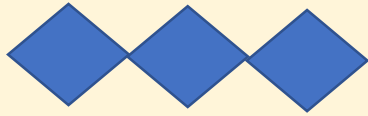# Applied Innovation Program

An MBA-level project course and program, offering you an opportunity to partner with students and faculty of UC Berkeley to address a significant business challenge

Design thinking meets strategy: Our innovation project framework

We use a discovery-based approach to uncover actionable insights, and develop, model, and validate novel solutions. Multiple milestones and partner progress meetings, and ongoing partner communication.

Explore → Recommend → Refine

Explore	Recommend	Refine
Customer Insight	Insight combinations	Concept selection
Orthodoxies	Ideation	Refinement
Disruptive Trends	Filtering/elaborating/prototype	Experiment/pilot design
Internal Competencies	Business model canvassing	Economic modeling
Industry/Competitive Maps	Multiple solutions	Validation/risk identification

1800 hours dedicated to your challenge, customers, and market

A 16 week course is built around the specific opportunity or challenge identified by your company The project is the focus of the course. Each student spends 10 hours/week on average.

16 weeks
1800 Hours

12 Students
1 Faculty Lead

Agency approach with faculty curation and oversight

This is not your typical MBA project. Each project team has roughly 12 students + a faculty mentor/coach, defined tools and deliverables, project leads, and workgroups.

Facilitation and Methodologies Transfer

In addition to project scoping and management, we'll facilitate an internal workshop with your team, and offer a session on the tools and techniques offered at Berkeley for design-based innovation work.

2 Workshops
For Your Team

50+
Satisfied Partners

CISCO · BLACKHAWK NETWORK · charles SCHWAB · BIO-RAD · SAP · Adobe · DOW · LifeLock · PayPal · Abbott Diabetes Care · SAFEWAY · PG&E Pacific Gas and Electric Company · NISSAN · Peet's Coffee & Tea · intel · hp invent · USbank · CLIF · Del Monte · Blue Shield of California · BIG HEART PET BRANDS

We are one of the largest innovation consulting firms on the west coast!

"Your insights and ideas represent new and different approaches; we are likely to proceed into a pilot as the fastest route to validation."

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