**Requirements**

**Company Information and Business Activities (15 points)**

* Select a company that utilizes AI technology. (5 points)
* Provide a detailed description of the company's field, audience, solution, and business metrics. (5 points)
* Present company information in a clear and well-organized manner. (5 points)

**Domain Trends (20 points)**

* Communicate a thorough synopsis of trends and landmarks in the chosen domain. (10 points)
* Identify several major competitors. (10 points)

**Research Depth (10 points)**

* Use multiple sources to present a thorough and cohesive view of the company's domain, history, and results. (5 points)
* Specifically quote sources and reference them clearly and accurately. (5 points)

**Recommendations (20 points)**

* Thoroughly explain company recommendations. (10 points)
* Base company recommendations in solid research. (10 points)

**Report Presentation (35 points)**

* Present the report in a README.md file in a GitHub repository. (15 points)
* README.md correctly uses **at least one of each** of the following:
  + Heading (2.5 points)
  + Font styling (2.5 points)
  + Hyperlink (2.5 points)
  + Block Quote (2.5 points)
* The report style showcases the writer's expertise and builds credibility. (10 points)