BME Design Courses
Instructions for the Show and Tell

This is a required event in the BME Design courses - report to your assigned classroom based on your advisor: http://bmedesign.engr.wisc.edu/course/advisors/

Objectives
You have all had the chance to see each other’s design projects at the preliminary presentations. This is a chance for you to show your fellow classmates what you have accomplished since then and obtain their feedback on the first iterations of your prototype/design from a broader group. How does your design meet the need, how does it operate, are you using the appropriate tools, how can you test it to meet the constraints, etc.? This is also a chance to gain experience in quickly evaluating the designs of others and providing constructive feedback from an outside perspective.

Requirements
This will be speed-dating style event (see logistics below) in which you will give one-minute elevator pitches to your peers and then have four minutes to gather feedback.

- No formal slides, handouts, or videos are allowed
- Bring ONLY your current prototype and/or representation of your final design
- Prepare a 60 second elevator pitch that every team member knows (see suggested guidelines below)
- Obtain advice and feedback on your team’s current progress from your peers.

This is a casual event where formal attire is not required. Attendance is mandatory and there is no grade assigned other than a present/absent.

Logistics
Each team will split into two groups and self-designate each as group A and group B. For BME 300/200, we recommend at least one BME 300 student in each group.

12:05 pm – 1:05 pm - For the first half of the Show and Tell
- Group A members will stay at a table by their prototype/project representation
- Group B members will rotate in a round-robin / speed dating style through all of the projects
- Rotations will happen every 5 minutes as timed and organized by the design faculty
- During each 5 minute block:
  - Group A will give a 1 minute elevator pitch (see below)
  - Group B will ask questions and help answer Group A’s questions

~1:05 pm ~ 2:05 pm - The roles are reversed, group B stays to pitch their project and group A rotates

Any remaining time at the end of the session may be used to follow-up with teams or individuals as needed and/or discuss the results from event with your team and document it in the design notebook.
One minute ‘elevator’ pitch

You’ll have 60 seconds for your elevator pitch. These 60 seconds sound like a lot of time but once you start, the clock ticks faster. Plan your pitch, hit your key points, and practice! Your advisor will stop you at 60 seconds.

**Pitches typically consist of these main elements**
- What’s the Problem?
- What’s your solution / major benefit?
- What progress have you made? / What are your upcoming milestones?
- Call to action: What are you looking for or need help on? You should decide ahead of time what you want to get out of this event and how your peers can help you. This might evolve as the session progresses and you gather more feedback.

**Other components for consideration or ‘call to action’ options**
- How will you manufacture the device/solution?
- How will you test it to ensure it meets the PDS?
- How are you going to commercialize (market, sell, etc.) it?
- What makes this unique or defensible? Can I copy it? Does it stand out? Is it interesting in some way?
- What’s the market opportunity?

**Resources and Examples**
https://blog.toggl.com/elevator-pitch-examples/
https://www.thebalancesmb.com/writing-effective-elevator-pitch-2951691
https://www.techstars.com/content/community/rock-1-minute-pitch/