

Category	Normal score	International %ile	low	mid	high
Preliminary Concept Paper and Oral Presentation	82	67	<div></div>	<div></div>	<div></div>
Overall	82	67	<div></div>	<div></div>	<div></div>



2018 International Career Development Conference

Student: Kate Brown
School: Galt CVI
Association: Ontario
Competitive Event: Innovation Plan

Preliminary Concept Paper and Oral Presentation

	Met Prof	Intl %ile	NV	BE	ME	EE
1. Executive Summary: One-page summary of the business model		50	<div></div>	<div></div>	<div></div>	
2. Problem: List of the top three problems the product/service is addressing	✓	90	<div></div>	<div></div>	<div></div>	<div></div>
3. Customer Segments: Description of the target customers	✓	88	<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	✓	70	<div></div>	<div></div>	<div></div>	<div></div>
5. Solution: Description of the top three features of the product/service	✓	70	<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>
7. General: Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	✓	85	<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.