

|                     | <b>Novice (5)</b>   | <b>Apprentice (10)</b>  | <b>Practitioner(15)</b>  | <b>Expert (20)</b>   |
|---------------------|---|---|--|--|
| <b>Content</b>      | <ul style="list-style-type: none"> <li>• Three or more of the content questions are unanswered or are inaccurate</li> <li>• A diagram is inaccurate, unrelated or missing</li> </ul>  | <ul style="list-style-type: none"> <li>• One or more of the content questions are unanswered or are inaccurate</li> <li>• The diagram may be unclear or is not used effectively to explain how the inventions/idea works</li> </ul>   | <ul style="list-style-type: none"> <li>• All of the content questions are answered completely and accurately</li> <li>• A diagram is used to explain how the invention/idea works</li> </ul>   | <ul style="list-style-type: none"> <li>• All of practitioner <u>plus</u>:</li> <li>• Projections are made that are based off historical data</li> <li>• These projections are clear and strengthen the sales pitch</li> <li>• The source of these projections is provided separate from the presentation</li> </ul>                |
| <b>Preparation</b>  | <ul style="list-style-type: none"> <li>• Very little preparatoin is apparent</li> <li>• A visual presentation is not used to complement the presentation or it detracts from the presentaiontion</li> <li>• The presenter was almost entirely reliant upon notes or reading off the screen</li> </ul> | <ul style="list-style-type: none"> <li>• More rehearsal was needed</li> <li>• Some of the visual aids in the presentation do not compliment it</li> <li>• The presenter relied on reading off the screen for some of the presentation</li> </ul>  | <ul style="list-style-type: none"> <li>• Sufficient rehearsal is apparent</li> <li>• The presentation includes an effective visual presentation to compliment sales pitch</li> <li>• Presentation includes an effective visual presentation to complement the sales pitch:</li> <li>• Presentation includes a clear font in constrasting colors that are easy to read</li> <li>• All pictures used are clear and large enough to be seen</li> <li>• No spelling or grammatical errors</li> <li>• Appropriate balance of text and pictures</li> <li>• Every slide has a clear purchase</li> </ul> | <ul style="list-style-type: none"> <li>• All practitioner <u>plus</u>:</li> <li>• The presenter is an expert on the subject and does not need notes</li> </ul>   |
| <b>Presentation</b> | <ul style="list-style-type: none"> <li>• Eye contact is not made</li> <li>• Speech is inaudable</li> <li>• Monotone, rushed speech</li> <li>• Poor posture</li> <li>• No use of positive gestures</li> <li>• Introduction and conclusion missing</li> </ul>   | <ul style="list-style-type: none"> <li>• Eye contact is inconsistent</li> <li>• Speech projection and/or clarity should be improved</li> <li>• Much of the speech is monotone</li> <li>• The speech is rushed</li> <li>• Positive gestures and good posture may be lacking</li> <li>• An introduction and conclusion may be missing or ineffective</li> </ul> | <ul style="list-style-type: none"> <li>• Consistent eye contact is made</li> <li>• Strong speech projection</li> <li>• Clarity in speaking</li> <li>• Appropriate pauses are taken</li> <li>• Positive gestures and good posture are used</li> <li>• Provides both introduction to hook in the audience and a conclusion that provides effective closure</li> </ul>  | <ul style="list-style-type: none"> <li>• All of practitioner <u>plus</u>:</li> <li>• Consistent eye contact is maintained to engage in the audience</li> <li>• The tone generates excitement and enthusiasm to draw the audience in</li> <li>• Appropriate pauses aer made to allow the audience to process information</li> </ul> |

| <b>Invention/Innovation</b> | <b>Life before the invention/innovation</b> | <b>Purpose of the invention/innovation</b> | <b>Inventor/Visionary</b> |
|-----------------------------|---|--|---------------------------|
| <b>Telegraph</b>            |   |  |                           |
| <b>Erie Canal</b>           |   |  |                           |
| <b>Water-powered Mills</b>  |   |  |                           |
| <b>Steel Plow</b>           |   |  |                           |

|                         |  |  |  |
|-------------------------|--|--|--|
|                         |  |  |  |
| <b>Reaper</b>           |  |  |  |
| <b>Steam Locomotive</b> |  |  |  |
| <b>Steamboat</b>        |  |  |  |

|                       |  |  |  |
|-----------------------|--|--|--|
| <b>Clipper Ship</b>   |  |  |  |
| <b>Sewing Machine</b> |  |  |  |
| <b>Railroads</b>      |  |  |  |
| <b>National Roads</b> |  |  |  |

