

DECA

INNOVATION PLAN

Innovation Plan EIP

Sponsored by the Savannah College of Art and Design (SCAD)

SCAD
The Leader for Creative Careers

The **Innovation Plan** involves the idea generation and opportunity recognition needed to take advantage of market opportunities to introduce a new business, product or service. Any type of business, product or service may be used.

Participants in the Innovation Plan will:

- prepare a concept pitch deck
- present the opportunity that exists in the marketplace and how their innovation will meet the needs of consumers

ENTREPRENEURSHIP

EVENT OVERVIEW

- This event consists of a **concept pitch deck** and the **oral presentation**.
- Each event entry will be composed of **one to three members** of a DECA chapter. All participants must present the project to the judges. All participants present must respond to questions.
- The pitch deck must be limited to **20 slides**, including the appendix (if an appendix is attached).
- The **Prepared Event Statement of Assurances and Academic Integrity** must be signed and submitted as a separate document with the entry. Do not include it in the page numbering.
- The oral presentation may be a maximum of **15 minutes** in length, including time for judge's questions.
- For the presentation, the participants are to assume the role of entrepreneurs. The judge will assume the role of a venture capitalist who is determining if the concept is viable to satisfy a market need and is worthy of further exploration for feasibility. The judge will evaluate the presentation, focusing on the content and effectiveness of the presentation technique.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop Career Competencies, in the following categories, desired by today's employers:

- **Critical Thinking**
Thinks critically to understand and solve problems.
- **Communication**
Communicates clearly, effectively, and with reason.
- **Decision Making**
Considers the impacts of decisions.
- **Collaboration**
Participates and advocates in groups of all sizes to achieve common goals.
- **Innovation**
Demonstrates a creative and innovative mindset.
- **Technology**
Ethically leverages technologies to enhance efficiencies, complete tasks, and accomplish goals.

PITCH DECK GUIDELINES

The pitch deck must follow these specifications. Refer also to the Penalty Point Checklist and the Presentation Evaluation Form.

PREPARED EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY. This must be signed and submitted as a separate document with the entry. Do **not** include it in the page numbering.

COVER SLIDE. The first slide of the pitch deck is the cover slide. The first slide does not need to be numbered “1” but all following slides are numbered in sequence.

TITLE SLIDE. It should be numbered “2,” and it must include in any order, but is not limited to, the following:

- INNOVATION PLAN
- Name of high school
- School address
- City, State/Province, ZIP/Postal Code
- Names of participants
- Date

TABLE OF CONTENTS. The table of contents should follow the title slide. The table of contents may be single-spaced and must only be one slide. It should be numbered “3.”

BODY OF THE PITCH DECK. The body of the pitch deck begins with Section I, Overview, and continues in the sequence outlined here. The first slide of the body is numbered “4” and all following slides are numbered in sequence. Slide numbers continue through the bibliography (required) and the appendix (optional).

This outline must be followed. Points for each section are included on the Presentation Evaluation Form. Each section must be titled, including the bibliography and the appendix.

I. OVERVIEW

What is the business idea, and how does it strategically align to a defined market need? What value does it intend to create?

II. BUSINESS OPPORTUNITY

What underlying need(s) or problem(s) is the product or service addressing, and why do they matter? What are the root causes, scope, and urgency of the opportunity?

III. CUSTOMER SEGMENTS

Who are the target customers, and what are their key needs, behaviors, and challenges? Why are these segments chosen for this solution?

IV. UNIQUE VALUE PROPOSITION

What is the single, clear, and differentiated value proposition? Why is this solution innovative, and how does it uniquely satisfy a market need compared to existing alternatives?

V. SOLUTION

What are the key features of the product or service, and how do they directly address the identified need(s)? How do these features demonstrate feasibility and align with the value proposition?

VI. CONCLUSION

What are the key takeaways regarding the feasibility and potential impact of the business venture? What conclusions can be drawn based on data, assumptions, or informed judgment?

VII. BIBLIOGRAPHY

A bibliography is required. Include a list of the sources of information used in the pitch deck.

VIII. APPENDIX

An appendix is optional. If additional material is appended, all slides must be numbered as noted previously. Include in an appendix any exhibits appropriate to the pitch deck, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.



1-3 PARTICIPANTS



20 SLIDE
PITCH DECK



PRESENT PLAN



15 MINUTES
INTERVIEW TIME

PENALTY POINT CHECKLIST

In addition to the Pitch Deck Guidelines, participants must observe all of the standards on the Penalty Point Checklist on page 60. These standards are designed to make competition as fair as possible.

PRESENTATION GUIDELINES

- The participants are to assume the role of entrepreneurs. The judge is to assume the role of a venture capitalist who is determining if the concept is viable to satisfy a market need and is worthy of further exploration for feasibility.
- The participants will present the project to the judge in a 15-minute presentation worth 100 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.
- Each participant may bring a copy of the pitch deck or note cards pertaining to the pitch deck and use as reference during the presentation.
- If time remains, the judge may ask questions pertaining to the concept.
- Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING

The participants are to assume the role of entrepreneurs. You to assume the role of a venture capitalist who is determining if the concept is viable to satisfy a market need and is worthy of further exploration for feasibility.

Participants will make a 15-minute presentation to you. You may refer to the pitch deck, or to notes, during the presentation.

At the beginning of the presentation (after introductions), the participants will describe the concept and the feasibility of the business venture. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.

If time remains, you may ask questions that seem appropriate, based on your notes or on the pitch deck itself (to which you may refer during the presentation).

At the conclusion of the presentation, thank the participants. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the presentation is 100 points.



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PRESENTATION EVALUATION FORM

PRESENTATION CONTENT	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
1. Overview Delivers a compelling overview of the business idea, its customer segments, and the problem it solves, then clearly summarizes why the idea is worth pursuing using key points and evidence from the presentation.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	
2. Business Opportunity Analyzes the underlying need(s) the business seeks to address, demonstrating insight into root causes, scope, urgency, and relevance using logical reasoning and, where appropriate, supporting evidence.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	
3. Customer Segments Evaluates and defends the selection of target customer segments by demonstrating a clear understanding of customer needs, behaviors, and challenges, and how they connect to the problem and solution.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	
4. Unique Value Proposition Articulates a clear and focused value proposition that explains what makes the solution different and why it matters, using specific examples or comparisons to existing options.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	
5. Solution Justifies the proposed solution by explaining its key features, showing how they address the problem and support the value proposition, and demonstrates that the idea is feasible.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	

PRESENTATION TECHNIQUE	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
6. Organization Information is presented in a logical sequence that can be easily followed and understood.	0-1	2-3	4	5	
7. Persuasion Presents a persuasive case that the innovation plan is worth pursuing, using clear reasoning and a logical structure.	0-1	2-3	4	5	
8. Delivery Presentation engages the audience through interactive techniques (e.g., visual storytelling, etc.).	0-1	2-3	4	5	
9. Presentation Design Visual aids and themes are used throughout and are appropriate, professional, and add value to the presentation.	0-1	2-3	4	5	
10. Overall Impression Demonstrates overall career readiness through professionalism, poise and confidence.	0-1	2-3	4	5	

PRESENTATION TOTAL POINTS (100)	
PRESENTATION (100)	
LESS PENALTY POINTS	
TOTAL SCORE	