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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
<div style="border: 1px solid black; padding: 5px; text-align: center;"> STEM CONCEPTS AND PRINCIPLES </div> <p>max. 8 pts.</p>	Plan includes an exceptional discussion on <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Unclear STEM concepts and principles. Missing components.
Points: _____	8-7 POINTS	6-4 POINTS	3-1 POINTS
<div style="border: 1px solid black; padding: 5px; text-align: center;"> COMMERCIAL FEASIBILITY </div> <p>max. 8 pts.</p>	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> Unclear commercial feasibility. Missing components.
Points: _____	8-7 POINTS	6-4 POINTS	3-1 POINTS

