

IE 101 | Innovation and Entrepreneurship 101

Author: Ikhtlaq Sidhu

IE Silicon Valley Hub | CITRIS | UC Berkeley | Free to use | Downloadable by chapter | Continuously updated

Introducing the Oracle Case

As you read the case, consider these questions:

1. How does this case change your view of where innovation can start inside a large organization?
2. What did the Oracle team learn only after turning the story into a working product demonstration?