

Engineering Innovation and Entrepreneurship

Key Takeaways

(If you remember nothing else, remember this!)

Innovation and Entrepreneurship Summary:

- **Thinking:** Always be looking for opportunities for innovation
- **Analyzing:** Evaluate the potential of your invention (market research)
- **Doing:** Prototyping, product development, marketing, pitching, selling

Things to Remember:

- Fail forward, learn from your mistakes and be persistent
- Follow your passions