

# Criteria Page

The following seven criteria must be met in order to fulfill your obligation in the STEAM Fair.

- 1) Intent to Invent sheet
- 2) Tribute to an Inventor
- 3) Research and Development sheet
- 4) Patent Application
- 5) Illustration/Model of invention
- 6) Advertisement
- 7) Trifold Board

**Your Task:** Working with your assigned group members (3-4 per group) you will brainstorm an idea for a new invention, service, or original combination of existing products. You will create a marketing plan and ultimately show the sharks that your product or service is something worth investing in. The objective is to make money!

Name \_\_\_\_\_

Date \_\_\_\_\_

## Intent to Invent

**Directions:** Being as *careful* and as *thorough* as possible, fill in this Intent to Invent form making sure it is legible and contains no errors in grammar. Be sure to use complete sentence and paragraph structure.

I, \_\_\_\_\_ intend to invent \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_.

In the following space, describe as carefully as possible, your invention.

What steps did you take to determine that your invention was original?

What materials will you be using in constructing your invention?

What science concepts would help to prove your invention would work?

Name \_\_\_\_\_

Date \_\_\_\_\_

## **Tribute to an Inventor**

**Directions:** Research to connect your product to an inventor of the past who created the founding technology (e.g. a cell phone innovation might date back to Alexander Graham Bell and Nikola Tesla). In a well-developed essay:

- Describe what that inventor was responsible for inventing
- Describe how this invention has benefited you or society
- Describe how your product would enhance the already designed invention
- Describe why you admire this person

When composing your research paper, be sure to:

- Plan before you write
- Use specific details in your writing
- Use proper citation from sources you used.

Be sure to check your writing for correct spelling, grammar, capitalization, and punctuation.

Name \_\_\_\_\_

Date \_\_\_\_\_

## Research and Development

**Directions:** Answer each of the following questions as carefully as possible in order to provide a description of the research and development work done on your invention.

What is your company called? \_\_\_\_\_

What is your product called? \_\_\_\_\_

Group Member Names: \_\_\_\_\_

1) Based on the product you want to create, research the cost of the materials. **Remember:** *you will need to determine the total cost for one item.*

2) Based on the cost of materials, how much would you sell your product for? **Reflect On:** *Would people pay this price? How many buyers do you estimate?*

3) Who will be the target audience most likely to purchase your product? Why?

4) What is your company slogan? **Remember:** *A slogan should be memorable and grab the audience's attention.*

- 5) How do you plan to advertise your product? Choose an advertising medium (billboard, jingle, print, online, etc) that is likely to reach the greatest number of people buying your product. **Hint:** *Think of advertisements you see today. What catches your eye? What about the advertisement makes you want to buy the product? How can you appeal to your target audience?*
- 6) How much does it cost to advertise on this medium?
- 7) What would be the total cost to create and advertise your product? How much would it have to sell for to make a profit?
1. Inventor: per-unit price
  2. Marketing Director: advertising budget
- 8) Research a similar product and its growth to convince the sharks that your idea is the right investment. **Reflect On:** *Who is your competition, and why are you better?*
- 9) How did you test your invention and how did it work? If you can not test your invention, what scientific methods can support the idea that your product would work?

Name \_\_\_\_\_

Date \_\_\_\_\_

## Advertisement Proposal

1. Pitch your product to the sharks (investors).

- 2 minutes to present your product. **MAKE IT JAZZY!** You must ask a Shark to invest in your business in exchange for something- equity, exclusive rights, patents, etc. (ex: I'm asking for \$20,000 for 5% of my company). Make sure you have an offer that is appealing to the sharks but at the same time going to allow you to keep as much equity as possible.

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2. Know your numbers

- investors are going to want to know what is the cost of production per unit?  
- what are you selling it for in retail? In wholesale? What are your profits?

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3. What retailers are you planning to work with?

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4. How are you getting the word out? What is your marketing strategy? (i.e commercial, website, jingle, etc.)

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5. What is your logo? Slogan?

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Name \_\_\_\_\_

Date \_\_\_\_\_

## **Patent Application**

**Directions:** Complete this patent application with as much detail as possible. Be sure to include a *detailed* description of your project in the summary section.

Full name of invention \_\_\_\_\_

Group Member Names: \_\_\_\_\_

In the following space, provide the necessary information to complete the thought:

**My invention is designed to . . .**

Summary: In the remaining space, provide a detailed description of how your invention works. Additionally, include your product logo or slogan.

## **Illustrating Your Invention - *Drawing your ideas***

What will it look like?

- All inventors make drawings of their inventions to show how they work.
- Draw some quick sketches of these ideas and pick what you think will look and work the best.
- Show all the parts of your invention and label them clearly so that others will be able to understand how your invention works and looks.

## **Making a Model**

- Now that you have a name for your invention and a drawing of it, you can make a model of your invention.
- A model will make your invention more interesting and will show how it works.

## **Marketing Your Invention**

Now you can do what every inventor likes best – getting others interested in buying your invention.

- This is called marketing your invention or product.
- To do this you will need to plan your TV commercial or advertisement.
- Remember – Be persuasive! You want the customer to want your product and want to pay you for it!

## **Trifold Board – *Display your project***

- Include important information to “pitch” your product.
- Include important information from your research paper explaining why you chose your project.
- You may want to include the information gathered from all the worksheets completed throughout the course of the project
- Include any logos, slogans, illustrations that help to advertise your product.