

# IE 101 | Innovation and Entrepreneurship 101

Author: Ikhtlaq Sidhu

IE Silicon Valley Hub | CITRIS | UC Berkeley | Free to use | Downloadable by chapter | Continuously updated

## Sutardja Center, the Back Story

In 2005, we launched the Sutardja Center for Entrepreneurship & Technology<sup>27</sup> at UC Berkeley. For the first few years, we primarily used Harvard Case studies to teach entrepreneurship skills to student teams of engineers, scientists, and majors from across our campus. These studies would then be complemented by a classroom experience featuring the actual leaders and entrepreneurs who had written the case studies that we focused on. Over time, we discovered something that was key to the evolution of our program. It was that the actual people were more impactful than the case studies. Their behaviors, mindsets, and personalities were fundamental to teaching entrepreneurial capabilities at a psychological level. This led to an approach called Berkeley Method of Entrepreneurship (BMOE) where we would work to integrate the mindsets, behaviors, and psychology of entrepreneurship and innovation into our students — doing so while they were in the situation of developing a venture within a focused area. For example, within a “challenge lab” the entire class would work in a narrow venture area such as blockchain applications, medical devices for the third world, computer security improvements, or other emerging industry segments. During these technical developments, we worked in the background to add an educational basis that included inductive learning, story generation, team formation, and entrepreneurial behaviors for the students. <sup>27</sup> The center was launched in 2005 and formally named in 2015 by benefactors Pantas Sutardja and Ting Chuk

In parallel, we developed Data-X. We realized that being able to implement the technology was just as important as story generation and mindset. This emphasis on implementation led to the design of Data-X, a new type of “maker-oriented” technical course. Data-X was intended to be the course that anyone would want to take if they wanted to apply their skills in practice. The really unique thing about this course was that it showed that the entrepreneurial processes in challenge labs could also be brought into an otherwise completely technical course. The results were staggering. Projects of significant complexity were being completed and demonstrated in 12 weeks, rather than 2 years. The students experienced very positive outcomes, both in education and in real-life employment opportunities. Learn more about Data-X in the Case Study entitled “Data-X: A precursor to Innovation Engineering.” Over the years, two tracks began to develop: One focused on mindset, behavior, team formation, and story development, and the other focused on technical tools, architecture, and implementation.