

IE 101 | Innovation and Entrepreneurship 101

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Example Course Structure

Innovation project courses pair two streams: an entrepreneurship spine and instructor-defined subject matter. This 10-week structure shows how IE 101 concepts align with agile project execution.

10-Week Spine

Innovation Content

Project Instructions

Project Area Content

1. Launch

Course frame; opportunity; innovation mindset; team norms; initial assumptions.

Form team. Select challenge. Draft project intent. Start evidence log.

X

2. Story

Problem story; user need; customer/beneficiary; why now; discovery plan.

Write user/problem story. Identify stakeholders. Schedule 5-8 interviews.

X

3. NABC

Need, Approach, Benefits, Competition; value proposition; riskiest assumption.

Draft NABC v1. Choose the assumption to test first. Define evidence needed.

X

4. Validate

Validation; interviews; experiments; falsifiable claims; evidence quality.

Run first test cycle. Interview/test 3+ people. Revise NABC.

X

5. Design

Low-tech demo; prototype fidelity; user journey; tradeoffs; feasibility path.

Build storyboard/mockup/demo. Show users. Define technical proof path.

X

6. Build

Agile sprint; MVP; proof-of-concept; technical risk; build-test-learn.

Run build sprint. Produce artifact/proof. Track decisions, risks, blockers.

X

7. Repair

Failure modes; objections; missing evidence; repair strategy; team coordination.

Fix weakest part. Re-test. Update story, prototype, and sprint plan.

X

8. Iterate 1

Traction; adoption; benefit proof; stakeholder pull; comparison.

Run second iteration. Collect data, feedback, usage, or commitment.

X

9. Iterate 2

Integrated story; evidence gap; demo logic; implementation path.

Close final evidence gap. Draft deck, demo script, and recommendation.

X

10. Demo

Evidence-backed story; what is proven; reflection; next action.

Present demo. Submit artifact, evidence summary, and team reflection.

X

Grey column note: X = a placeholder is where the instructor adds the natural subject matter, technical concepts, tools, data, design constraints, or domain-specific ideas that match the scope of the course project.