

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.

Write a high concept pitch for your project.

Write a two-minute elevator pitch.

Write the first NABC: Need, Approach, Benefits, Competition.

Write a short customer story: problem, solution, result.

Score your story from 1-5 on Excitement, Logic, and Social power.

What part of the story is still vague, unsupported, or too complicated?