

iNvEnTiOn AnD iNnOvAtIoN aSslgNmEnT

Name: _____

Date: _____

PART A - Invention: An invention is a product or process that does something that has never been done before.

1. What do you think is the most important invention of all time?
 - a. Explain what it is and why you choose this.
 - b. Tell me about all the business ventures that have come to fruition because of this invention.
2. Pick two inventions that were created BY ACCIDENT. For each, tell me:
 - a. A summary of how this invention came about.
 - b. The entrepreneurial ventures that have followed. Tell me as much as you can.

PART B - Innovation: Using new technology, materials or processes to improve on existing products, or on how they are produced and distributed.

1. Think of one product innovation that we have not yet talked about in class. Discuss the following for it:
 - a. Summarize it. Tell me EVERYTHING that you can about it.
 - b. Tell me how THE INNOVATION has contributed to entrepreneurship and/or business in general for those that market/sell it. In other words, how has revamping this product really contributed to its success compared to before.
2. Select a current product (good or service) that you currently use or are familiar with THAT REALLY NEEDS TO BE REVAMPED BUT HASN'T BEEN YET.
 - a. Explain what is missing, wrong with, lacking with this product.
 - b. Tell me how you would make this good or service way better. Tell me ALL the details... be specific, be thorough.
 - c. Tell me how this innovation could lead to a marketing venture. Brainstorm, be creative, be silly, be impractical, be irrational, be foolish, etc. etc. and tell me as much as you can about this venture.

As you complete this assignment, please consider the following:

1. Use your own words.
2. Explain as much as you can – be thorough.
3. Use complete sentences or complete points.
4. Take some time to layout/organize/present this assignment in a well-organized manner. Use titles, subtitles, headings, etc.
5. Take PRIDE in YOUR work. It is a reflection of YOU!
6. And just like in the business world, spelling, grammar and punctuation count!

Please submit the following, in this order:

1. Title page
2. The assignment – well laid out and organized.
3. This sheet filled out.

Invention and Innovation Evaluation Form

Name: _____

Topic: _____

Criteria	<5	5-6	7-8	9-10	Mark
Part A: Content	Poor job of researching and explaining. Not really tied into entrepreneurship.	Satisfactory job of researching and explaining. Somewhat tied into entrepreneurship.	Fairly well researched and well explained. Fairly well tied into entrepreneurship.	Thoroughly researched, well explained. Well tied into entrepreneurship.	/10
Part B: Content	Poor job of researching and explaining. Not really tied into entrepreneurship.	Satisfactory job of researching and explaining. Somewhat tied into entrepreneurship.	Fairly well researched and well explained. Fairly well tied into entrepreneurship.	Thoroughly researched, well explained. Well tied into entrepreneurship.	/10
Overall Professional Look and Spelling, Grammar and Punctuation	Poor job of organization. Need to use titles and headings. Many errors in s/p/g.	Satisfactory job of organization. Could be a better use of titles and headings. Errors in s/p/g.	Fairly well organized. Fairly good use of titles and headings. Minor errors in s/p/g.	Nicely organized. Good use of titles and headings. Flawless s/p/g.	/10
TOTAL					/30

Comments: