design.

Rubric Scale Details:

| 5: High Level of detail and thought. Executed skillfully. No errors. | 4: High level of detail and thought. Executed skillfully. Minor errors seen that do not detract overall. | 3: Average level of detail and thought. Executed with some skill. Some errors that detract overall. | 2: Lower level of detail and thought. Skill may need some adjustments for execution. Several errors that detract overall. | 1: Low level of detail and thought. Skills needed for execution absent. Many errors that detracted overall. |

Please write comments on reverse side of page.