

# Product Idea / Bibliography Assignments

## Product Idea Assignment

List five (5) possible product ideas for your team:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

In a two page maximum report answer the following questions about ONE (top choice) of your possible products:

- What product does your team propose to create?
- What materials will you use to make your product? What percentage of your product will be made from soy components?
- What is the potential impact on soybean utilization?
- What uses will the product have? Could there be other uses for this product? Think beyond the box, ask others.
- Why would this product be marketable? Why would consumers purchase your product over existing products on the market?
- Does this product have any critical environmental, political, or social issues that need to be addressed in order to be successfully commercialized?
- What are the benefits and limitations of this product?

The idea presented must be **NOVEL**. It cannot be a currently marketed product or one that is well described in the public literature. Make sure that your advisors have signed your Product Idea Assignment before you turn it in.

## Product Idea Assignment Rubric

Categories	25	20	15	0	Total Points
Novelty of Product	Brand New Idea or manufacturing process	Have heard similar ideas but no product patents listed for this process	Other similar products have patents but are not on the market	Similar Products currently on the market	
Marketability	This product fulfills a need, could have many uses, and would have a large market	This product has limited uses but would have a large market	This product has limited uses and a limited market	This product has no marketable value	
Assignment Turned in on time with advisor's signatures	Turned in at meeting with advisor's signatures	Turned in after the meeting with advisor's signatures	Turned in after the meeting with no advisor's signatures	Turned in late	
Potential Impact	This product uses a lg. percentage of soy / corn components and the impact on utilization would be large	This product uses a fair percentage of soy / corn components and could have an impact on utilization	This product uses a small percentage of soy / corn components and or has environmental, political, or social issues	This product has large environmental, political, or social issues that need to be addressed	
Total Points					

You must earn a 90% or better to continue in the competitions. You will be given one opportunity to redo this assignment if you do not earn a 90% or better. Even if you earn a 90% on this assignment you may be asked to redo a portion of this assignment to more accurately meet the rubric criteria. If you are asked to redo a portion of the assignment and it is not turned in by the due date set by one of the competition administrators your team may be eliminated from the competitions.

## **Bibliography Assignment:**

Your team will be required to submit a bibliography using the APA citation style in your final report including all the resources used during the competitions. Set up your bibliography framework now so that you can add to it as your team proceeds. You **DO NOT** need to turn the bibliography framework in with your Product Idea Assignment. Attached is an APA citation style guide.

If your team has any questions regarding these assignments please direct them to:

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