

IE 101 | Innovation and Entrepreneurship 101

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The Project Method

IE 101 has two forms of progress: story development and execution. Story gives language, purpose, and strategy. Execution gives evidence. Neither is sufficient by itself.

In a real project, technology, entrepreneurship, and design do not happen in separate phases. A typical 10- to 12-week course starts by finding an insightful story, moves through low-tech demonstration and technology strategy, then uses repeated iteration to arrive at a credible solution demo. Theory, tools, code, and behavior practice run underneath the whole project.

Figure 2A. A 10- to 12-week project method for combined technology, entrepreneurship, and design work.

Figure 2. Story development and execution advance together.

Do not confuse activity with progress. A team that only builds may create something impressive but irrelevant. A team that only improves slides may sound convincing without proving anything. The strongest teams use the story to choose what to validate and build. Then they use validation and building to improve the story.

Figure 3. The IE 101 project loop.

Execution means moving the project toward proof. Proof may include a validated problem, a working demo, an MVP, a technical experiment, usage evidence, stakeholder interest, or a credible next-step plan.

Figure 4. The validation-to-traction ladder.