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	Unacceptable	Needs Improvement	Competent	Exemplary
Evaluate the importance of innovation for the long-term survival for your chosen company, as well as the industry that your chosen company fits in. Next, recommend an overall strategy in order to foster innovation in your chosen company. Provide a rationale for your response.	<p>0 (0.00%) Did not submit or did not evaluate the importance of innovation for the long-term survival for your chosen company, as well as the industry that your chosen company fits in. Did not submit or did not recommend an overall strategy in order to foster innovation in your chosen company. Did not submit or did not provide a rationale for your response.</p>	<p>13.5 (11.25%) Partially evaluated the importance of innovation for the long-term survival for your chosen company, as well as the industry that your chosen company fits in. Partially recommended an overall strategy in order to foster innovation in your chosen company. Partially provided a rationale for your response.</p>	<p>15.3 (12.75%) Satisfactorily evaluated the importance of innovation for the long-term survival for your chosen company, as well as the industry that your chosen company fits in. Satisfactorily recommended an overall strategy in order to foster innovation in your chosen company. Satisfactorily provided a rationale for your response.</p>	<p>18 (15.00%) Thoroughly evaluated the importance of innovation for the long-term survival for your chosen company, as well as the industry that your chosen company fits in. Thoroughly recommended an overall strategy in order to foster innovation in your chosen company. Thoroughly provided a rationale for your response.</p>
Speculate on how you would expect the industry to evolve over a period of five and ten years, based on your analysis on the innovative and technology trends from Project Deliverable 2. Provide a rationale for your response.	<p>0 (0.00%) Did not submit or did not speculate on how you would expect the industry to evolve over a period of five and ten years, based on your analysis on the innovative and technology trends from Project Deliverable 2. Did not submit or did not provide a rationale for your response.</p>	<p>13.5 (11.25%) Partially speculated on how you would expect the industry to evolve over a period of five and ten years, based on your analysis on the innovative and technology trends from Project Deliverable 2. Partially provided a rationale for your response.</p>	<p>15.3 (12.75%) Satisfactorily speculated on how you would expect the industry to evolve over a period of five and ten years, based on your analysis on the innovative and technology trends from Project Deliverable 2. Satisfactorily provided a rationale for your response.</p>	<p>18 (15.00%) Satisfactorily speculated on how you would expect the industry to evolve over a period of five and ten years, based on your analysis on the innovative and technology trends from Project Deliverable 2. Satisfactorily provided a rationale for your response.</p>
Determine your chosen company's top advantage(s) over its competitors. Justify your answer.	<p>0 (0.00%) Did not submit or did not determine your chosen company's top advantage(s) over its competitors. Did not submit or did not justify your answer.</p>	<p>13.5 (11.25%) Partially determined your chosen company's top advantage(s) over its competitors. Partially justified your answer.</p>	<p>15.3 (12.75%) Satisfactorily determined your chosen company's top advantage(s) over its competitors. Satisfactorily justified your answer.</p>	<p>18 (15.00%) Satisfactorily determined your chosen company's top advantage(s) over its competitors. Satisfactorily justified your answer.</p>
Determine two or three strategies that the company could use to exploit its innovation breakthroughs, using the top advantage(s) that you determined in Question 3. Analyze the main advantages and disadvantages of	<p>0 (0.00%) Did not submit or did not determine two or three strategies that the company could use to exploit its innovation breakthroughs, using the top advantage(s) that you determined in Question 3. Did not</p>	<p>18 (15.00%) Did not submit or did not determine two or three strategies that the company could use to exploit its innovation breakthroughs, using the top advantage(s) that you determined in Question 3. Did not</p>	<p>20.4 (17.00%) Satisfactorily determined two or three strategies that the company could use to exploit its innovation breakthroughs, using the top advantage(s) that you determined in Question 3. Satisfactorily analyzed the main advantages and disadvantages of</p>	<p>24 (20.00%) Thoroughly determined two or three strategies that the company could use to exploit its innovation breakthroughs, using the top advantage(s) that you determined in Question 3. Thoroughly analyzed the main advantages and disadvantages of</p>



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