Biotechnology: Company Presentation

STUDENT PROJECT

Directions:

You are a design and production team for a small biotechnology company. Your company has developed a genetically altered food product, but does not have the money to pay for the production and marketing of the product to the public. However, your company has been invited to present at an Agricultural Technology Conference. The purpose of this conference is to give small companies a chance to sell their product ideas to large funding companies. The conference has asked you to prepare a two to five minute presentation incorporating at least one poster or major visual aid which describes and illustrates the idea. Before the conference begins, you must complete the following tasks:

Part 1: Create a Company Name and Product

Create a catchy name for your company. Then, brainstorm a list of items you want to genetically change (using the "Possible Products" list as a guide). Analyze the various products and discuss the potential benefits to society. Select which item to change and describe the information on the *Planning Page.*

Part 2: Determine your jobs

Review the four job positions within your biotech company. Discuss which jobs would be best for each team member. Write the group member's name next to the corresponding job title on the *Planning Page*.

Part 3: Getting To Work

Begin working on your formal poster and presentation outline. Assign each group member a specific task and deadline. Discuss ideas as a group and add needed information to the official *Planning Page.*

Part 4: Practice and Prepare your presentation

After your display board has been designed, you are ready to prepare for the formal presentation. The presentation should address the product's benefits and discuss how the company changed the product genetically. All group members, should be prepared to address questions from the audience and be able to discuss what they contributed to the project. It might help to follow these steps:

- Determine how the presentation will be given.
- Predict what questions may be asked and how to answer them.
- Practice and time your presentation, speak clearly and loudly.

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Possible Products List

- Non-mushy banana
- Carnivorous crops
- Flavored fruits or vegetables
- Mold-tolerant fruits and vegetables
- Crops which can grow in salty water or damaged soil
- Faster growing trees or plants
- Products or flowers which glow in the dark
- Fruits and vegetables with added nutrients
- Medicine producing plants
- Pest-resistant crops
- Plants which grow more food
- Plants or vegetables where every part is useful
- Plants immune to bugs and insects
- Pollution-absorbing plants
- Flavored popcorn cornels

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Company Positions

Presentation Spokesperson

- Explains in common language how biotechnology works and how the product has been changed, during the formal presentation.
- Discusses why the public will like this product better than the old one.
- Convinces audience member to provide financial support for the product idea.
- Oversees the entire project by delegating responsibilities to team members.

Presentation Supporter

- Acts as an “adminstrative assistant” to each group member.
- Provides support, materials, and ideas for each required activity.
- Helps write and organize the formal presentation.
- Helps finsh any out-of-class work which needs to be completed.

Product Design Manager/Graphic Artist

- Gathers materials and determines a design for the poster display.
- Designs and draws the before and after pictures of the product for the poster.
- Creates additional visual aids and advertisements where needed.
- Organizes and stores visual aid materials for later use.
- Verifies the accuracy of material through research.

Science/Copy Writer

- Writes the background information on what the product looks like and how it functions before genetic altering. (Added to poster)
- Explains how the product was changed and works with the graphic artist to create a DNA model or drawing of the “after” product and helps to produce a poster showing the benefits of the new product.
- Verifies the accuracy of material through research.

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Planning Stage

STUDENT PROJECT

STEP 1

Company Name:

Selected Product:

Describe how your product will be altered and improved?

STEP 2

Presentation Spokesperson: _____
Presentation Supporter: _____
Graphic Design Artist: _____
Science Copy Writer: _____

STEP 3

Task	Group Member Responsible	Deadline

Group Member Evaluation

Assign each group member a letter grade based on the amount of work they contributed to the overall project, poster and presentation.

Group Members Name	Grade