**Introduction to Innovation, IP Management and Entrepreneurship**

**Mid-Term Exam 2**

**(Maximum Marks = 20)**

**Consider any company that is considered to be a market leader and innovator (eg. SpaceX, AirBnB, SalesForce etc)**

1. What is the value proposition offered by this company?
2. What is the one thing this company can do better than anyone else that will be very difficult for anyone to copy?
3. What assets (capabilities, connections, branding opportunities, personal attributes, personal wealth, IP, unique insights, key customer commitments etc.) does this company have?
4. Why is the core of this business unique?
5. Why is this core important to their target customer?
6. Why can’t its competitors catch up with this company?
7. From the customer’s perspective, how does this company’s product rank compared to other alternatives in the market?