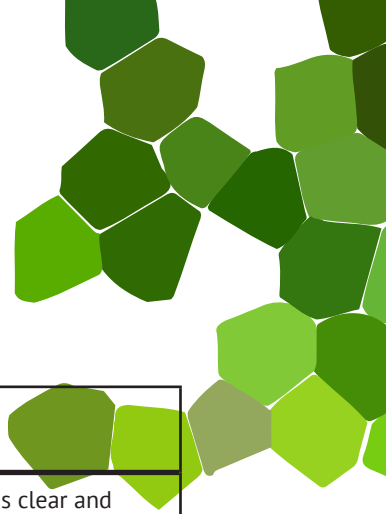




## Tool 16: Evaluation of the Presentation



Grade:	1–2 passing	3–4 good	5 excellent
<b>Brief</b>	The solution produced by the team does not meet the needs of the client and does not take into account the principles of the circular economy. The team does not give reasons for their choices.	The team has followed the innovation process and produced a solution which supports the circular economy and meets the needs of the client.	The solution is clear and detailed and meets the needs of the client. The decisions taken during the process are reasoned from the point of view of the brief and the circular economy.
<b>Customer needs</b>	The solution has no clear target group and does not meet a clear need.	The solution has a target group whose needs have been taken into account.	The solution has a clear target group whose particular needs have been identified and met.
<b>Added value</b>	The team is unable to show the innovativeness of the solution or its added value to the client. The solution does not take into account the existing resources or the investments the solution would require. The possibilities for developing the business idea have not been considered.	The solution is unique but the added value to the client cannot be shown. The solution takes advantage of existing resources. Possibilities for developing the business idea have been considered.	The added value for the client is explained clearly and comprehensively. The uniqueness and originality of the solution is clear. The solution shows a deep understanding of the existing resources and the possibilities for further developing the business idea.
<b>Presentation</b>	The topic is not clearly communicated and the added value is not presented convincingly. The presentation is uncertain. The presenter has difficulty in answering questions. The length of the presentation does not meet the specification.	The presentation is understandable and logical. The presenter is able to highlight the added value of the solution. The impression left is positive. The presenter is able to answer questions. The length of the presentation meets the specification.	The solution is presented clearly and fluently. The presenter points out the added value of the solutions convincingly. The presentation is original and makes an impact. The presenters answer questions confidently. The length of the presentation meets the specification