



2023 Pilot Venture Challenge Invention Track Submission Checklist

Review the judging criteria and use this checklist to make sure your up to 10-page Invention Overview & Plan is complete and ready to be submitted.

Note: Scoring is based on a scale of 1-5 for all categories. See Judging Rubric for additional information.

Judging Criteria: OVERALL IMPRESSION OF THE EXECUTIVE SUMMARY

Has the team adequately described the problem the invention address?

Does the summary adequately describe the invention/design—does the invention/design make sense?

Do you believe the team has presented a feasible solution?

Is the summary well written and succinct?

Does the summary create excitement?

- Have you clearly explained the pain/problem your invention/design solves? Can you back up this claim with data gathered from customers?
- Have you provided a clear, concise overview of the invention or design?
- Have you asked at least two other people who are not on your team to read your executive summary and give you feedback? Keep in mind, if these people can't understand it, the judges won't be able to either.

Judging Criteria: INVENTION DESCRIPTION & DESIGN STEPS. PROCESS & OUTCOMES

Have they adequately described the invention or design?

Have they provided an understanding of the inspiration for the invention design?

- Have you clearly explained the invention/design? Have you provided drawings, pictures? Do you have a prototype?
- Have you talked about who this invention serves? Have they told you your invention solves a real problem for them? What was the inspiration for your invention? What are the expected outcomes?
- What were the steps you took to design and create your invention?
- How do you know the invention will work? Is it functional?

Judging Criteria: INTELLECTUAL PROPERTY & PATENT /COPYRIGHT SEARCH

Did they adequately describe their intellectual property?

Did they do a patent / copyright search?

Did they explain their findings?

Did they discuss if/how they plan to protect their invention, i.e., patent, utility innovation, industrial design, trademark, copyright?

- Did you show evidence that you did a preliminary patent / copyright search?
Learn more: [United States Patent and Trademark Office](#). Be sure to read: “5 Ways to Protect Your Idea During a Business Pitch” on the [Pilot Venture Challenge Moodle website](#) (must be pre-registered to have access).
- What was the result of any patent / copyright search you may have done?
- Have you begun the process of filing for patent/copyright protection?
- Do you plan on filing for patent/copyright protection?

Judging Criteria: PROTOTYPING, ILLUSTRATION, DESIGN FILES, EMBODIMENT

Did the team clearly communicate the form, physical characteristics, technology layout and other issues related to the embodiment of the invention through prototypes, drawings, CAD files, etc. associated with use and key applications?

Did the team give a reasonable estimate cost of production? Provide a reasonable target selling price?

- Did you clearly explain the form, physical characteristics and layout?
- Did you in layperson terms explain the technology if applicable? Remember to only reveal what you must and nothing more.
- Did you include drawings, CAD illustrations, picture/video of a prototype? Do you have a prototype or beta version of your product, website, etc.?
- Have you filed a provisional patent, had a first conversation with IP attorney, etc.?
- Did you discuss your estimated production costs? Target selling price?

Judging Criteria: COMPETITIVE REVIEW

Has the team completely analyzed its competitive space?

Did the summary clearly identify their initial competitive advantage or differentiator?

Did the team have an adequate strategy for defending their market position?

- Did you research what else that is out there in the market?
- Do you know who your competitors are and how your invention is bigger, better, more efficient, less expensive, etc. than the competition?
- Have you prepared a competition matrix or other visual to display the differences/advantages?

Judging Criteria: MANAGEMENT TEAM

Does this management team have the skills required to execute the plan?

Does this team have the experience to lead move the invention forward?

If this management team is weak in skills or experience, do they list the advisors or mentors who can help them?

- Do you clearly list and provide relevant background information on all your team members? Make sure it's clear who the students are, what they are studying, and why they're on your team.
- If you don't have a lot of business or technical expertise, did you include information about your advisors or mentors? Launching a start-up takes many people. Show the judges you're smart and savvy and know you need to have advisors and mentors.

ADMINISTRATIVE CHECKLIST:

- Is your invention name, and list the Team Leader contact information on the cover page?
- Have you included page numbers and a table of contents?
 - This makes the document easier to navigate.
- Have you spellchecked and proofread your executive summary?
 - Spelling and grammar mistakes will negatively affect how judges evaluate your submission.
- Is your submission ten pages (or less)?
 - Ten pages of content is the maximum. (cover page and table of contents do not count.)
- Are your appendices clearly labeled and do not exceed five pages?
- Applications must be submitted by midnight, April 13, 2021 as a PDF that is no more than 2MB to the Pilot Venture Challenge Moodle site.

10-MINUTE PRESENTATION CHECKLIST:

- Prepare a 10-minute presentation w/ a slide deck.
- Did you concisely cover all the topics from your written business plan?
- Have you spellchecked and proofread your slides?
- Is the font size readable?
- Have you balanced words and graphics on each slide?
- Have you practiced and timed your presentation?