Once an idea is accepted to present at the Semi-finals, students expand their idea from a two-page to a five-page submission that is due Wednesday, March 26, 2014. A Powerpoint presentation is developed and should run 10 minutes in length.

**I2P Questions for Ideas:** Address the following questions regarding your technology idea in five pages or less.

- What is the envisioned product/service and what does it do? (Emphasize benefits to targeted customers.)
- How is the envisioned product/service unique and/or innovative?
- Who are the first customers that you have targeted for the product/service and what are they like?
- What pain (real and strong customer need(s)) does the product/service address?
- What is the estimated total size (market potential) of the initial customer group (market segment)? Will this market segment be adequate to support the business associated with the product/service idea?
- What is the underlying technology for the envisioned product/service idea?
- How is the technology unique and/or innovative? How have you contributed to the innovation?
- What is the likely intellectual Property (IP) protection for the product/service idea?
- Who owns the current IP associated with your product/service idea?
- What is the current state of the technology? What are the steps needed to get to a prototype? How much will this cost?
- If this is an early stage idea, what assurances can you offer that it is feasible to create the product/service being proposed?
- Is there a clear window of opportunity for the product/service idea?
- What are the barriers to entry associated with this market?
- What is the competitive advantage of the product/service idea?

**Semi-final and Final Guidelines:** In the semi-final and final rounds, the teams present a ten-minute presentation, followed by 10-15 minutes of questions from the judging panel. The presentations expand on the information provided in the written submissions. The teams are asked to address the current state of the technology and the feasibility of developing it for the suggested application, potential market barriers, competitive advantage, and whether there is a window of opportunity in the market for success of the idea.

**I2P Presentation Pointers:** The opening of the presentation should capture the audience’s attention and clearly convey the opportunity underlying the product or service idea while previewing the presentation for the listeners. Visuals should be simple, clear, and effective with good use of tables and charts. The presentation should be delivered with enthusiasm, confidence, and focus and should be closed strongly. Lastly, the question and answer session is important. The team should attempt to clearly address the evaluation panel’s questions in a concise and information manner.
I2P® Submission Advice

(Adapted from Entrepreneurial Small Business, published by McGraw-Hill)

1. What is your product or idea? This is a nontechnical description of the concept simple enough for everyone to understand.
2. What is the technology that underlies your product/idea? This is where you describe the concept in a general sort of way using the appropriate technical, scientific, or professional jargon. Do NOT tell about anything you consider proprietary, doing so may prevent you from patenting your product or service, and get your proposal rejected.
3. Is your underlying technology unique? This is where you explain how the technology you are using is different from other approaches to the problem. Note that not all technologies solving problems are unique. Think of the different forms of MP3 players. They may be different, but one may not be unique. When you can claim a unique approach, you have a better chance of getting intellectual property protection for it, like a patent.
4. Is your product or idea innovative? This is where you explain how your technological approach is better than other approaches. Why might a cell phone that can play music MP3s be a better approach than a dedicated MP3 player?
5. How would you define the best initial set of customers? (Who will buy it?) This question looks at the specific individuals, groups, or organizations you would approach first to buy your product or service.
6. What marketplace need does your product or service address better than any other option? (Why will they buy it?) The question in parentheses might better be phrased “Why would they buy yours?” Ideally if there are competing products or services, you want to explain why the customer would buy your product or service instead of the competitors.
7. Describe how you create value for your customers. Good products or services meet the customer’s basic need. Great products or services create additional value for a customer, helping them get more out of work or life, or making life easier, or helping them meet other goals (e.g. saving money, living greener, help others). For example, the value of a cell phone is far greater than a landline phone. It permits mobility, access to the Internet, taking photos, and even keeping your contact list. All of those add value over the use of the phone to call and receive calls.
8. What is the market and its size? This looks like the simplest question but is actually the hardest one. “Everyone” is not acceptable as an answer. While precise numbers are not expected, you need to have some idea if we are talking about a market of hundreds, thousands or millions. Where there are competing products, you can get an idea of the market size. For new products or services, you have to look at the type of customer and then look for demographic, census, or marketing information which can give you a sense of the size of a market.
9. How do you anticipate developing IP protection for your technology? This question asks you to think of your strategy for protecting your idea from competitors. Examples include patents, trademarks, or trade secrets (see Chapter 18 for more information), licensing, and strategic partnerships or distribution agreements.
## I2P® Judging Criteria

<table>
<thead>
<tr>
<th>Team/Technology</th>
<th>Judge</th>
<th>Elements of Business Opportunity</th>
<th>Max. Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Team Score</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>What is your product or idea?</td>
<td></td>
<td>10</td>
<td></td>
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<tr>
<td>What is the technology that underlies your product/idea?</td>
<td>(Concise/Explained sufficiently/Clear/Does it have a technology component?)</td>
<td>10</td>
<td></td>
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<tr>
<td>Is your underlying technology unique? Describe.</td>
<td>(level of uniqueness/Is it new?/How is it new?)</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Is your product/idea innovative? Describe.</td>
<td>(Level of innovation/How is it different?)</td>
<td>10</td>
<td></td>
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<tr>
<td>Who is your market or initial customer group (who will buy it)?</td>
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<td>5</td>
<td></td>
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<tr>
<td>What need or pain of your customers does your product/idea address?</td>
<td></td>
<td>5</td>
<td></td>
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<tr>
<td>Provide some idea of the general size of the market</td>
<td></td>
<td>5</td>
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<tr>
<td>How do you anticipate developing IP protection for your product?</td>
<td></td>
<td>5</td>
<td></td>
</tr>
<tr>
<td><strong>Team Total</strong></td>
<td><strong>Maximum Total</strong></td>
<td><strong>60</strong></td>
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