The Ohio Academy of Science

Local, Regional and Statewide STEM Business Plan Judging Card

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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 though 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 consumers 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.