



## Local, Regional and Statewide STEM Commercialization Judging Card

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Plan Title: \_\_\_\_\_

Student Name(s): \_\_\_\_\_

### STEM COMMERCIALIZATION 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;"> <b>STEM CONCEPTS AND PRINCIPLES</b> </div> <p>max. 8 pts.</p>	Plan includes an <b>exceptional</b> discussion on <ul style="list-style-type: none"> <li>Why STEM concepts are important to the proposed solution</li> <li>How (application) the concept is used in developing the proposed solution</li> <li>How the STEM concept is applied in a new way</li> <li>Any additional scientific research or development to create the solution</li> </ul>	Plan includes an <b>average</b> discussion on <ul style="list-style-type: none"> <li>Why STEM concepts are important to the proposed solution</li> <li>How (application) the concept is used in developing the proposed solution</li> <li>How the STEM concept is applied in a new way</li> <li>Any additional scientific research or development to create the solution</li> </ul>	<ul style="list-style-type: none"> <li>Unclear STEM concepts and principles.</li> <li>Missing components.</li> </ul>
Points: _____	<b>8-7 POINTS</b>	<b>6-4 POINTS</b>	<b>3-1 POINTS</b>
<div style="border: 1px solid black; padding: 5px; text-align: center;"> <b>COMMERCIAL FEASIBILITY</b> </div> <p>max. 8 pts.</p>	<ul style="list-style-type: none"> <li>The commercial feasibility of the concept or idea is <b>exceptionally organized</b>, and understandable.</li> <li>The problem, pain point and/or market opportunity and the proposed solution is defined <b>and is needed</b>.</li> <li>Target customers and intended users, competitors, the customer value proposition, and competitive advantage is defined and <b>understandable</b>.</li> <li>Plan feasibility analysis reflects a <b>detailed</b> understanding of the expected revenue streams and start up and operating costs.</li> </ul>	<ul style="list-style-type: none"> <li>The commercial feasibility of the concept or idea is understandable.</li> <li>The problem, pain point and/or market opportunity and the proposed solution is defined.</li> <li>Target customers and intended users, competitors, the customer value proposition, and competitive advantage is defined.</li> <li>Plan feasibility analysis reflects a <b>basic</b> understanding of the expected revenue streams and start up and operating costs.</li> </ul>	<ul style="list-style-type: none"> <li>Unclear commercial feasibility.</li> <li>Missing components.</li> </ul>
Points: _____	<b>8-7 POINTS</b>	<b>6-4 POINTS</b>	<b>3-1 POINTS</b>

