



Lecture 1: Introductions

Today's agenda

- Program Goals
- Student Introductions
- AITI Technology & Entrepreneurship
- Course Overview & Registration
- Homework Assignment

Why are you here?

Why are we here? What is AITI?



- Student-run initiative that sends MIT instructors to emerging regions to teach mobile software entrepreneurship
- We strive to promote economic development by incubating a new generation of technology startups
- First program: Kenya 2000
- Since 2000:
 - 32 programs
 - 5 countries in Africa
 - Over 1500 African students
 - Over 100 MIT instructors
- Even expanded to Asia!

Meet: Richard, Amiri, Clarisse, & Jean



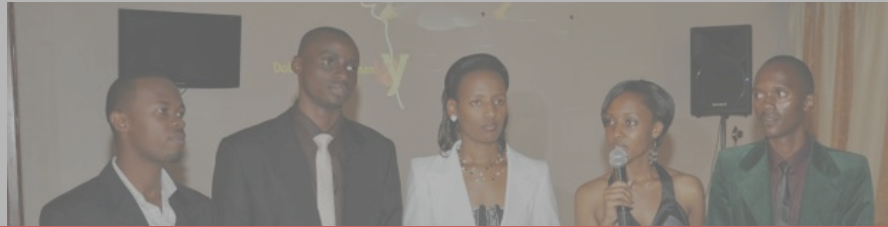
- Rwandan computer science undergrads
- In June 2010, they had...
 - Little practical programming experience
 - No entrepreneurship experience
 - No mobile technologies experience

They founded: Hehe, Ltd



- **By January 2011...**
 - Running successful mobile services startup
 - Funded by multiple angel investors
 - Meetings with CEO of RwandaTel, ICT Director, investors
 - Press coverage in multiple national and international outlets
 - > \$10,000 USD revenue per month (in the last 2 months)

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What enabled this transformation?

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AITI Rwanda 2010 Course



They were AITI student in June/July 2010

- Mobile Technologies
- Entrepreneurship
- Networking / VC Contacts

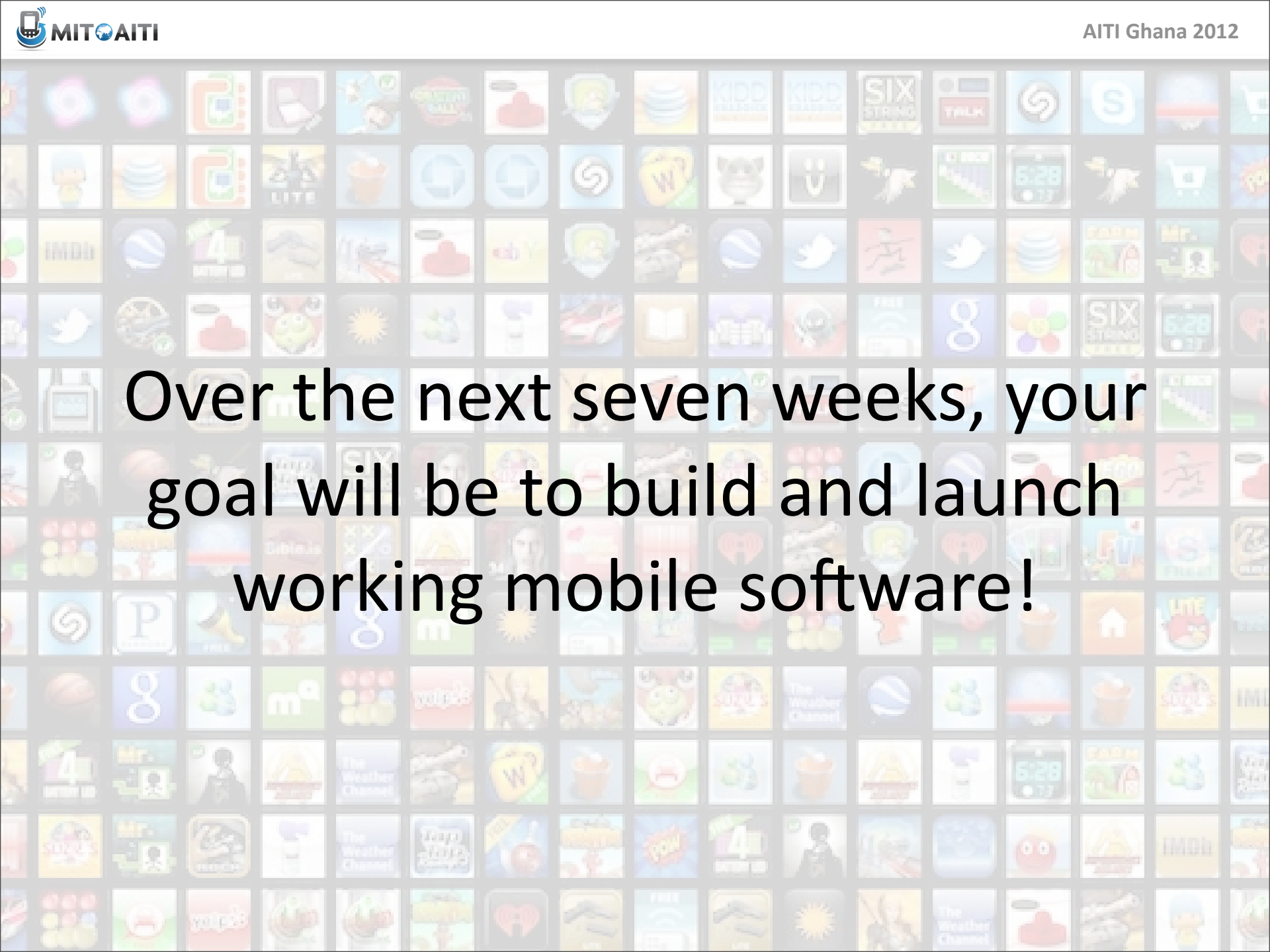
They are not an exception.

Other startups founded by AITI students include:

- **M-Kulima**: market and practices info for farmers
- **African Pixel**: smart phone apps for developed world
- **Equisoft Technologies**: educational and gov't services
- **Jawabu**: Property and classified listings via SMS
- **KEEN Media Lab**: Mobile web developers
- **Sibasi**: News and sports info subscriptions service
- **Lily**: Mobile surveys
- **iChecki**: Public transportation information and routes
- **M-Farm**: Social network for small farmers

How did they succeed?

- They very committed to the program
- They were committed to everyone's collective success and not just individual successes
- Worked in teams
 - Different people have different strengths, a business requires people with different skills



Over the next seven weeks, your goal will be to build and launch working mobile software!

You will pitch your startups during “Demo Day” in August

- Each team will present to the audience a...
 - 10 minute oral pitch promoting their business
 - Working demo of their product/service
 - 10 PowerPoint slides to support the presentation
- A panel of expert judges will award prizes to the best teams
- If you work hard...
 - Your software and app could turn into a big business, like Richard, Amiri, Clarisse, and Jean’s company!

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We will be your coaches

- **Jovana Knezevic**
 - **Technical Lead Instructor**
 - MIT alumna in Computer Science
 - MIT master's student
- **Alessondra Springmann**
 - **Entrepreneurship Lead Instructor**
 - Wellesley & MIT alumna
 - Worked for PCWorld, NASA, and a mobile app startup in San Francisco
- **Louis Sobel**
 - **Technical Assistant Instructor**
 - 3rd year MIT student
 - Studying Electrical Engineering & Computer Science
- **LiAn Pan**
 - **Entrepreneurship Assistant Instructor**
 - MIT alumna in Finance

We are excited to help you succeed!

Please Introduce Yourself

- Stand up one at a time
- Share with the class:
 - Your name & what you study
 - Your favorite company or mobile service
 - Why you are excited about AITI Ghana!
- After you are done, have your photo taken

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Technical Component

- Teach programming for mobiles
- Impart general and useful skills
 - Python, Django, Java
- Develop applications for today
 - SMS and USSD
- Develop applications for tomorrow
 - Google Android



Entrepreneurship Component

- **Learning by doing**
- Presenting, communicating, working in teams
- Activities
- Learning from other entrepreneurs
- Guest speakers

What is an entrepreneur?

- One definition: Someone who creates value for society by building an organization that solves a problem in a new way.



Analyze an Entrepreneur

- Team assignment: number off into groups of 4
- Pick a successful entrepreneur. Discuss/research:
 1. How did this person solve problems?
 2. What was his/her new solution?
 3. How did he/she build his/her organization?
 4. How did he/she create and capture value?
- Everyone in group will present to the class

(15 minutes)

In short...

**An entrepreneur makes things
that people want to use.**

(Read this ten times)

Why become an entrepreneur?

- Societal Benefits
 - Promote human progress through inventions
 - Serve a need that no one has previously addressed
 - Perform a service faster/better/cheaper
 - Become a job creator instead of a job seeker
 - Boost the region's GDP
- Personal Benefits
 - Pursue your passions without any interference
 - Build something important with your own hands
 - Learn more rapidly than in most any other job
 - Earn wealth for you and your family

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Course Overview

- Dates and Time
 - 7 weeks: June 18 to August 3, 2012
 - Typically Mon-Fri
 - Class time: 9 AM to 5 PM, plus lunch break & homework
- Course Components
 - Technical curriculum
 - Entrepreneurship curriculum
 - Startup creation
 - Culminating in a Demo Day
- All materials will be posted online:
<http://aiti.mit.edu/materials/ghana-2012/>

What you can expect from us

- Enthusiasm, encouragement, dedication
- **Help**
- No judgments:
 - There are no stupid questions!
- Teaching style:
 - In this class we learn by doing. There are no exams or evaluations. You get what you put in.
- Fun!

What we expect from you

- Showing up on time to lectures, labs, events
- Dedication throughout the full seven weeks
- Participation:
 - Ask questions! Lots of questions.
 - Being a team player.
 - Provide constructive criticism
 - Teach and learn from others
 - Take risks and get out of your comfort zone
- What you put into AITI determines what you get out of the program.

Course Registration

1. Survey
2. Register on AITI website

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