

IE 101 | Innovation and Entrepreneurship 101

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Practice Exercises and Questions

These exercises are intended as optional instructor assignments or reflection prompts. They should be selected according to the course length, project type, and maturity of the student teams.

Which of the four parts of your project is strongest today: team, story, validation, or execution?

What change in the world creates the opportunity?

What team capability, access, frustration, ideal customer experience, or connector gives you an advantage?

What could be automated or predicted in this domain?

What second-order effect of change might create a valuable problem?

Who are the leading-edge users or experts who already see the future before the mainstream market does?

What evidence would make this project worth continuing?