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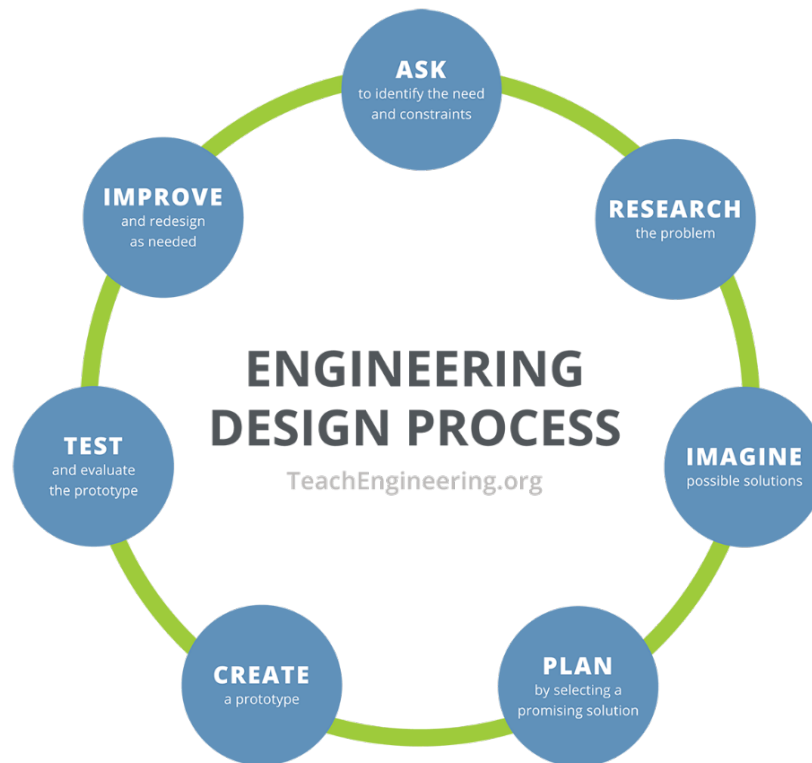
Date:

Class:

Product Pitch Assignment

Now that you have created the “best” motor-driven toothbrush ever, it is time to sell your product to Colgate Corporation, the largest toothbrush manufacturer in America (annual sales of \$46.6 million). Your team will create a product “pitch” using the format of your choice, such as a presentation, video, audio, or a poster with narrative description. All pitches must meet the following requirements to ensure sufficient information is provided to Colgate to evaluate your product (and the designers).

- Must be less than 4 minutes or, if using a poster (physical or digital), less than 50 cm x 50 cm.
- Must include connections to at least two scientific concepts or vocabulary words related to the effects of brushing on teeth.
- Must describe at least three phases of the engineering design process used during design and testing (see diagram below for reminders of the steps).
- Must show individual contributions of each group member.
- Must have all team members participate in the delivery of the pitch (if using a poster, delivery includes verbal explanation).
- Must showcase the creativity and ingenuity of your team in an organized, well-sequenced, and appealing manner.



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Evaluation Rubric:

Project Component	Advanced (Proficient AND...)	Proficient (Basic AND...)	Basic	Evaluation and Feedback
Use of Scientific Vocabulary and Reasoning	Justifies prototype design using at least three related scientific concepts with appropriate vocabulary and data .	Relates two or more scientific concepts to prototype design using appropriate vocabulary; makes some reference to data.	Includes at least two related scientific concepts and an attempt at connecting science to design features.	
Demonstration of Engineering Design Process	Includes information about at least four steps of the engineering design process, including explanation of redesign decisions.	Describes at least three phases of the engineering design process with appropriate examples.	Names at least three phases of the engineering design process and demonstrates at a basic level.	
Evidence of Teamwork/ Collaboration	Involvement of all team members in presentation, testing, and design is clearly evident in multiple components of the pitch.	All team members are able to explain their individual contributions; pitch includes evidence of how teamwork improved design.	Some level of collaboration is evident in the presentation and/or design process.	
Delivery of Pitch	All team members participate in pitch presentation or recording; excellent use of narration and visuals to explain design and content.	Some evidence of involvement of multiple team members; includes appropriate narration and visual evidence.	Pitch includes visuals for both content and design process with appropriate narration at a basic level.	
Overall Content Organization and Creativity	Clearly demonstrates full knowledge of the design process, includes pertinent, well-sequenced examples; includes avenues for future redesign and improvement.	Addresses all major components of science and engineering processes in a logical manner; purpose is clear and addressed to appropriate audience.	Addresses multiple components of science and engineering processes and includes justification of design for intended audience.	