

IE 101 | Innovation and Entrepreneurship 101

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Term

Working definition

BMoE

Berkeley Method of Entrepreneurship; a co-created pedagogy emphasizing entrepreneurial mindset, behavior, inductive learning, and project-based development.

Challenge-based project

A project that begins with a domain challenge supplied by an expert or organization.

Execution while learning

A way of working in which each build, test, interview, or demo creates evidence and changes the next step.

MVP

Minimum viable product; the smallest version that creates useful learning from a real user or stakeholder.

NABC

Need, Approach, Benefits, Competition; a compact structure for explaining a project.

Story

The integrated narrative of problem, user, solution, change, and future state.

Technical story

The explanation of how the product or system will work and what must be built or proven.

Traction

Evidence of pull from users, customers, stakeholders, partners, or the technical environment.

Validation

The process of testing whether assumptions about the problem, customer, value, product, or adoption path are true.