

INNOENT Idea Evaluation Rubric

What it is: This is a tool for evaluation and/or situating the progress of ideas and inventions during the progression of innovation education and entrepreneurship education. It can be used online or as a pen and pencil rubric.



Business plan	Environmental sustainability	Sustainability of company
Has not been done	No attempt made to find out about the influences of the idea on the environment	No plans for further running of the production
In draft form	There is understanding of the importance of environmental sustainability of the product	And understanding is there for what is needed for the sustained running of a company and the further product development for a company to be sustainable
Data collection underway	Data gathering and analysis regarding the environmental strategy of the production has started	Plans have been made to ensure further product development and research to sustain the company
Business plan in the last stages of preparation, analysis of data still underway	Environmental strategy of the company is ready. It is clear how the product development is still early	Clear sustainability strategy and work already started on further development and research on new products and ideas
Business plan is ready and has been drawn to completion, but the business is not up and running	Environmental sustainability is ensured at all levels of production and product design as well as in the running of the company	Sustainable growth plan is already a part of the overall company profile
Business plan has been implemented and start-up made	Environmental standards are used in all levels of production and design of all products	The company has the necessary resources to implement the research and development strategy

How it works: The rubric is used by participants in workshops or courses in entrepreneurship education. The rubric provides standards for each step of the process, need, solution, product, product development and business plan. The inventor/entrepreneur uses the emerging profile to situate the idea on a scale. Each idea the participant is working has a rubric attached to it and the participant can change the marking on the rubric as many times as he/she finds necessary as the idea progresses. This evaluation is for the participant's use only, where the teacher/mentor does not have to see it. However, it is often shared with the teacher at the beginning and end of a course.

Benefits: The most common benefit observed is how the individuals use the standards to make up their minds about how far they want to take each idea. They use it to determine where the idea is situated in the progression from a need to a full business, and to decide if they want to take the idea any further. The rubric benefits the participant as they can use it as a guide to suggest the next steps they could, or should, take in the progression of the idea.

Challenges: If students are not familiar with evaluating their own work using the rubric effectively can be a challenge.

Relevance for entrepreneurial teaching: Managing many ideas at the same time is crucial for the serial inventor/entrepreneur. This tool allows for prioritisation of ideas and their progress as well as putting forward suggestions of what could or should be the next step in the progression. The tool increases the entrepreneurial vocabulary of participants as well as allowing them to put self-determination into practise.

Applied assessment methods: This tool can be viewed as ipsative assessment in so far as the participant is constantly looking at furthering the progression of the invention/idea. The tool is inherently self-directed and is digital in nature.

Examples from practice: The tool has been used in teacher education in Iceland where innovation education is a substantial part or a main focus of courses. It has been used in several [INNOENT](#) Education courses in Iceland but more in the Middle East and Far East. Participants use the tool to evaluate the eligibility of an invention for production, for funding or to access international competitions such as ITEX.