

| Category | Normal score | International %ile | low | mid | high |
|---|--------------|--------------------|--|--|--|
| Preliminary Concept Paper and Oral Presentation | 87 | 77 | <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 | 79 | 61 | <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 | 87 | 77 | <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: Jamie Zucker
School: Ancaster HS
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 | ✓ | 78 | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | 1. Executive Summary: One-page summary of the business model | ✓ | 85 | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <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></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | 2. Problem: List of the top three problems the product/service is addressing | ✓ | 50 | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> |
| 3. Customer Segments: Description of the target customers | ✓ | 77 | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | 3. Customer Segments: Description of the target customers | ✓ | 66 | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></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 | ✓ | 90 | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></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 | ✓ | 75 | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> |
| 5. Solution: Description of the top three features of the product/service | ✓ | 80 | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></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></div><div></div></div> | <div><div></div><div></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></div><div></div><div></div></div> | <div><div></div><div></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 | ✓ | 66 | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></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 | ✓ | 85 | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></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 | ✓ | 33 | <div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div></div> | <div><div></div><div></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.