

IE 101 | Innovation and Entrepreneurship 101

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Introducing the First Case Study

In the section that follows after this page, we will look at the first case example of an innovation project or venture. As you read the short case, as well as future cases in this text, think about these questions:

1. Do the innovators/founders follow any particular process?
2. Where do they start and how do they proceed to narrow down the concept and then execute the project/venture?
3. Is there a particular style to the leadership of the project?
4. Are there behaviors and mindsets allow the team to be successful?

Looking at all the cases from this point of view will help you understand the framework of this book.