

Final Authentic Assessment–Shark Tank Innovation Preview Report and Pitch Presentation **(200 points/25%)**

Addresses Course Outcomes 1, 2, 3, and 4:

1. Interpret and critically analyze primary scientific literature to assess the validity and reliability of scientific results and evaluate the conclusions drawn from these data
2. Demonstrate proficiency in scientific principles, techniques and applications in the life sciences to evaluate experimental design and determine compliance with standards of protocol and ethical practice
3. Pose vital and relevant scientific questions to identify problems, challenges, and opportunities for the development of innovative products and services in the life sciences
4. Effectively communicate scientific principles, concepts, methods, and research findings based on critical analysis of primary literature, industry reports, and other life sciences resources

Thus far, your capstone course assignments have provided you with a foundational knowledge to:

- (1) recognize, read, and critically analyze sections of primary literature in the life sciences;
- (2) evaluate primary literature in the life sciences for strengths, weaknesses, and opportunities, and threats;
- (3) assess the trends of applications, methods, and materials in the life sciences

Now the question is, what can you do with that foundational knowledge? By definition, a shark tank is a panel of business executives and investors who listen to pitches from entrepreneurs and small business owners seeking funding for their business, products, or services. In the final authentic assessment for this course, you will have an opportunity to apply the knowledge and skills you have gained in this course to foster innovation in the life sciences. You will read, analyze, and critique a primary scientific article in which you will identify current challenges in the life sciences that will lead to innovative, entrepreneurial ideas or new basic research questions and hypotheses. This final authentic assessment will consist of two parts:

Part 1. Shark Tank Innovation Preview Report (Word Document) – In this preview report, you will identify a new innovation in the life sciences based on a primary scientific article. You will perform a SWOT and Futuring analysis on your proposed innovation. This report is what you would submit to a Shark Tank for preliminary approval.

Part 2. Shark Tank Innovation Pitch Presentation (PowerPoint Presentation) – In this presentation, you will craft a PowerPoint presentation based on the innovative idea that you identified in part one of the final authentic assessment. This presentation is what would be presented to a Shark Tank for funding approval.

Final Authentic Assessment – Part 2: Shark Tank Innovation Pitch Presentation (100 points/15%)

For the *Eureka!* moment innovation that you wrote about in part one of the final authentic assessment, you will produce a pitch in the form of a PowerPoint presentation that would be presented to venture capitalists (like Guy Kawasaki in the required video) or to a government technology transfer funding agency (like the Small Business Innovation Research grant program, <https://sbir.nih.gov/>). The presentation must include the following criteria:

A. Format of the presentation (40 points)

1. Title slide: Name your company or institution; include your name as CEO (2)
2. Guy Kawasaki's 10-20-30 Rule for Pitch Presentations
 - a. **10 slides** - the 10 slides do not include the company title slide or end reference slide (10)
 - b. **20 minutes** - 18-20 minutes of content: you can provide either accompanying explanatory text (not on the 10 slides) OR you can produce an accompanying audio recording. **You must choose one.** (20)
 - c. **30-point font** – all information must be presented using 30-point font (5)
3. Creativity – slide background, graphics, font, style, etc. (3)

B. Facts of the presentation (40 points)

1. **Significance of the innovation** - Describe the challenge or problem it solves. (10)
2. **Technical potential of the innovation** - Explain how it can be achieved, built, or produced. (15)
3. **Commercial potential of the innovation**
 - a. Explain who the potential customers are. (5)
 - b. Explain who the potential competitors are. (5)
 - c. Explain its potential for success. (5)

(Base all support on an accurate understanding of scientific principles and applications in the life sciences.)

C. References (10 points)

1. Provide “in-text” references at the bottom of each slide in small **10-point font** citing the author and source (5)
2. Cite **all references** in full at end of presentation using correct APA-formatting (5)

NB: If no references are cited, you will receive a grade of zero (0) for this assignment

D. Grammar (10 points)

Spelling, punctuation, capitalization, and sentence construction will be considered in the grading of this assignment.

Submit the presentation as a PowerPoint Document in the Final Authentic Assessment, Part 2 assignment folder.

GRADING RUBRIC

Content (A&B) – 40 points

Format – 40 points

References – 10 points

Grammar – 10 points