

IE 101 | Innovation and Entrepreneurship 101

Author: Ikhtlaq Sidhu

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How to Use This Book

Use this book as a substrate for a project-based learning course. The focus is not only entrepreneurship discussion, but a practical project journey from entrepreneurship to innovation. The course may be formatted as a challenge course, a technical venture course, a company capstone, a research translation course, or another practical project or design-oriented course.

Example: In a company capstone, the customer may be an internal business unit. In a research translation course, the customer may be a lab, partner, patient group, or future adopter.

The order matters. Students first choose or interpret a project. Then they form teams, create a story, develop NABC, validate customers, design the product, build demos and MVPs, seek traction, iterate, and present a final demo and reflection.

Figure 1. A 10-week project spine for IE 101.

INSTRUCTOR NOTE: The most important design choice is to require evidence of execution every week. A better story matters, but it should be connected to what students learn from customers, prototypes, demos, stakeholders, and technical tests.