Material Innovation Challenge Score Sheet

The Plastic Edition

Product Name: _____

Team Members: _____

	4	3	2	1
Problem				
Problem Stated	Clearly identifies the problem and supports with evidence	Clearly identifies the problem	Somewhat identifies the problem	Problem not identified
Impact	Clearly identifies the impact and supports with evidence	Clearly identifies the impact	Somewhat identifies the impact	Impact not identified
Product				
Design and Functionality	Product functions successfully without fail, and is unique and creatively designed.	Product functions without assistance.	Product has potential to function with minor changes.	Product functionality is theoretical.
Use of Material (Plastic)	Product is composed of at least 75% assigned material.	Product is composed of at least 50% assigned material.	Product is composed of less than 50% assigned material.	Use of assigned material is not evident.
Marketing *(Seen in display)*	Has compelling marketing strategy (strongly convinces people to use their product)	Has convincing marketing strategy (convinces people to use their product)	Attempted a marketing strategy (unsuccessfully convinces people to use their product)	Has no marketing strategy
Impact				
Product's Impact	Clearly identifies the product's impact and supports with evidence	Clearly identifies the product's impact	Somewhat identifies the product's impact	Product's impact not identified
Presentation				
Pitch *(Seen in Shark Tank pitch)*	Compelling, dynamic, professional, *and* **creative** -Creates sense of urgency. -Makes value/impact clear -Justifies why assigned material maximizes design solution potential (i.e. cost, weight, distribution, etc.)	Compelling, dynamic, professional -Creates sense of urgency. -Makes value/impact clear -Justifies why assigned material maximizes design solution potential (i.e. cost, weight, distribution, etc.)	Somewhat convincing	Not convincing
Wow! Factor	* Leaves a lasting impression * Presentation connects with audience emotionally as well as rationally * * Breakthrough solution showcased in innovative way * Unique, creative marketing strategy *			
	🤩	😊	😐	😶