

# EDGE-NEXT Joint Program

## Tohoku Univ. – UC Berkeley Haas MBA Design Thinking Workshop 2020

Prof. Rhonda Shrader, NSF I-Corps' expert on entrepreneurship education and innovation ecosystem, will give us a special lecture. In this lecture, you will be able to learn the essence of ideation and team formation, discovery and validation, and startup acceleration, etc.



UC Berkeley, Haas  
School of Business, MBA  
96  
Executive Director -  
Entrepreneurship  
Executive Director - NSF  
I-Corps Bay Area Node  
Lecturer - Lean Transfer  
& LAUNCH Accelerator

Prof. Rhonda Shrader

### Date

November 21st (sat) , 2020  
9am – 10:30am (JST)

- ※ November 20th (fri) , 2020  
4pm – 5.30pm (PST)
- ※ Students from all can apply for and participate in the class.

### Registration

<https://forms.gle/Wi6qr7o6saBpVK2G7>



### Contents

- An Introduction to UCB & Haas MBA school
- Understanding "product-market fit" for customers
- What "jobs" your customers need to do & how your product does/does not meet those needs.
- How to explain what you do in \*one\* sentence

### Application deadline

**November 18, 2020**

- ※ Please register by the above date as possible.