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| 1 image of your tool, drawn or printed. | 10 |
| A descriptor showing off what your tool can do - sell it! Must be at least 3 sentences. | 20 |
| A descriptor of where your tool came from. Give credit to the inventors! | 15 |
| 5 words to describe it and what it does, highlighted strategically | 15 |
| A price | 10 |
| A quote from a satisfied user | 10 |
| Neat and colorful – effort is obvious | 10 |
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