Project Description: Some entrepreneurs find success by being a first mover and some find success by being a fast follower. Fast Follower - A company that quickly imitates the innovations of its competitors. First Mover – A company that gains a competitive advantage by being the first to bring a new product or service to the market. For Project 3, do some online research to name and describe the strategies of a company that was successful as a startup being a first mover. Then, contrast this with a company that was successful being a fast follower. Consider marketing strategies, competitive environments, and barriers to entry that each company overcame. Summarize your research findings in your own words and write at least 300 words. Submit your project to Project 3 in Moodle. FOR INSTRUCTOR USE ONLY Grading Rubric Grading accepts a start value of 100. Points will be deducted for failure to fully complete or meet the stated requirements. 90-100 = Represents work of superior quality (A); 80-89 = Represents work of good to very good quality (B); 70-79 = Represents adequate command of class content (C); 69 and below = Represents work that shows a need for development or improvement (F); 0 = Represents plagiarized work (F).