

IE 101 | Innovation and Entrepreneurship 101

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Game-based Exercises: Opportunity

Choose one option, or assign two across consecutive class meetings. Each exercise should connect back to the team's current project evidence.

Classification Game

Why play: Students see how fast teams create categories, and how careful they must be to avoid shallow assumptions.

Set-up: Create teams of four and give them 10-15 minutes.

Play the Game: Team members introduce themselves, then classify the team into two or three nonjudgmental subgroups.

Reflection Questions: Which categories were useful? Which were too shallow? How should a project team classify customers without stereotyping them?

Trading Game

Why play: Opportunity recognition becomes visible when students must create value through action.

Set-up: Give each team of 3-4 a small starting item from the instructor.

Play the Game: Trade for greater value as many times as possible over 3-4 hours. Record each trade and why the other person accepted.

Reflection Questions: Where did value come from: story, convenience, relationship, scarcity, or creativity?

WEEKLY EVIDENCE CHECK: Before moving on, the team should be able to answer four questions: What is clearer now? What has been proven? What has been built or tested? What evidence changed the plan?