Step 4: Develop the Product

Create a PowerPoint slide with the following information on it: Creative Brand Name/Logo & Slogan

* Trade Name
* Trade Character
* Unique selling feature
* Picture of your Prize (from orientaltrading.com or party city- maximum of .40 per UNIT)

You must prepare a 45 second to 1 minute script that gives a general understanding of your concept to the elementary students. Remember to stay on their level…YOU MUST MAKE IT FUN!! Script must be pre-approved before your voiceover can be completed.   
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The slide and script will be used in step 4 to test your product concepts at the elementary school. Since we will not be able to test the product in person, you are responsible for making a 1 minute voiceover. Remember, be enthusiastic and entertaining. This is what the first graders will hear when they view your product idea. You want to stand out!

Your script should include:

* Product description that is written to sell.
* Brand Name and slogan
* Trade Character description
* Include features/benefits)
* Your unique selling feature
* Description of Prize

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| --- | --- | --- | --- | --- |
|  | Yes/No | Comments | Points Possible | Points Earned |
| PowerPoint Slide |  |  | 20 |  |
| Script Approval |  |  | 10 |  |
| Voiceover |  |  | 20 |  |