

Local, Regional and Statewide STEM Business Plan Judging Card

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Plan Title:		
Student Name(s):		

STEM BUSINESS PLAN JUDGING CRITERIA BULLETS OR NUMBERS DO NOT HAVE A PRE-DETERMINED NUMERICAL VALUE.

	EXCEEDS EXPECTATIONS	MEETS EXPECTATIONS	BELOW EXPECTATIONS
STEM CONCEPTS AND AND PRINCIPLES	Plan includes an exceptional discussion on Why STEM concepts are important to the proposed solution How (application) the concept is used in developing the proposed solution How the STEM concept is applied in a new way Any additional scientific research or development to create the solution	 Plan includes an average discussion on Why STEM concepts are important to the proposed solution How (application) the concept is used in developing the proposed solution How the STEM concept is applied in a new way Any additional scientific research or development to create the solution 	 Unclear STEM concepts and principles. Missing components.
Points:	8-7 POINTS	6-4 POINTS	3-1 POINTS
COMMERCIAL FEASIBILITY	 The commercial feasibility of the concept or idea is exceptionally organized, and understandable. The problem, pain point and/or market opportunity and the proposed solution is defined and is needed. Target customers and intended users, competitors, the customer value proposition, and competitive advantage is defined and understandable. Plan feasibility analysis reflects a detailed understanding of the expected revenue streams and start up and operating costs. The 3-year budget spreadsheet is included and well organized. 	 The commercial feasibility of the concept or idea is understandable. The problem, pain point and/or market opportunity and the proposed solution is defined. Target customers and intended users, competitors, the customer value proposition, and competitive advantage is defined. Plan feasibility analysis reflects a basic understanding of the expected revenue streams and start up and operating costs. The 3-year budget spreadsheet is included. 	 Unclear commercial feasibility. Missing components.
Points:	8-7 POINTS	6-4 POINTS	3-1 POINTS

 "Elevator Pitch" that indicates: the product/service, the consumer, & the benefit. Concise, understandable, and compelling written STEM Plan. Exceptional quality of organization and writing including logic of data analyses and arguments, appropriate graphics, grammar, spelling, and professional appearance. Plan title that describes the product, service, or process that enables a person to know what it is or what it purports to do. Relevant cited references from a variety of scholarly resources. "Elevator Pitch" that indicates only the product/service &/or the consumer. Well thought through, understandable, and compelling written STEM Plan. Good organization and writing including logic of data analyses and arguments, appropriate graphics, grammar, spelling, and professional appearance. Plan title that describes the product, service, or process that enables a person to know what it is or what it purports to do. Relevant cited references. Points: "Elevator Pitch" that indicates only the product/service &/or the consumer. Well thought through, understandable, and compelling written STEM Plan. Good organization and writing including logic of data analyses and arguments, appropriate graphics, grammar, spelling, and professional appearance. Plan title that describes the product, service, or process that enables a person to know what it is or what it purports to do. Relevant cited references. 	discussion on bringing the new product, service, or other concept idea to market in the following areas: 1 the amount and types of startup costs and investment required 2 ongoing costs and expenses 3 sales and advertising marketing strategy and pricing strategy or evaluation of risk and uncertainties 3 a realistic three-year summarized financial projection that bears out the financial feasibility and sustainability 1 Elevator Pitch" that indicates: the product/service, the consumer, & the benefit. 2 Ocints: 3 Ocints: 4 "Elevator Pitch" that indicates: the product/service, the consumer, & the benefit. 3 Consist, grammar, spelling, and professional and writing including logic of data analyses and arguments, appropriate graphics, grammar, spelling, and professional appearance. 9 Plan title that describes the product, service, or process that enables a person to know what it is or what it purports to do. 8 Relevant cited references from a variety of scholarly resources. 8-7 POINTS 4 Goal Points: 10 DIA	discuss productide to areas: the stared one one stared one one stared one one of stared one of	on on bringing the new and service, or other concept market in the following amount and types of rtup costs and investment uired going costs and expenses as and advertising rketing strategy and pricing ategy lluation of risk and certainties ealistic three-year marized financial jection that bears out the ancial feasibility and tainability 16-13 POINTS or Pitch" that indicates: the tyservice, the consumer, & the	on bringing the new product, service, or other concept idea to market in the following areas: • the amount and types of startup costs and investment required • ongoing costs and expenses • sales and advertising marketing strategy and pricing strategy • evaluation of risk and uncertainties • a realistic three-year summarized financial projection that bears out the financial feasibility and sustainability 12-4 POINTS • "Elevator Pitch" that indicates only	financial proof of concept • Missing components.
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JUDGE'S Printed Name Signature	JUDGE'S Printed Name Signature	JUDGE'S Printed Name	8-7 POINTS	6-4 POINTS	3-1 POINTS
			NTS: Students especially look fo	Signatureor constructive criticism to improve the projec	et for the future.