



Energy I2P® Competition Presentation Judging Criteria

Purpose: The purpose of this competition is to educate the next generation of technology entrepreneurs by developing technology, business and communications skills that are essential for starting new companies. This particular competition is focused on energy products and services. Inventing new energy technology, applying energy technology in a new and innovative way, and/or creating a match between a market and an energy technology are all elements that will help develop these skills. Additionally, working in a team environment with students from different disciplines will simulate what can be expected in the real world.

The Presentation: The presentation will be 10 minutes long followed by a 15-minute question and answer session. The opening of the presentation should capture the audience's attention and clearly convey the opportunity that exists in the market for the underlying product or service idea. Visuals should be simple, clear and effectively communicate the important elements. Charts, tables and drawings should be readable from a distance. The presentation should be focused and given with enthusiasm and confidence. A strong closing is helpful. Questions and answers from the judges will be critical for success. The team should clearly address their questions in a concise and informative manner.

Presentation Elements:

- **The Product Idea and Market Need:** Key factors in this category are uniqueness, innovativeness and a clear market need for the product or service idea. The presentation should clearly describe what the product/service is and what it does. The benefits should be emphasized over the technical details of how the invention works. Why the product is unique and innovative should be explored. Most importantly, there should be a clear explanation of how the idea creates value in the marketplace: what is the problem (pain) being experienced by customers and how does the idea solve it?
- **The Technology and the Development Plan:** The energy technology should be clearly defined with emphasis placed on functions. The team should clarify the current state of the product/service idea and outline the necessary technology or product development, along with a timeline, required for the next stage of commercialization. This should include an estimate of the funds needed for continued development and the assumptions made in deriving those estimates. If the technology is still at an early idea stage, the team should explain how it will be feasible to create the idea being proposed. Finally, technology innovation by member(s) of the team should be considered.
- **The Market and the First Customer:** The market should be clearly defined and segmented. The presentation should describe the initial customers and their characteristics. Appropriate rationale and sources of market information used to define the initial market segment should be credible. Other factors, such as growth rates and trends, a sufficient market size (preferably in dollars) to support business development and timeliness of the product or service idea to the initial market should be discussed.
- **The Competitive Advantage:** Analysis of competitive technologies is essential to define the advantage of the product or service idea. The presentation should clearly define barriers to market entry and state the competitive advantage of the offering (cost and or differentiation advantage). Additionally, the intellectual property position of the product/service should be discussed. Who owns the intellectual property and what courses are being pursued to develop the intellectual property versus the competition?