



Local, Regional and Statewide STEM Commercialization Plan Judging Card

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Project identification information to be mail merged into this space.

STEM COMMERCIALIZATION PLAN JUDGING CRITERIA

POINTS

BULLETS OR NUMBERS 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. SCIENCE AND TECHNOLOGY PROOF OF CONCEPT (16 points maximum)**
- Does the Plan include a background or introductory description of the scientific literature related to their idea? Does the Plan include a quality discussion about what the scientific community already knows that is relevant to the Plan concept?
 - Does the Plan include a description of findings with relevant, cited references included and a list of cited references at the end of the Plan?
 - Does the Plan include a statement of a single, clear and compelling (1) testable hypothesis or (2) engineering design?
 - Does the Plan include an inquiry or design-based discussion rather than simply a summary of knowledge?
 - If the Plan includes a discussion of prototypes and models that they may have created, is their use relevant & supported with strong data analyses?
 - Does the Plan discuss additional research, design or analysis that should be done?
 - Does the Plan include appropriate data tables, graphs, charts, sketches, engineering drawings or photos of prototypes or models?

_____ **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.