

July

2012

MIT AITI Colombia

MIT, Google, Universidad ICESI

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Dia de San Pedro y San Pablo	3 Know your Customer	4 Targeting and Positioning	5 Business Model Exploration (Canvas)	6 Business Model Tuning	7
8	9 Revenue and cost modeling with Miguel Amaya	10 Guest speaker: Fernando Cardenas, MIT Sloan Fellow, ESCALA/Promodora, Lojack Brazil	11 Know your Competition	12 First Draft of Executive Summary Due (includes biographies)	13 First Advisor named First Draft of Slides Due	14 Proposed: MIT AITI BBQ
15	16 Feedback from Instructors	17 Revenue Model and Ask Due	18 Proposed: Café Critique: Laboratorio con Camera de Comercios y Club de Ejecutivos	19	20 Grito de Independia	21
22	23 Working Demo/prototype Near Final Draft of Executive Summary and Pitch Slides	24	25 Final Drafts of Executive Summary and Pitch Slides Due Prototype Due Dress Rehearsal Practice for Final Pitch	26 Final Pitch to Judging Panel Fiesta Cocktail con Jueces de la Presentacion Final y Huespedes Honorados	27 Wrap up and Proximos Pasos	28
29	30	31				