

IE 101 | Innovation and Entrepreneurship 101

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Project Guide

This project guide translates the chapter into action. Students should use it to update their team evidence log, project narrative, product design, validation plan, and next build.

1. Form teams around project topics, challenge areas, or opportunity stories.
2. Write the first opportunity story using change, team advantage, and one idea-finding method from this chapter.
3. Identify the first users, customers, stakeholders, or experts who can test whether the story is real.
4. Choose the first execution action: interview, observation, prototype, technical test, or simple demo.