

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.

Where does your current story have logic but not emotion?

What evidence shows that you are solving the right problem?

What is the quantified value proposition?

What is the correct market or adoption calculation?

What core competency, asset, or partner makes the project credible?