



# Applied AI for Startup Founders at Haas

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Revolutionizing AI Education through Real Startup Builds

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# Why Practical AI Entrepreneurship Now?



## AI is a "must-have" skill for future leaders

Business strategy now requires understanding AI capabilities and limitations



## Speed: go from idea to paying product in a day

Modern AI tools drastically compress product development cycles



## Haas + Berkeley Engineering = perfect launchpoint

Unique cross-campus collaboration opportunity for AI innovation



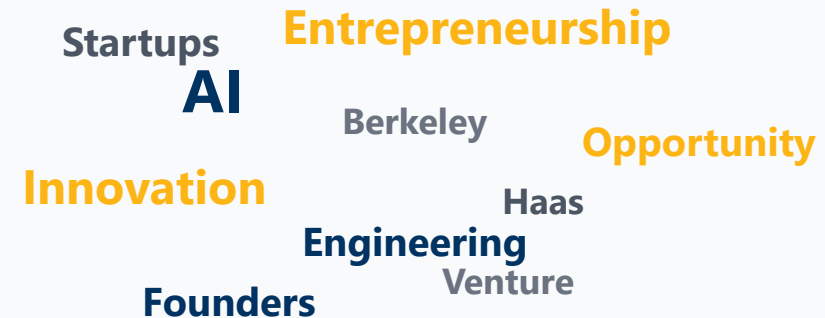
## GenAI = faster MVPs:

MVPs can now be built in hours using tools like Claude Code, Cursot etc. — changing how founders approach validation.

*"With AI tools, founders can go from an idea in the morning to a working prototype by lunch and a paying customer by dinner."*

— Y Combinator Partner, 2025

*"Lean LaunchPad assumes MVPs take weeks—AI tools now make that timeline obsolete."*



# Course Vision & Objectives

**Vision:** Empower founders to build, validate, and launch real AI startups—from idea to Demo Day—within a true interdisciplinary environment. Students will emerge with practical AI entrepreneurship skills immediately applicable in today's venture landscape.



## Build real AI apps

Use modern tools like Claude, Replit, Cursor, and LangChain to develop full-stack, AI-native MVPs.



## Learn GTM & market validation

Develop go-to-market strategies and validate product-market fit with real customers, including for internal and operational AI use cases.



## Pitch to VCs & mentors

Refine venture narratives and present to real investors for feedback and potential funding

# Current Haas Landscape — What's Missing

Haas Offers Several AI Courses — But None Like This One

Course	Focus	Startup Focus?	Hands-On?	Interdisciplinary?
<b>MBA290T.8B</b> AI Strategy & GenAI Applications	Strategic implications of AI, business value	✗	✓	✗
<b>MBA290T.12</b> Harnessing AI for Business Success	Practical business use of AI across domains	✗	✓	✗
<b>MBA 267</b> The Business of AI	Intro to AI, legal & policy implications	✗	✗	✗
<b>MBA295F</b> Lean LaunchPad	Customer discovery & validation	✓	✓	✓*
<b>Applied AI for Startup Founders</b>	AI entrepreneurship	✓	✓	✓

\*Interdisciplinary teams exist but are not required; MBA + technical pairing is optional and ad hoc.

While these courses provide valuable strategic and ethical lenses on AI, none offer hands-on, interdisciplinary startup building — the type of experiential learning that's critical to producing the next wave of AI founders. Our proposed course fills this gap.

*LLP lacks embedded AI tooling, modern GenAI MVP techniques, and mentors with AI-native startup experience.*

# Key Differentiators



## Startup-first project focus

Students build real companies, not theoretical case studies—with actual users and market validation



## Structured MBA + Engineering teams

Unlike LLP where cross-disciplinary teams are optional, this course mandates it to mirror real-world AI startup teams.



## GenAI tooling from Day 1

Students build with Claude, LangChain, Replit, etc.—not just pitch slides.



## Twice-weekly creation labs

Dedicated technical sessions with hands-on AI development and implementation support from experts



## Mid-term + final pitch structure

Milestone-based progression with real investor feedback and increasing stakes—culminating in Demo Day



## Built-in mentor & speaker series

Direct access to Silicon Valley AI founders, VCs, and technical leaders throughout the program

# How the Top "AI + Entrepreneurship" B-Schools Do It

Northwestern  
**Kellogg**

**Kellogg**

Northwestern

MBAi Program

Engineering Partnership

Joint degree with McCormick School of Engineering focusing on analytical and technical foundations

MIT  
MANAGEMENT  
SLOAN SCHOOL

**MIT Sloan**

Massachusetts Institute of Technology

AI + Analytics Track

CSAIL Integration

Direct access to Computer Science & Artificial Intelligence Laboratory resources and mentorship

STANFORD  
BUSINESS  
GRADUATE SCHOOL OF

**Stanford GSB**

Stanford University

CS Electives

Venture Focus

Strong emphasis on entrepreneurial ventures with selective CS department course access



**Tepper**

Carnegie Mellon University

AI Concentration

Applied Projects

Robust technical curriculum with industry-sponsored applied AI projects throughout program

Wharton  
UNIVERSITY OF PENNSYLVANIA

**Wharton**

University of Pennsylvania

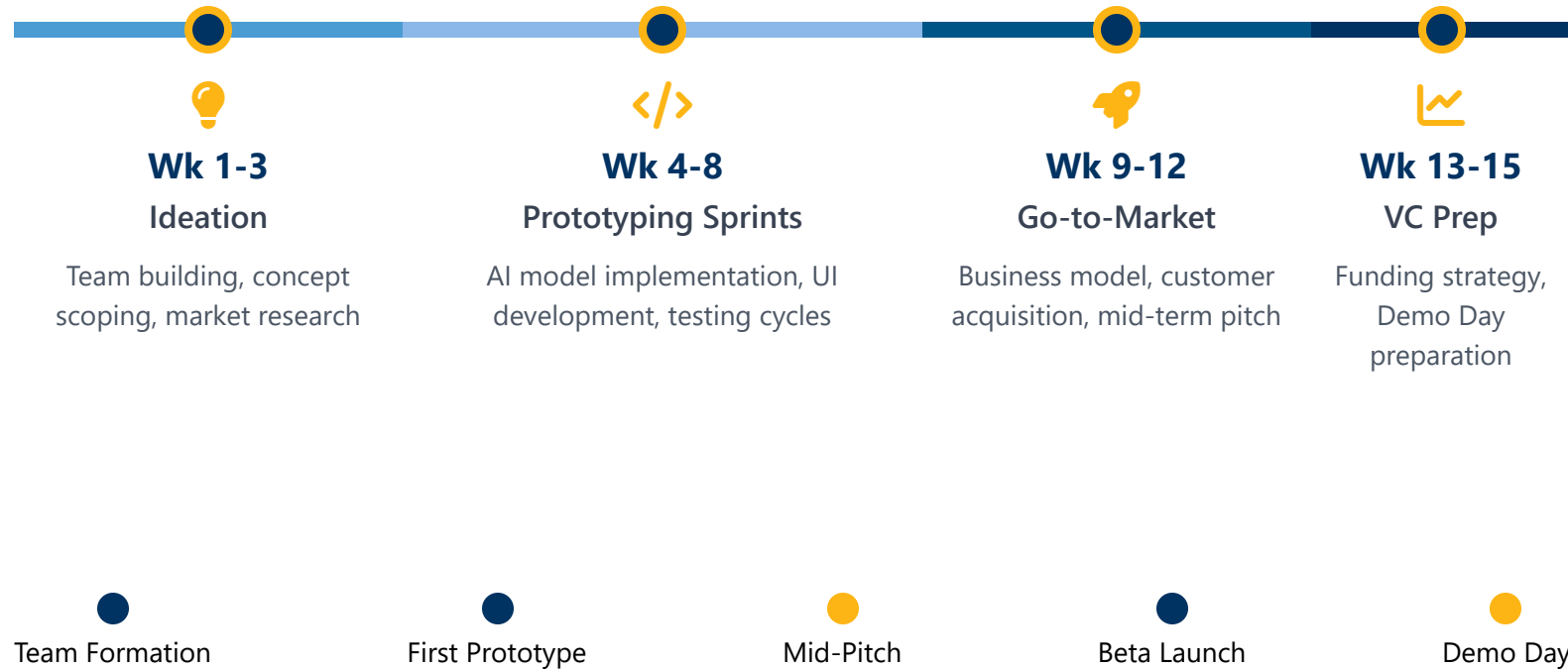
New AI Major

Fall '25 Launch

Comprehensive AI curriculum being developed with specialized entrepreneurship track

"Applied AI for Startup Founders" positions Haas to lead AI-era business education—uniquely pairing MBA and engineering students to build investment-ready startups through hands-on labs and direct access to Silicon Valley's AI ecosystem.

# Learning Journey (15-Week Roadmap)



## Program Components

### Weekly Guest Speakers

Industry experts, VCs, and successful founders share insights

### Mentorship Program

1:1 guidance from experienced entrepreneurs and AI experts

### Grading Split

Tech (30%)	<div><div></div></div>
Strategy (30%)	<div><div></div></div>
Pitch (25%)	<div><div></div></div>
Collab (15%)	<div><div></div></div>

# Why Haas Wins



## Train future AI founders

Equip students with practical skills to lead the next generation of AI-driven companies, creating a pipeline of tech-savvy founders.



## Bridge Haas–Engineering collaboration

Forge stronger interdisciplinary ties across campus, creating innovative partnerships that leverage Berkeley's full academic ecosystem.



## Expand startup & VC network

Strengthen Haas's connections to Silicon Valley's AI investor community, creating opportunities for mentorship and funding.



## Stay competitive with peer schools

Position Haas at the forefront of AI entrepreneurship education, matching or exceeding offerings at other top business schools.



## Foster real venture outcomes

Create a structured pathway for student projects to evolve into funded startups, generating tangible successes for Haas.



## Define new playbooks for AI startups

In a world with no set rules for GenAI ventures, this course gives MBAs the tools to lead from the front.





# Let's Launch This Together

## Next Steps



### Review full syllabus & logistics

Complete course framework, weekly plan, and required resources for final approval



### Plan cross-departmental coordination

Establish joint governance with Berkeley Engineering to ensure seamless integration



### Begin outreach to industry partners

Secure mentors, guest speakers, and venture partners to build robust ecosystem



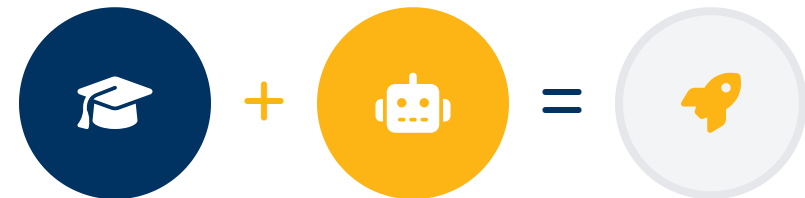
### Course complements LLP rather than competing with it

By embedding AI product builds, toolchain fluency, and mentor-led prototyping.

**Target Launch:** Spring Semester 2026



Creating the next generation of AI-native entrepreneurs





# Thank You

Let's build the future of AI entrepreneurship at Haas



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# Appendix

# Complementing, Not Competing with Lean LaunchPad

Feature / Element	Lean LaunchPad (LLP)	Applied AI for Startup Founders
Core Focus	Customer discovery, hypothesis-testing, and MVP validation via Business Model Canvas and interviews	AI-native product building and GTM strategy
Team Structure	Self-formed; interdisciplinary teams may arise but are not required	MBA + Engineering teams required
Tooling Emphasis	Uses GLIDR to track business model canvas and interviews; limited exposure to broader AI toolchains	Students prototype using GenAI tools like Claude, Replit, LangChain
AI Integration	Minimal—AI is not central to methodology	Integrated throughout ideation, prototyping, and scaling
Use Case Scope	Broad, but tends to emphasize traditional tech/startup formats	Encourages B2C, B2B, and internal AI-driven workflows
Mentor Expertise	Mentor quality varies; fewer mentors with hands-on AI product-building experience	Curated mentors with direct experience in AI startups
Media & Course Content	Core videos are over a decade old; context and case studies feel dated	Course uses updated, AI-relevant materials and tools
Project Output	Validated business model and investor pitch deck	Working AI prototype and investor-ready presentation

## 🎯 Key Takeaway:

Lean LaunchPad laid the foundation for rigorous, hypothesis-driven entrepreneurship. This course builds on that legacy—modernizing the approach with hands-on AI tools, structured MBA–Engineering collaboration, and a focus on deployable, real-world solutions.