

Presented by Stanley Black & Decker

Category	Dimension	Description	Points
Invention Process (40)	Identifying & Understanding	<p>The Identifying stage occurs when inventors seek problems they want to solve. This stage involves how inventors uncover problems and who else might experience the same problem and to what end.</p> <p>Understanding a problem refers to the research inventors have completed to understand what else exists to solve said problem.</p>	10
	Ideating	Ideating refers to the brainstorming or imagination stage students go through to generate original ideas and begin to develop their idea(s) into specific requirements to determine the likelihood of success.	10
	Designing & Building	Designing an invention or a prototype requires critical-thinking skills; inventors are expected to articulate how they intend the invention to work and why they chose the materials they did for executing their invention.	10
	Testing & Refining	The key to this step is iterations, improvements, and perseverance. The best inventors know the first build is often not the best and seek feedback through testing and refining their design accordingly.	10
Invention Impact (25)	Market Potential	<p>Market potential assesses the scope and likelihood of an invention gaining users.</p> <ol style="list-style-type: none"> 1. How large and/or viable is the potential market? 2. To what extent was the market appropriately researched and scoped? 	5
	Value Proposition	<p>Convinces potential consumers that the invention will add more value or better solves a problem than other similar offerings.</p> <p>Do inventors clearly summarize why a consumer/user should buy or use the invention?</p>	5

Category	Dimension	Description	Points
Invention Impact (continued)	Social Value	Some inventions may address pressing social issues. 1. Do inventors address the potential environmental, societal, and other impacts of their invention? 2. To what extent does the invention improve environmental, social conditions or have a minimal adverse impact?	5
	Originality	Is the invention unique, novel, and creative? Is it distinguishable from prior inventions?	10
Inventor Communication (35)	Prototype or Model	The prototype should clearly communicate the key characteristics that make the invention valuable, usable, and unique. Note: outside assistance is acceptable as long as the inventor is driving the process. Credit should be given where assistance was received.	5
	Invention Log	The logbook should reveal the inventor's journey through the invention process. Challenges should be documented, as well as multiple iterations of design. The research done by the inventor should be noted throughout the log.	10
	Virtual Display	1. Does the display communicate significant aspects of the Invention Process: problem, research, solution, impact? 2. Does the display highlight the testing process, with charts, graphs, user testimonials? Does the virtual display have strong visual appeal? 3. Is the display eye-catching, with color, pictures, graphs, and variety? 4. Is grammar, spelling, and punctuation correct?	10
	Video Presentation	Presentation should be informative and precise. Inventors should be able to communicate the steps they went through during the invention process and the challenges they encountered while completing that process.	10
TOTAL			100