



Local, Regional and Statewide STEM Business Plan Judging Card

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Project identification information to be mail merged into this space.

STEM BUSINESS PLAN JUDGING CRITERIA

POINTS

BULLETS DO NOT HAVE A PRE-DETERMINED NUMERICAL VALUE.

_____ **1. COMMUNICATION: Overall quality of the full Plan including the Elevator Pitch and Executive Summary and any Posters and PowerPoint presentations that may be used in presentation. (8 points maximum)**

- An "Elevator Pitch" is a 1-3 sentence pitch that indicates what the product/service is, who the customer is & what the benefits are.
- How concise yet well thought through, understandable and compelling is the written STEM Plan?
- Assess the Plan's (and oral presentation, if given) overall quality of organization and writing including logic of data analyses and arguments, appropriate graphics, grammar, spelling and professional appearance.
- Use of an unambiguous scientific/technical title that describes the product, service, or process; not a marketing brand name, *per se*, but a title that enables a person to know what it is or what it purports to do.
- Relevance of contemporary, cited literature or references; extent of scientific, engineering or medical journals, society technical reports /sources etc., as compared to just popular literature citations or web only sources.

_____ **2. COMMERCIAL FEASIBILITY (8 points maximum)**

- How well thought through and developed, understandable and compelling is the student's assessment of the commercial feasibility of their concept or idea?
- Have they clearly defined the problem, pain point and/or market opportunity and their proposed solution?
- Have they clearly defined who their target customers and intended users are, the nature of competition and the consumer value proposition and competitive advantage that their Plan proposes?
- Does the Plan's feasibility analysis reflect a reasonable understanding of the expected revenues (and revenue sources) and costs that they expect to occur?

_____ **3. STEM CONCEPTS AND PRINCIPLES (8 points maximum)**

- How well thought through and developed, understandable and compelling is the student's summary of the fundamental, salient STEM concepts, principles or processes upon which the product or service is based.
- Does the student clearly understand the basic principles upon which his or her commercialization concept is based?

_____ **4. BUSINESS AND FINANCIAL PROOF OF CONCEPT (16 points maximum)**

- Does the Plan include a quality discussion of its proposed marketing, sales and pricing strategy to bring the new product, service or other concept idea to market?
- Does the Plan include a quality discussion of how they would operationally go about developing and making their product, service or other concept idea into a tangible commercial opportunity?
- Does the Plan include a quality discussion about the significant risks and uncertainties they would most likely face in bringing their new product, service or other concept idea to market?
- Does the Plan include a quality discussion about the amount and types of startup costs and investment they believe would be required to bring their new product, service or other concept idea to market?
- Does the Plan include a reasonable three year summarized financial projection that bears out the financial feasibility of bringing their new product, service or other concept idea to market on a sustainable basis?

_____ **TOTAL POINTS**

JUDGE'S Printed Name _____ Signature _____

JUDGES MUST ADD COMMENTS ON BACK: Please add your comments about the project. Students especially look for constructive criticism to improve the project for the future.