



Lecture 2: Being Entrepreneurs

Overview

- Yesterday: Entrepreneurship introduction
- This morning: Linux & Git introduction
- Today: Being entrepreneurs!

Review:

- Taking risks
- Building an organization
- Solving problems
- Creating and capturing value

Entrepreneurship Component

- **Understand the Basics**
 - JOURNEY: How do startups get established and grow?
- **Prepare Your Mind**
 - PSYCHOLOGY: What should be my attitude?
 - ETHICS: How can I remain true to my values?
- **Define Your Value**
 - PROBLEM: What problem am I solving?
 - MODEL: How will my startup make money?
- **Build An Organization**
 - TEAMS: How do I choose my co-founders?
 - RECRUITING: How can I attract talented employees?
 - LEADERSHIP: How can I motivate my team?
- **Build Your Product**
 - TECHNICAL CURRICULUM
- **Sell Your Product**
 - MARKETING: Who exactly is my target customer?
 - SALES: How can I get customers to buy my product?
 - POSITIONING: How can I compete against others?
- **Build Relationships**
 - MENTORS: How do I find advisors who can help?
 - FUNDING: How can I raise money to get started?
 - PARTNERS: How can I negotiate the best partnerships?

Journey

- How do startups grow?
- How do they get established?

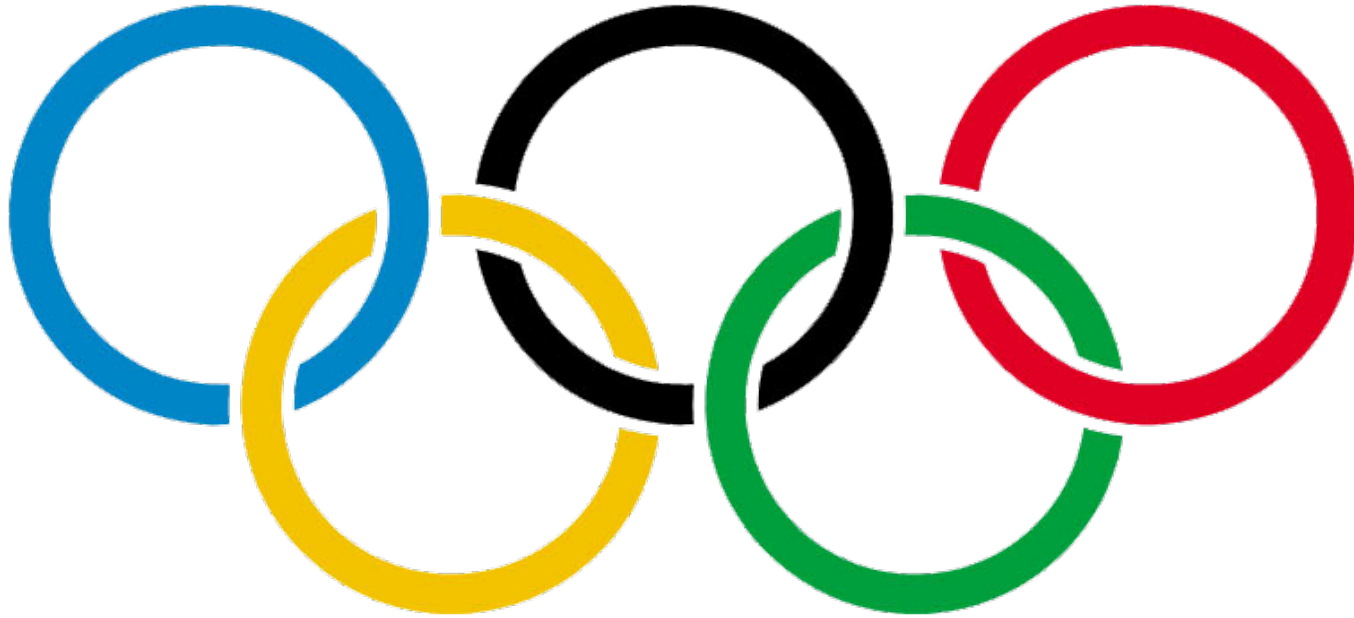
What do entrepreneurs really do?

- That's enough talking.
- Let's stop *discussing* entrepreneurs, and instead *become* entrepreneurs. Today.
- We will learn by *doing*.

Before the next assignment...

- Come up with a plan!
 - Spend 10 minutes talking to your teammates about their ideas
 - Encourage creative ideas!
- Important questions to ask for this exercise...
 - How can I create value?
 - How can I stick to my ethics?
 - How can I do better than the other teams?

AITI OLYMPICS!



Accra 2012

AITI Olympics #1: Chocolate Challenge



- Team assignment: count off by 8
- Your team is now a chocolate vending business
- You have **2 hours** to earn as much money (¢) as possible from selling the candy
- The team earning the most money wins
- Each team has an identical set of chocolate
- Late arrivals will be disqualified. Return at **1:30pm**
- Questions?
- Go!!!

Time is ticking!

11:41:24 AM

Returns

- Team 4: 12:22:

Welcome back!

- How did it go?
- What were the challenges?
- What methods worked best?

A portrait of Bill Gates, smiling and wearing glasses and a suit. The background is dark with faint circular patterns.

You are no longer students.

You are entrepreneurs.

What do entrepreneurs really do?

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Homework Assignment

- Write a ½ page article about something you dislike in your everyday life and find, as an entrepreneur, an innovative way to fix it
- Process:
 - Find a need
 - Identify an opportunity
 - Take advantage of resources
- We'll read four in front of everyone!

Tomorrow

- Class begins at 9 AM sharp
 - Bring your completed homework assignment
 - You can write it out by hand or use a computer to print it
- Check your email for announcements