

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. Revise the NABC to remove the most serious story mistake.
2. Add one quantified benefit or bottom-up market/adoption estimate.
3. Identify the next evidence needed to prove the problem, value, market, or organizational fit.