

In a two page maximum report answer the following questions about of your proposed product:

- What product does your team propose to create?
- Is the product proprietary/patentable?
- Is the product completely new, a “sweetpotato” version of a product that already exists, or an improvement over currently available products?
- What materials will you use to make your product? What percentage of your product will be made from cull/processing grade sweetpotato components?
- Why would this product be marketable? Why would consumers purchase your product over existing products on the market?
- What uses will the product have? Could there be other uses for this product?
- Does this product have any critical environmental, political, or social issues that need to be addressed in order to be successfully commercialized?
- What is the potential impact on sweetpotato utilization (hundreds of pounds or millions)?
- 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.

Product Idea Assignment Rubric

Categories	25	20	15	0	Total Points
Novelty of Product	Brand new idea or 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	
Proprietary	The product is proprietary			The product is not proprietary	
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	
Potential Impact	This product uses a large percentage of sweetpotato components and the impact on utilization would be large	This product uses a fair percentage of sweetpotato components and could have an impact on utilization	This product uses a small percentage of sweetpotato components and or has negative environmental, political, or social implications.	This product has large environmental, political, or social issues that need to be addressed	
Total Points					____ / 100 Not Pass Pass

Proposed products receiving ≥ 80 show great promise. Products < 80 but ≥ 60 require additional considerations. Products receiving < 60 should be re-evaluated.