

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. Prepare a one-paragraph story and a two-minute spoken version.
2. Create an NABC slide for the project.
3. Create one customer story slide or sketch showing the user experience.
4. Pitch the NABC to at least three people and record what changed.
5. Revise the project story before moving into deeper validation.