

Category	Normal score	International %ile	low	mid	high
Preliminary Concept Paper and Oral Presentation	78	59	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Final Concept Paper and Oral Presentation	80	69	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Overall	78	59	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>



Student: Tony Ni
School: St. Robert CHS
Association: Ontario
Competitive Event: Innovation Plan

Preliminary Concept Paper and Oral Presentation							Final Concept Paper and Oral Presentation						
	Met Prof	Intl %ile	NV	BE	ME	EE		Met Prof	Intl %ile	NV	BE	ME	EE
1. Executive Summary: One-page summary of the business model		42	<div><div></div><div></div><div></div></div>				1. Executive Summary: One-page summary of the business model		57	<div><div></div><div></div><div></div></div>			
2. Problem: List of the top three problems the product/service is addressing	✓	80	<div><div></div><div></div><div></div><div></div></div>				2. Problem: List of the top three problems the product/service is addressing	✓	75	<div><div></div><div></div><div></div><div></div></div>			
3. Customer Segments: Description of the target customers	✓	55	<div><div></div><div></div><div></div><div></div></div>				3. Customer Segments: Description of the target customers	✓	100	<div><div></div><div></div><div></div><div></div><div></div></div>			
4. Unique Value Proposition: Description of the single, clear, compelling message that states why the product/service is different and worth buying	✓	80	<div><div></div><div></div><div></div><div></div></div>				4. Unique Value Proposition: Description of the single, clear, compelling message that states why the product/service is different and worth buying	✓	75	<div><div></div><div></div><div></div><div></div><div></div></div>			
5. Solution: Description of the top three features of the product/service	✓	60	<div><div></div><div></div><div></div><div></div></div>				5. Solution: Description of the top three features of the product/service	✓	50	<div><div></div><div></div><div></div><div></div><div></div></div>			
6. Conclusion: Summary of the key points and feasibility of the business venture	✓	80	<div><div></div><div></div><div></div><div></div></div>				6. Conclusion: Summary of the key points and feasibility of the business venture	✓	66	<div><div></div><div></div><div></div><div></div><div></div></div>			
7. General: Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	✓	100	<div><div></div><div></div><div></div><div></div></div>				7. General: Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	✓	66	<div><div></div><div></div><div></div><div></div><div></div></div>			

Key: NED = Not enough data, NV = No value, BE = Below Expectations, ME = Meets Expectations, EE = Exceeds Expectations

Met Prof = If this box is checked, the judge felt that the student possessed enough knowledge and skill to be employed in an entry-level position in the career area.