

## **Creative Destruction Lab Course ENTRE 579**

**Creative Destruction Lab (CDL)** is an international experiential entrepreneurship accelerator that focuses on building massively scalable, seed-stage companies rooted in science and engineering. Launched at the Foster School in Fall 2021 with support from the University of Washington (UW), the Allen Institute, and leading Seattle entrepreneurs and investors (more information: [Seattle - Creative Destruction Lab](#)), CDL runs a Fall and Winter course (2 credits per quarter) alongside its program, which accepts 40 venture companies each fall.

This course offers practical, interdisciplinary experience integrating science, engineering, business, and user-centric perspectives. Through observation and active participation, students will gain immersive learning by partnering with a venture company to complete a project (4–6 hours per week during the Winter quarter).

Student projects typically involve customer discovery, market sizing, competitive and pricing analysis, market selection and entry strategies, investor pitch development, branding, operational efficiency, business development and growth, and staff planning. These projects offer valuable experience and potential pathways to employment.

The class meets five times per quarter. CDL "Live Session Days" also occur twice every eight weeks (October, December, February, and April). These sessions provide rare opportunities to observe industry mentors critique, advise, and refine startup objectives, guide venture company founders in building massively scalable businesses, and offer insights into board-level conversations and expert debates.

The CDL course welcomes UW MBAs, exceptional undergraduates, and STEM PhD students. It is particularly relevant for those interested in venture-scale entrepreneurship, strategy, and management consulting.

CDL is a two-credit-per-quarter course taught by Christian Primack Metcalfe. It fulfills the full-time MBA Practical Experience requirement.

### **Do apply for this class if:**

- You want to understand how to build an early-stage manufacturing or healthcare venture
- You enjoy original thinking
- You can glean insights from unclear user/customer feedback

### **Do not apply for this class if:**

- You are uncomfortable with ambiguity
- You struggle with self-motivation
- You cannot commit to the multi-quarter course



To apply for the Creative Destruction Lab Course, please submit this form with a letter of interest and your resume [here](#).

**Application Deadlines:**

- First Round Deadline: **May 16**
- Second Round Deadline: **June 13**
- Third Round Deadline: **August 1**