

BIOENGINEERING SHARK TANK

We will have a Shark Tank competition with videos that you make for your design idea. The video will be sent out to people in the units that you shadowed, medical students, residents, and engineering faculty to vote for a winner.

The winners will be featured along with an article on the Bioengineering website and given an opportunity to work on the design project in the spring semester.

You will upload a 2-minute video of your team describing your design. All team members should participate in some way.

It should include the following elements

Problems you saw/heard about: Describe what led to the need that you are working on

Current solutions: What is currently done about this problem? Who are your competitors?

Your solution: Describe your solution and how it's unique/different from other products. Who will it help and how?

The ask: What are your next steps? If given the opportunity to continue this project, what would you do next?

Videos will be graded on the following criteria

Shark Tank Rubric	Unsatisfactory	Satisfactory	Excellent
Product (50)	The product is not sell-able. The product is worse than similar items in the market now. There is no use for this product in society. Students would not be able to develop this product. It is unrealistic.	The product may have some similar counter-products in the market. The product is interesting, but not necessarily something many people would actually buy. The product may not be entirely realistic. Students probably would need a fair bit of	Product is uniquely difference from anything else on the market. The product is useful or sell-able. There is a place for this product in the market. The product is realistic and the students could reasonably develop this product.

		outside help/expertise to develop this product.	
Presentation (30)	The presentation was below average. The presenter(s) seemed to not put much effort into their presentation. There was no creative hook, and the speakers weren't able to answer most of the questions posed to them. Their presentation didn't convince anyone to buy their product.	The presentation was average. There was no creative hook, but the presenter(s) did a nice job speaking to the audience. The speaker(s) probably convinced a few audience members to buy their product.	The presentation was engaging, creative, and the presenter(s) were confident and knowledgeable about their product. There was some sort of hook to convince audience members of the usefulness of their product.
Sales Pitch (10)	No 'ask' at the end and did not plan for the future or this product.	Sales Pitch had a logical order with a defined close. Team did not ask for reasonable resources or plan was not attainable.	Sales Pitch had a logical order with a defined close. Team asked for reasonable resources and plan moving forward seems attainable.
Shark's Score (10)	The Sharks would not invest in this product.	There are some good ideas used in the product, but overall, it would need some work to be something the sharks would invest in.	This product is amazing. The Sharks would definitely invest in it!

- All team members participated
- Presenters have clear knowledge of content
- Presenters put effort into the assignment

Shark Tank Competition

Video will be evaluated by outside sources for the competition based on the following items with feedback to me. I will notify the winners over break about the news article and opportunity to continue the project in spring for credit.

Innovation – the ability to identify opportunities in societal and technical spaces, create solutions, and have a positive impact on health care delivery.

- Integrate information from many sources to gain insight into patient care
- Identify unexpected opportunities to create extraordinary health value for patients, populations, and health systems
- Apply creative thinking to ambiguous patient care or other healthcare problems
- Evaluate the feasibility of innovative healthcare solutions to address patient, societal, population, and global health needs
- Communicate engineering solutions to healthcare teams, health systems, medical device manufacturers, and other health industry stakeholders including the data-based costs, risks, and benefits

Presentation – how well you present your idea and explain using accessible vocabulary for a broad audience

- Student presents information in logical, interesting sequence which audience can follow.
- Uses a clear voice and correct, precise pronunciation of terms so that all audience members can hear presentation.
- Demonstrates a strong, positive feeling about topic during entire presentation.
Body language
- Original presentation of material; captures the audience's attention.