

Innovation and Business in ICT  
Assignment 1: Idea Generation Report

Student name:

|  | Fail<br>(borderline) | Satisfactory | Good | Very good | Excellent | Outstanding |
|--|----------------------|--------------|------|-----------|-----------|-------------|
| <b>IDEA</b>  |                      |              |      |           |           |             |
| <i>Description</i> : how clearly the idea is described |                      |              |      |           |           |             |
| <i>Originality</i> : how creative/original the idea is |                      |              |      |           |           |             |
| <i>Scrap</i> : quality of the research scrap           |                      |              |      |           |           |             |

MARK  %

