

## Local, Regional and Statewide STEM Commercialization Judging Card

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Plan Title:	
Student Name(s):	
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## STEM COMMERCIALIZATION 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	<ul> <li>Plan includes an average discussion on</li> <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> <li>Unclear STEM concepts and principles.</li> <li>Missing components.</li> </ul>	
Points:	8-7 POINTS	6-4 POINTS	3-1 POINTS	
COMMERCIAL FEASIBILITY	<ul> <li>The commercial feasibility of the concept or idea is exceptionally organized, and understandable.</li> <li>The problem, pain point and/or market opportunity and the proposed solution is defined and is needed.</li> <li>Target customers and intended users, competitors, the customer value proposition, and competitive advantage is defined and understandable.</li> <li>Plan feasibility analysis reflects a detailed understanding of the expected revenue streams and start up and operating costs.</li> </ul>	<ul> <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 basic understanding of the expected revenue streams and start up and operating costs.</li> </ul>	Unclear commercial feasibility.     Missing components.	
Points:	8-7 POINTS	6-4 POINTS	3-1 POINTS	

EXCEEDS EXPECTATIONS	MEETS EXPECTATIONS	BELOW EXPECTATIONS
Plan includes an exceptional discussion on bringing the new product, service, or other concept idea to market in the following areas:  • background or introductory description of the scientific literature  • STEM concepts related to students' idea  • how the research findings impacted the development/design of the idea/solution  • additional research, design, or analysis needed for the solution to be feasible  • appropriate data tables, graphs, charts, sketches, engineering drawings or photos of prototypes or models  • analyses of prototype or model if one was created	Plan includes an average discussion on bringing the new product, service, or other concept idea to market in the following areas:  • background or introductory description of the scientific literature  • STEM concepts related to students' idea  • how the research findings impacted the development/design of the idea/solution  • additional research, design, or analysis needed for the solution to be feasible  • appropriate data tables, graphs, charts, sketches, engineering drawings or photos of prototypes or models analyses of prototype or model if one was created	<ul> <li>Unclear science and technology proof of concept .</li> <li>Missing components.</li> </ul>
16-13 POINTS	12-4 POINTS	3-1 POINTS
<ul> <li>"Elevator Pitch" that indicates: the product/service, the consumer, &amp; the benefit.</li> <li>Concise, understandable, and compelling written STEM Plan.</li> <li>Exceptional quality of organization and writing including logic of data analyses and arguments, appropriate graphics, grammar, spelling, and professional appearance.</li> <li>Plan title that describes the product, service, or process that enables a person to know what it is or what it purports to do.</li> <li>Relevant cited references from a variety of scholarly resources.</li> </ul>	<ul> <li>"Elevator Pitch" that indicates only the product/service &amp;/or the consumer.</li> <li>Well thought through, understandable, and compelling written STEM Plan.</li> <li>Good organization and writing including logic of data analyses and arguments, appropriate graphics, grammar, spelling, and professional appearance.</li> <li>Plan title that describes the product, service, or process that enables a person to know what it is or what it purports to do.</li> <li>Relevant cited references.</li> </ul>	<ul> <li>Unclear plan title, "Elevator Pitch", written plan, and/or references.</li> <li>Grammar and spelling mistakes. Missing components.</li> </ul>
8-7 POINTS	6-4 POINTS	3-1 POINTS
	discussion on bringing the new product, service, or other concept idea to market in the following areas:  background or introductory description of the scientific literature  STEM concepts related to students' idea  how the research findings impacted the development/design of the idea/solution  additional research, design, or analysis needed for the solution to be feasible  appropriate data tables, graphs, charts, sketches, engineering drawings or photos of prototypes or models  analyses of prototype or model if one was created  16-13 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.	discussion on bringing the new product, service, or other concept idea to market in the following areas:  • background or introductory description of the scientific literature  • STEM concepts related to students' idea  • how the research findings impacted the development/design of the idea/solution  • additional research, design, or analysis needed for the solution to be feasible  • appropriate data tables, graphs, charts, sketches, engineering drawings or photos of prototypes or models  • nalyses of prototype or model if one was created  16-13 POINTS  12-4 POINTS  12-4 POINTS  12-4 POINTS  12-4 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.