**BELIEVE IN OHIO PITCH VIDEO/PRESENTATION**

**WRITTEN SUMMARY SHEET TEMPLATE**

NOTE: DELETE ALL TEXT IN BLUE BEFORE SUBMITTING TO YOUR TEACHER.

**Format of summary**:

* Use the headings (in black) from this template in this order provided in your summary.
* Length of summary: **minimum 2 pages; maximum 3 pages.**
* Summary may be single or 1.5-spaced.
* Type all pages "flush left” with 1” margins. Do not justify paragraphs (i.e. stretch type to left & right margins).
* Font size of **at least 10 points**; preferably 12 points for better legibility.
* We recommend 10, 11 or 12 point Times New Roman, Century Schoolbook, Arial, Calibri or Myriad Pro.
* Your report must include the section headings below in black font color.
* Do not break pages between headings. Type continuously beginning with Part 2.

**FORMAT FOR COVER SHEET - INSERT YOUR ACTUAL INFORMATION IN BLACK.**

*Type all flush left, ragged right; do not justify. Do not type line instructions. Although the Cover Sheet is the first page, do not type page number on Cover Sheet.*

Part 1. Cover Page with Elevator Pitch

* Line 1 Type your full name (if team, type name of each team member separated by a comma)
* Line 2 Type your current grade level (if team, type grade of each person as above with commas)
* Lines 3-4 Type your project title (i.e. Plan name) in *Italics*
* Line 5 Judging category (Either Commercialization Plan or Business Plan)
* Leave Line 6 blank
* Lines 7-9 Type Elevator Pitch here (add additional lines as needed, maximum of 3 sentences)

An elevator pitch is a short, engaging statement that describes your idea sufficiently to interest a potential investor or collaborator in it. It’s called that because it can be said during an elevator ride.

The following is an example for someone competing as an **individual**:

Part 1. Cover Sheet with Elevator Pitch

Ms. Carol A. Smith

11

*Prosthesis Safety Device*

STEM Business Plan

Elevator pitch: Prosthesis Safety Device provides audio and visual signals to an amputee when a residual limb is correctly locked in its socket. The device works with traditional prostheses for upper and lower extremities. As a result, the patient will be aware if the prosthesis is properly applied and safe to use.

The following is an example for a group competing as a **team**:

Part 1. Cover Sheet with Elevator Pitch

Ms. Carol A. Smith, Mr. Conner H. Jones, Ms. Sally R. Brown

11, 12, 10

*Prosthesis Safety Device*

STEM Business Plan

Elevator pitch: Prosthesis Safety Device provides audio and visual signals to an amputee when a residual limb is correctly locked in its socket. The device works with traditional prostheses for upper and lower extremities. As a result, the patient will be aware if the prosthesis is properly applied and safe to use.

Part 2. Problem Summary and Proposed Solution

**Length = 1 - 2 paragraphs**

This part includes a discussion of all Action Steps from Mileposts 1 and 2 in

ProjectBoard. Use your Action Step information to:

* Write short summary (a couple of sentences) that describes your Problem Statement/ Pain Point/ Market Opportunity (Milepost 1).
* Write a short summary that describes your proposed solution (Milepost 2).

Part 3. Summarize the STEM Concepts and Principles Underlying the Overall Plan

**Length = 1 page.**

If your proposed solution is based on several STEM concepts, focus on 1-3 key concepts.

This part includes a discussion of all Action Steps from Milepost 3 in ProjectBoard. Use your graphic organizers and Action Step information to:

* Write a description of why (background) these STEM concepts are important to your proposed solution and how (application) they are used in developing your solution.
* Make sure to cite your information as you write your paragraphs.
* Include a drawing and discussion of your prototype if applicable.

Be sure to address the following Action Steps from Milepost 3:

* **Describe** how this information has not been previously applied in the way you propose and how it provides strong evidence for the success of your solution.
* **Explain** any additional scientific research or development that may be required to create your solution.

Part 4. Commercialization Assessment of the Overall Plan:

**Length = 1 page.**

This part includes a discussion of all Action Steps from Mileposts 1 & 2 and 4 – 8 in ProjectBoard. Use your Action Step information to:

* Write a short summary under each of the headings below.

Problem, pain point or market opportunity: Milepost 1

Proposed solution: Milepost 2

Target customers and intended users: Milepost 4

Competitors: Milepost 5

Customer value proposition & competitive advantage: Milepost 6

Principal revenue streams expected: Milepost 7

Principal startup and operating costs expected to be incurred: Milepost 8

* Use the *Operational Costs Worksheet* for either a Business Plan or STEM Commercialization Plan from this Milepost to guide your discussion.

Part 5. Acknowledgements:

Identify and thank those who helped you and describe what they did.

Part 6. References Cited:

* Provide both In-Text citations as well as a list of cited references at the end of your Plan. Only include the references you discussed (and cited) in Part 3 above.
* Copy the reference information from your Graphic Organizer from Milepost 3 to fill in this section.
* Arrange entries alphabetically by the last name of the first author.
* All web references must cite the accessed date and include a fully retrievable URL. Here is an example of how to cite a web reference that you might access online through search engines such as<http://scholar.google.com/>:

[Daniel](http://pubs.acs.org/action/doSearch?ContribStored=Daniel%2C+M), M-C & [Didier, A](http://pubs.acs.org/action/doSearch?ContribStored=Astruc%2C+D). 2003. Gold Nanoparticles:  Assembly, Supramolecular Chemistry, Quantum-Size-Related Properties, and Applications toward Biology, Catalysis, and Nanotechnology. *Chem. Rev.*, 2004, 104 (1): 293–346. Accessed 01 Dec 2019:

<http://faculty.washington.edu/markeh/MSE599/Daniel_Chem_Review_2004.pdf>

* This is how an entry would appear if you actually had a physical copy of the publication:

[Daniel](http://pubs.acs.org/action/doSearch?ContribStored=Daniel%2C+M), M-C & [Didier, A.](http://pubs.acs.org/action/doSearch?ContribStored=Astruc%2C+D) 2003. Gold Nanoparticles:  Assembly, Supramolecular Chemistry, Quantum-Size-Related Properties, and Applications toward Biology, Catalysis, and Nanotechnology. *Chem. Rev.*, 2004, 104 (1): 293–346.