**TITLE PAGE.** The first page of the written entry is the title page. It must include in any order, but is notlimited to, the following:

INNOVATION PLAN

Name of high school

School address

City, State/Province, ZIP/Postal Code

Names of participants

Date

Title page will **not** be numbered.

**TABLE OF CONTENTS.** The table of contents should follow the title page. The table of contents may besingle-spaced and may be one or more pages long. The table of contents page(s) will **not** be numbered.

**BODY OF THE WRITTEN ENTRY.** The body of the written entry begins with Section I, Executive Summary, andcontinues in the sequence outlined here. The first page of the body is numbered “1” and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

This outline must be followed. Points for each section are included on the Written Entry Evaluation Form.

Each section must be titled, including the bibliography and the appendix.

**I. EXECUTIVE SUMMARY**

One-page summary of the business model

1. **PROBLEM**

List the top three problems your product/service is addressing.

1. **CUSTOMER SEGMENTS**

Who are the target customers?

**IV. UNIQUE VALUE PROPOSITION**

What is the single, clear, compelling message that states why your product/service is different and worth buying?

1. **SOLUTION**

What are the top three features of your product/service?

**VI. CONCLUSION**

Summary of key points

**VII. BIBLIOGRAPHY**

Presentation:

All students will present to a judge as if requesting startup money for their new business idea.

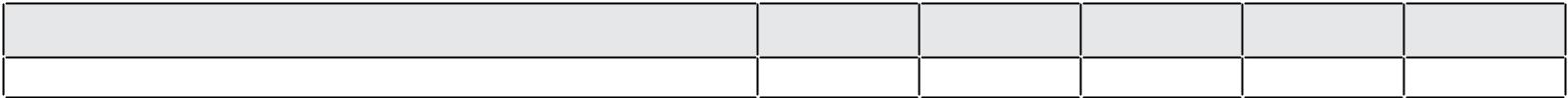
The requirements are:

* Business Formal Dress
* PowerPoint or Poster board presentation
* 15 minutes with judge (10 for presentation and 5 for questions)

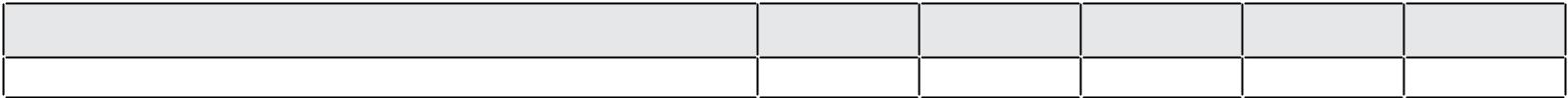
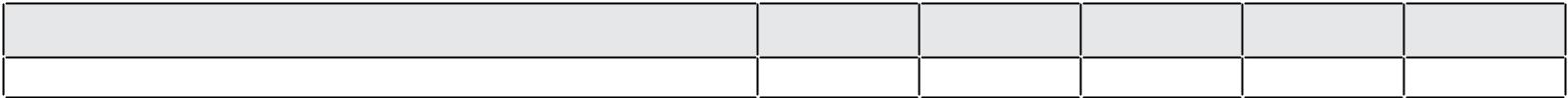
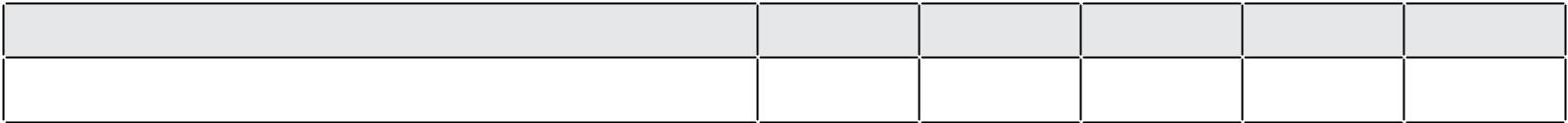
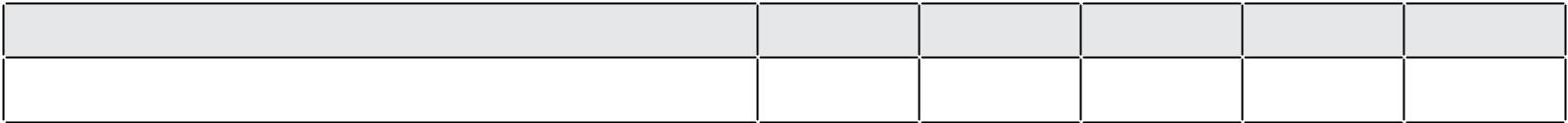
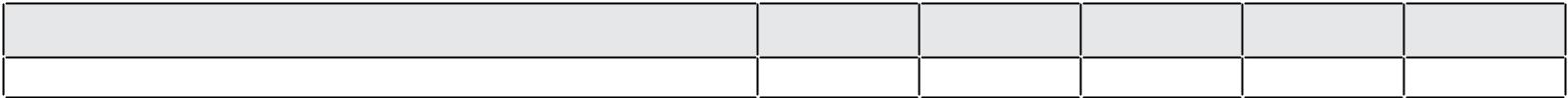
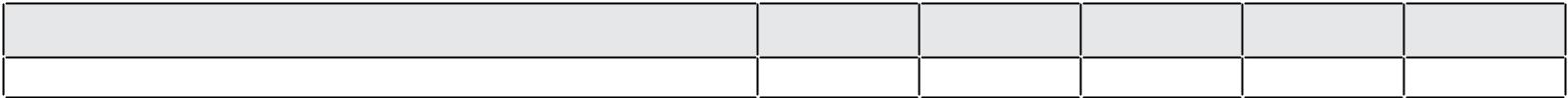
INNOVATION PLAN EIP

**CONCEPT PAPER AND PRESENTATION EVALUATION FORM**

Please refer to the **Written Entry Guidelines** for a more detailed explanation of these items.



|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **EXECUTIVE SUMMARY** | | LITTLE/ | BELOW | MEETS | EXCEEDS | JUDGED |
| NO VALUE | EXPECTATIONS | EXPECTATIONS | EXPECTATIONS | SCORE |
| 1. | One-page summary of the business model | 0-1-2-3-4-5 | 6-7-8-9-10 | 11-12-13-14-1516-17-18-19-20 | |  |
| **PROBLEM** | | LITTLE/ | BELOW | MEETS | EXCEEDS | JUDGED |
| NO VALUE | EXPECTATIONS | EXPECTATIONS | EXPECTATIONS | SCORE |
| 2. | List of the top three problems the product/service is addressing | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 |  |
| **CUSTOMER SEGMENTS** | | LITTLE/ | BELOW | MEETS | EXCEEDS | JUDGED |
| NO VALUE | EXPECTATIONS | EXPECTATIONS | EXPECTATIONS | SCORE |
| 3. | Description of target customers | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 |  |
| **UNIQUE VALUE PROPOSITION** | | LITTLE/ | BELOW | MEETS | EXCEEDS | JUDGED |
| NO VALUE | EXPECTATIONS | EXPECTATIONS | EXPECTATIONS | SCORE |
| 4. | Description of the single, clear, compelling message that states why the | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 |  |
|  | product/service is different and worth buying |  |
|  |  |  |  |  |  |
| **SOLUTION** | | LITTLE/ | BELOW | MEETS | EXCEEDS | JUDGED |
| NO VALUE | EXPECTATIONS | EXPECTATIONS | EXPECTATIONS | SCORE |
| 5. | Description of the top three features of the product/service | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 |  |
| **CONCLUSION** | | LITTLE/ | BELOW | MEETS | EXCEEDS | JUDGED |
| NO VALUE | EXPECTATIONS | EXPECTATIONS | EXPECTATIONS | SCORE |
| 6. | Summary of key points and feasibility of the business venture | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 |  |
| **GENERAL** | | LITTLE/ | BELOW | MEETS | EXCEEDS | JUDGED |
| NO VALUE | EXPECTATIONS | EXPECTATIONS | EXPECTATIONS | SCORE |
| 7. | Professional standards (appearance, poise, confidence), presentation | 0-1-2-3 | 4-5-6 | 7-8 | 9-10 |  |
|  | technique, effective use of visuals and participation of all |  |
|  |  |  |  |  |  |



PRESENTATION TOTAL POINTS (100)



LESS PENALTY POINTS 



TOTAL SCORE