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**
- Customer Insight
- Orthodoxies
- Disruptive Trends
- Internal Competencies
- Industry/Competitive Maps

**Recommend**
- Insight combinations
- Ideation
- Filtering/elaborating/prototype
- Business model canvassing
- Multiple solutions

**Refine**
- Concept selection
- Refinement
- Experiment/pilot design
- Economic modeling
- 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

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.”

**Contact information**
Davie Rochlin  Faculty Lead/Executive Director
drochlin@haas.berkeley.edu
http://designthinking.berkeley.edu