**Day 3: Magnesium Alloys - In-Class Activity**

**Group # \_\_\_ Group Names:**

**Pre-Class Assignments:** [Magnesium Alloys](https://www.youtube.com/watch?v=vIWH3N9HrHY) video, Magnesium alloy homework assignment

**Societal Concept:** It’s important to understand how Creative Destruction applies to new innovations.

Using Carnegie’s experience with steel as a case study and blueprint, think about a plan to develop a firm that specializes some aspect in the production or application of Mg alloys.

Part 1 – What is your firm’s product? You raise a fixed amount of capital from the venture capital community. In order to gain a foothold in the market, would you focus on manufacturing techniques? R&D? Marketing and publicity? If you decide to pursue all three of these strategies, roughly what proportion of your resources would you devote to each area and why?

Part 2 - Are there any interests in a competing industry—suppliers, manufacturers, dealers, customers, users—that you think would be resistant or opposed to your new firm’s product? What might you do to address their concerns?

Grading Rubric. Your grade for the activity will be determined from the following criteria (max 5 points):

5= Responses are appropriate, comprehensive, and indicate thoughtful engagement with the information and concepts from the lecture, readings, and videos. Novel ideas, creativity, and attention to complexity are a plus.

4= Good effort. Responses and arguments are not as clearly presented, or as comprehensive and thoughtful as in a full credit answer.

3= Responses are less appropriate to the assignment, less thoughtful and engaged, with less complete information. Errors in grammar, punctuation and or sentence structure will also result in loss of points.

2= Responses are incomplete, showing little effort, thought, or use of preparatory materials.

1= Responses are not consistent with preparatory materials. Assignment is badly incomplete. Next to no effort.