

Company Presentation

Presentation will be given:

Monday May 5
Monday May 12

Presentations: Monday May 5th or Monday May 12th 2025 in class (your group will have ~10 minutes (+ 5 minutes of question) to present slides to the class). You must be ready to present on Monday May 5th, group presentation order will be picked at random.

Groups: For this project you will work in groups of 2 (preferred) or 3. You may choose your own groups.



For this assignment you will find a company that makes a green technology and explore both the company and the technology. You will then give a class presentation (with slides) on your findings.

Technology Component

Your group is free to choose any technology that you want. Your presentation must address the topics listed below, so try to choose a company/technology that will allow you to cover these topics in a thorough and interesting way.

1. Overview of the green technology

- A basic explanation how the technology works (the scientific and technological principles that are involved).
- The availability of the technology (Is it available now? If not, when will it be available? Is there a waiting list?)
- What qualifies it as a 'green technology'? (e.g. What problem does it address? Is it intended to replace a less efficient technology?)
- What infrastructure is needed to support widespread use of this technology? Is that infrastructure available now? Are there plans for it in the future? (think about the Edison System)

2. Advertising and marketing of the technology

- Find an example of an advertisement from a brochure, online magazine, etc. to include in your slides and discuss the advertising strategy.
- How is the technology marketed?
- Who is the intended market?
- Do you think the ad is effective?
- Do you think the claims made in the ad are accurate?

3. Background research on the company making your technology

- How long have they been in business?
- Do they have competitors? If so, who?
- Are there products/technologies that serve the same role as the technology that you choose? If so what are the advantages/disadvantages of the technology that you picked.
- Does the company make any other products/technologies? If so what?
- Any other facts about the company that you think are relevant.

4. Employees

- You must talk to at least one person from the company and highlight them in your presentation.
- How long have they worked for the company?
- Why did they want to work for the company?
- What education/work experience did they need to get their job?

5. Your reaction to the technology

- Do you think this technology will succeed? Why or why not?
- Was there consensus in your group?
- Do you think this technology is "green"? How green is it?

Additional Requirements

Have two hard copy of your slides (one for Darby and one for Ali) to give to them before your presentation.