Applied AI for Startup Founders at Haas

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

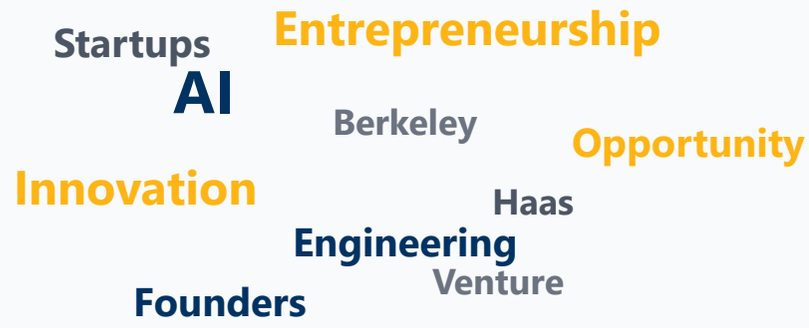
Speed: go from idea to paying product in a day
Modern AI tools drastically compress product development cycles

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

Berkeley Haas

Kellogg

Northwestern

- MBAi Program
- Engineering Partnership

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

MIT Sloan

Massachusetts Institute of Technology

- AI + Analytics Track
- CSAIL Integration

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

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

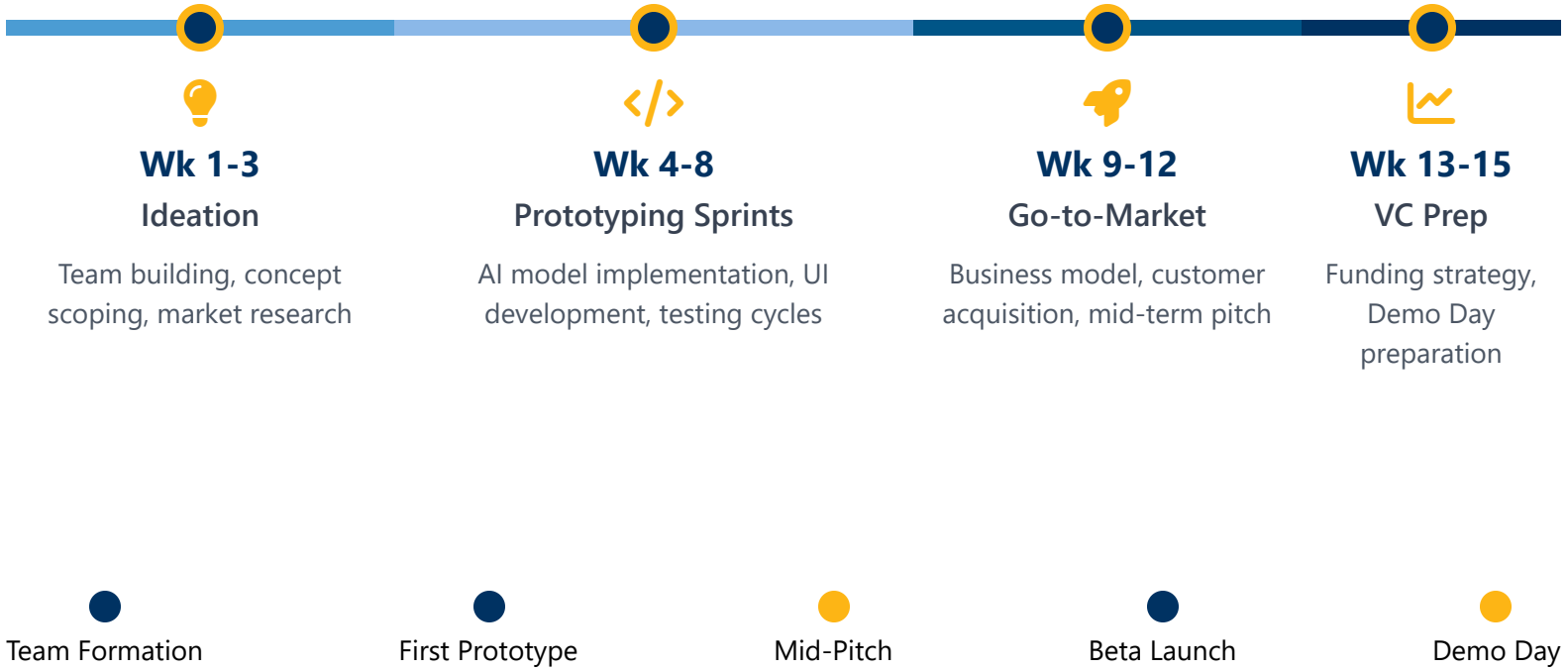
University of Pennsylvania

- 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%)
- Strategy (30%)
- Pitch (25%)
- Collab (15%)

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

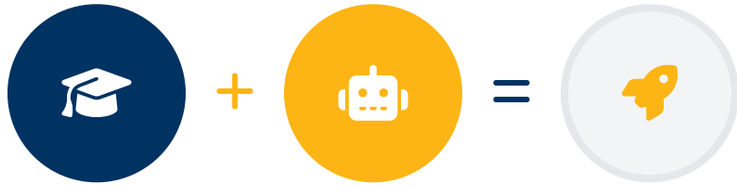
Review full syllabus & logistics
Complete course framework, weekly plan, and required resources for final approval

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



Thank You

Let's build the future of AI entrepreneurship at Haas

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Berkeley Haas

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.