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| TASK 2: INNOVATION PROPOSAL & PRESENTATION  DATE:  ASSESSOR:  Member of an innovation team creating a business/product/service for a shop in Llanrwst  Team members: | | | |
|  | Realistic  0-3 | Detailed  4-6 | Effective & Comprehensive  7-9 |
| Generation & analysis of multiple ideas |  |  |  |
| Selection & summary of idea |  |  |  |
| Illustration/prototype of idea |  |  |  |
| Imaginative contribution to development of innovation |  |  |  |
| Active engagement throughout proposal |  |  |  |
| Evidence of creativity throughout proposal |  |  |  |
| Consideration & evaluation of fit for purpose/feasability |  |  |  |
| Evidence of Market research (primary & secondary) |  |  |  |
| Creativity within design of prototype & USP |  |  |  |
| Audit of personal & team competencies and skills |  |  |  |
| Allocation of team roles based on audits & justification of roles |  |  |  |
| Evidence of seeking advice from entrepreneurs/companies |  |  |  |
| Demonstrating following:  - Time management skills  - organisational skills  - numerical skills (cash flow forecast)  - digital literacy skills (social media)  - priorities & goals  - carrying out responsibilities  - team-working skills  - positive team working  - Cooperation & compromise  - Encouragement & respect |  |  |  |
| Demonstrating techniques to solve problems |  |  |  |
| Marketing strategies:  Digital techniques  Use of social media to promote self & innovation |  |  |  |
| Using Industry standard methods of producing innovation venture |  |  |  |
| Verbal communication |  |  |  |