Class 1 – Class Objectives and Introduction

Summer 2013

Accelerating Information Technology Innovation

Today's Agenda

- Program Goals
- Student Introductions
- Course Content Overview

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:
  - 33 programs
  - 5 countries in Africa
  - Over 1500 African students
  - Over 100 MIT instructors
- Even expanded to Asia!

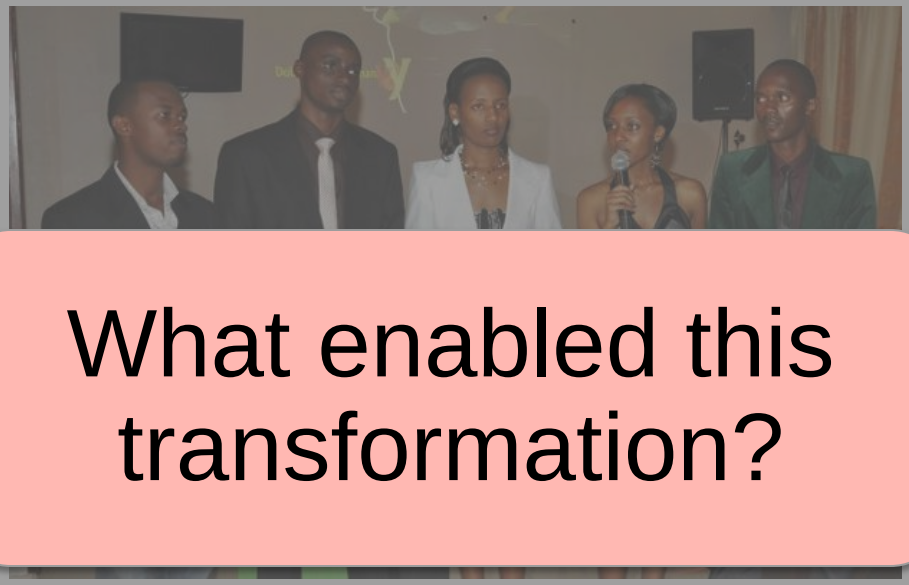
Meet: Richard, Amiri, Clarisse, & Jean

- 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)

They founded: Hehe, Ltd



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 five weeks, your goal will be to build and launch working mobile software!

You will pitch your startups during “Demo Day” at the end of July

- 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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Introducing the Team

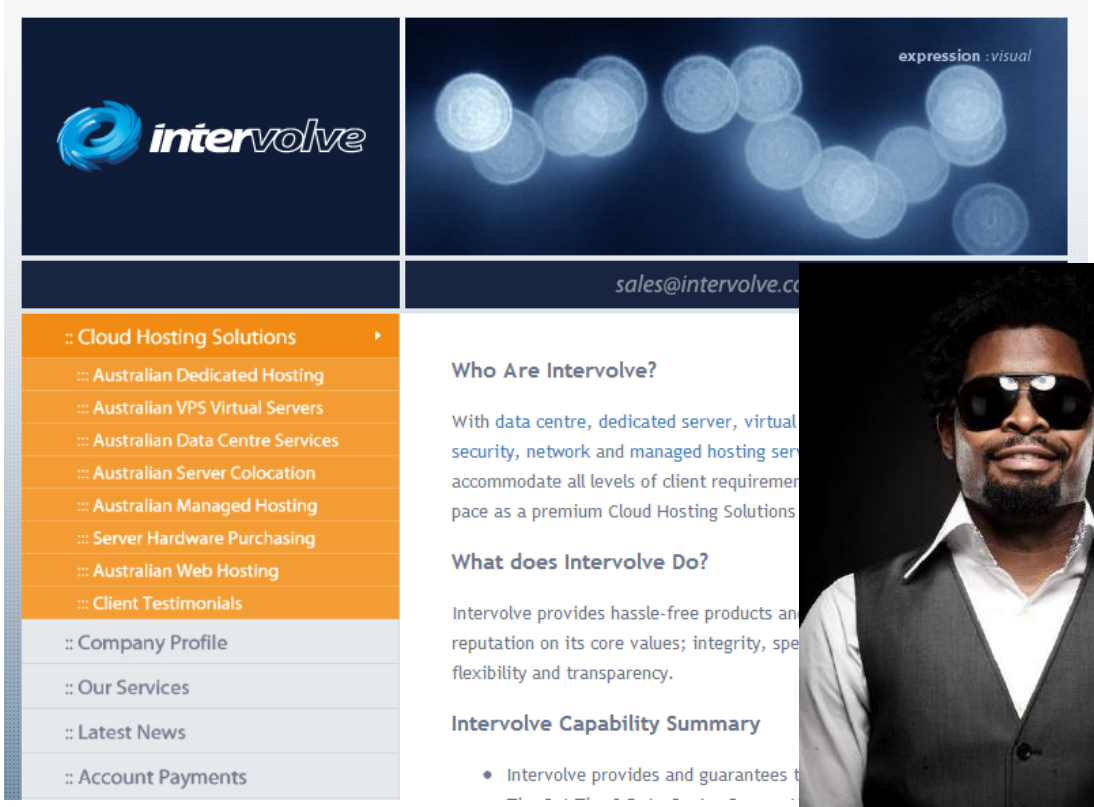
Phillip

Leah

Josh

Taibo

A bit about our startups



Cloud computing and web services company

- Founded 1999
- Data centers in South Australia, Melbourne, and Brisbane
- 15 Full time employees

Nigerian CGI Animation Company

- With the voice talent of BasketMouth we can produce the first successful Nigerian Computer Animated project.

Please Introduce Yourself

- Stand up one at a time

- Share with the class:
  - Your name & what you study
  - One interesting or funny fact about yourself
  - Why you are excited about AITI Ghana!

- After you are done, have your photo taken :D

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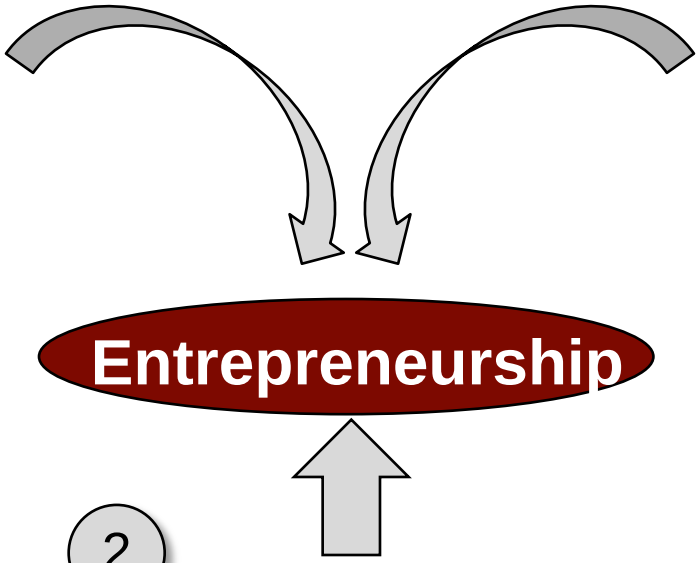
Entrepreneurship requires many skills

1

Product Design and Development

- Development Processes
- Concept Generation and Selection
- Prototyping



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Business Skills

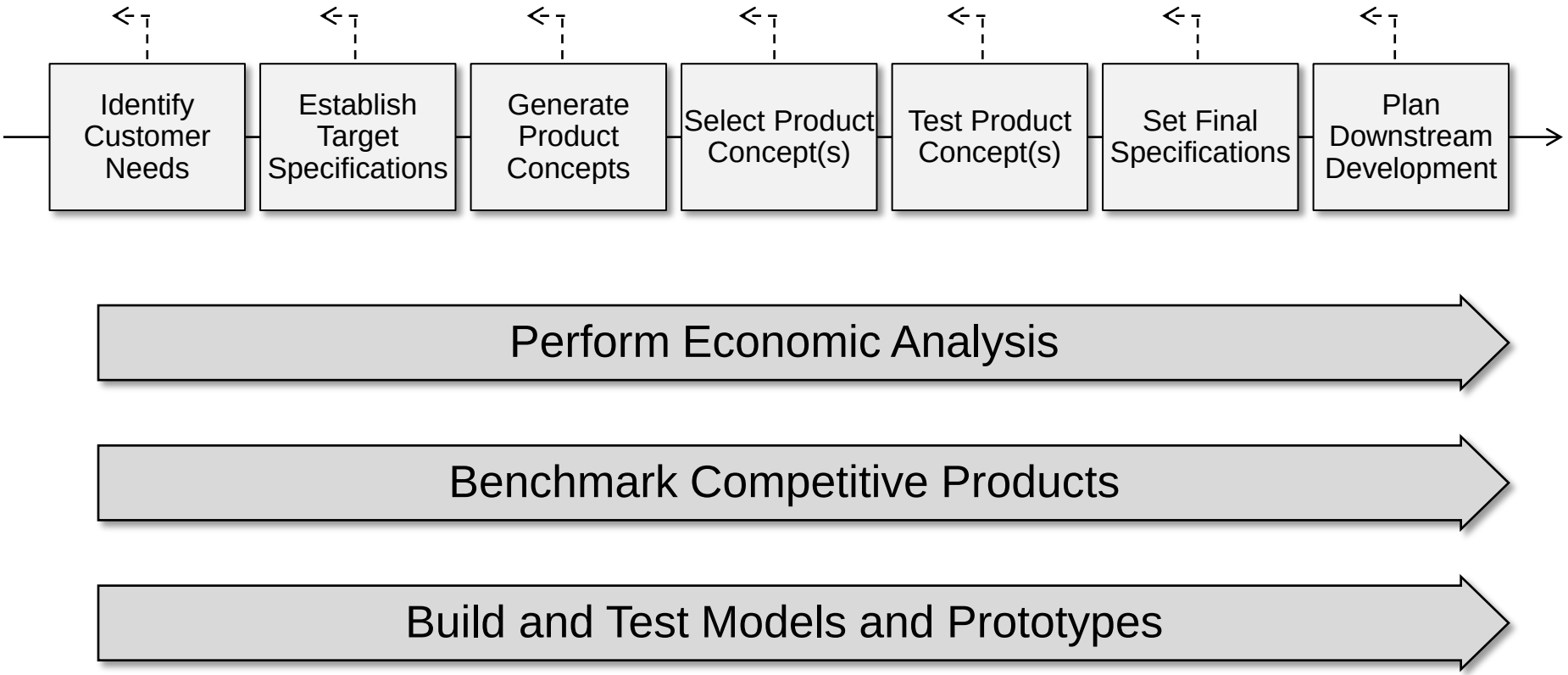
- Program management
- Product economics
- Presenting
- Strategy
- Teamwork

2

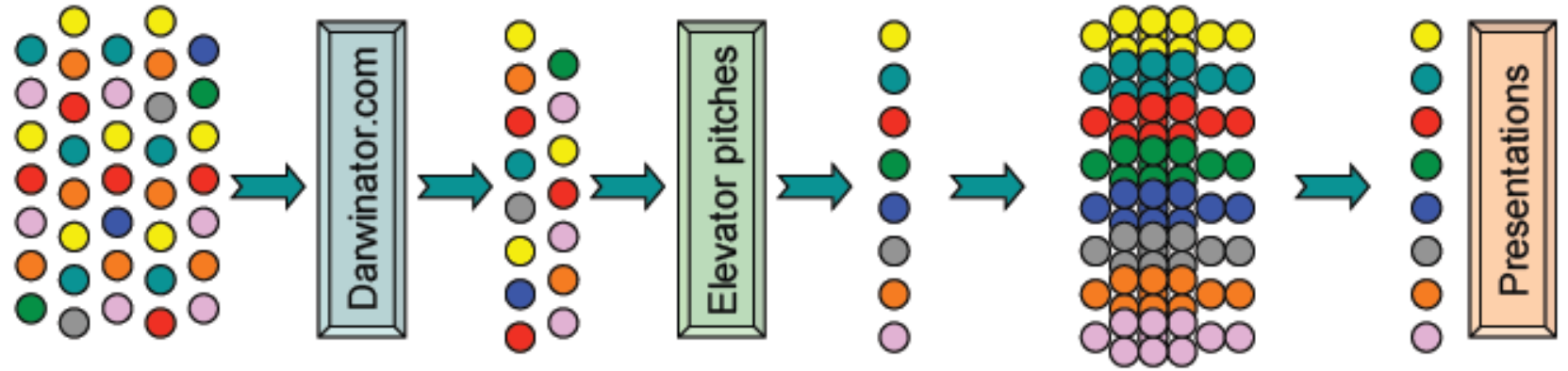
Technical Skills

- Python
- Android
- Mobile Web
- Version Control

1 PDD Component - Concept Development Process



1 Our PDD Process: Double Down-select and Develop



~100 market opportunities (2 per student)

Review and rate opportunities

Wednesday lunch 26th/June

Wednesday night 26th/June

Explore ~30 best opportunities

All day Thursday 27th/June

Form ~7 teams

Explore ~30 best opportunities

Friday 17th

Friday Afternoon 17th

Explore markets
Develop concepts
Create prototypes

3.5 weeks

Present Products

Thursday 25th

Reflect on Process

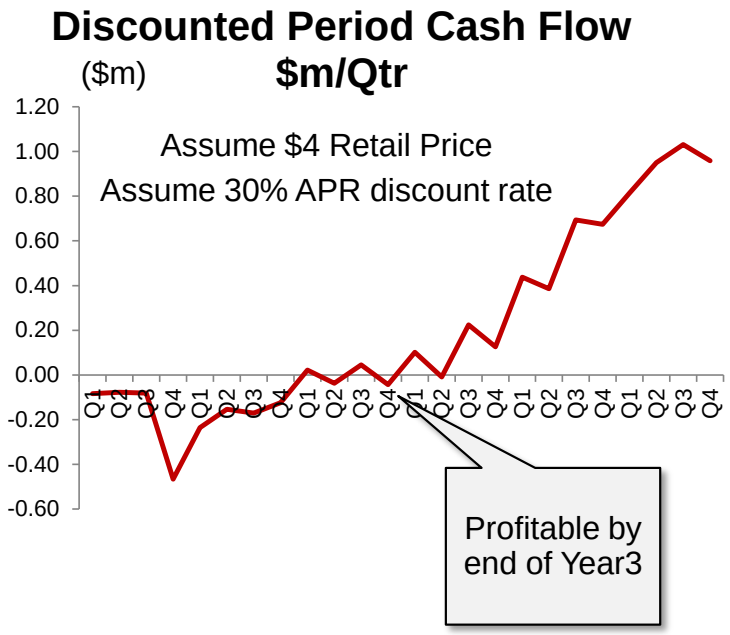
Friday 26th

2 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

3 Business Component

- Program management
- Product economics
- Presenting and Communications
- Branding
- Strategy
- Raising Capital
- Teamwork



1 + 2 + 2 = Entrepreneurship Component

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

Entrepreneurship requires practice of all the aforementioned skills

We have created a 5 week syllabus integrating product design, business, and technology

Class Schedule v1

Day		Morning Class 11:30am - 1:00pm	Evening Class 3pm - 4:30pm	Homework	Important Deliverable
Mon	24-Jun-13	1. Class Objectives and Introduction	2. Project Examples	Class Survey , Darwinator Entries	
Tue	25-Jun-13	3. Systematic Methods in Design Thinking	Tech Class 1 - Python	Darwinator Entries	Darwinator Entry by 12pm
Wed	26-Jun-13	4. Real-Win-Worth-It	Tech Class 2 - Python	Darwinator Evaluations	Evaluations by 10am
Thu	27-Jun-13	No Lecture - RWW Laboratory	Tech Class 3 - Python	RWW Research	
Fri	28-Jun-13	Tech Class 4 - Python	RWW Presentations		RWW Presentations
Sat	29-Jun-13				
Sun	30-Jun-13				
Mon	1-Jul-13	5. Customer Needs & Product Specs	Tech Class 5 - Django	Customer Needs and Compe Analysis	
Tue	2-Jul-13	6. Prototyping	Tech Class 6 - Django		
Wed	3-Jul-13	7. Concept Generation & Concept Selecti	Tech Class 7 - Django	Concept Models, Selection, and Uncertainties	
Thu	4-Jul-13	No Class - Lab for Design Review	Tech Class 8 - Django		
Fri	5-Jul-13	Tech class 9 - Django	Concept Model Design Review		
Sat	6-Jul-13				
Sun	7-Jul-13				
Mon	8-Jul-13	8. Services Design	Tech Class 10 - Android		
Tue	9-Jul-13	9. Business Plan + Customer Personas	Tech Class 11 - Android		
Wed	10-Jul-13	11. The Elevator Pitch	Tech Class 12 - Android	Business Plan Draft	
Thu	11-Jul-13	12. Monetization Strategies	Tech Class 13 - Android	Prepare an Elevator Pitch	
Fri	12-Jul-13	Tech class 14 - Android	Elevator Pitch Presentations		
Sat	13-Jul-13				
Sun	14-Jul-13				
Mon	15-Jul-13	13. Product Development Economics	Tech Class 15 - SMS Apps	Financial Model	
Tue	16-Jul-13	9. Risk Mitigation and Design Validation	Tech Class 16 - Mobile Web		
Wed	17-Jul-13	Guest Lecture	Tech Class 17 - Misc		Business Plan Due
Thu	18-Jul-13	No Class - Lab for Design Review	Tech Class 18 - Misc		
Fri	19-Jul-13	Tech class 19 - Misc	Detailed Design Review		Detailed Design Review
Sat	20-Jul-13				
Sun	21-Jul-13				
Mon	22-Jul-13	Tech class 20 - Misc	14. Raising Capital & Bootstrap Financing		
Tue	23-Jul-13	Tech class 21 - Misc	Guest Lecture		
Wed	24-Jul-13	Tech class 22 - Misc	15. Marketing your Product + Intellectual Property		
Thu	25-Jul-13	Final Presentation			Final Presentations
Fri	26-Jul-13	Tech class 23 - Security	15. Team Reflection and Good bye		

What you can expect from us

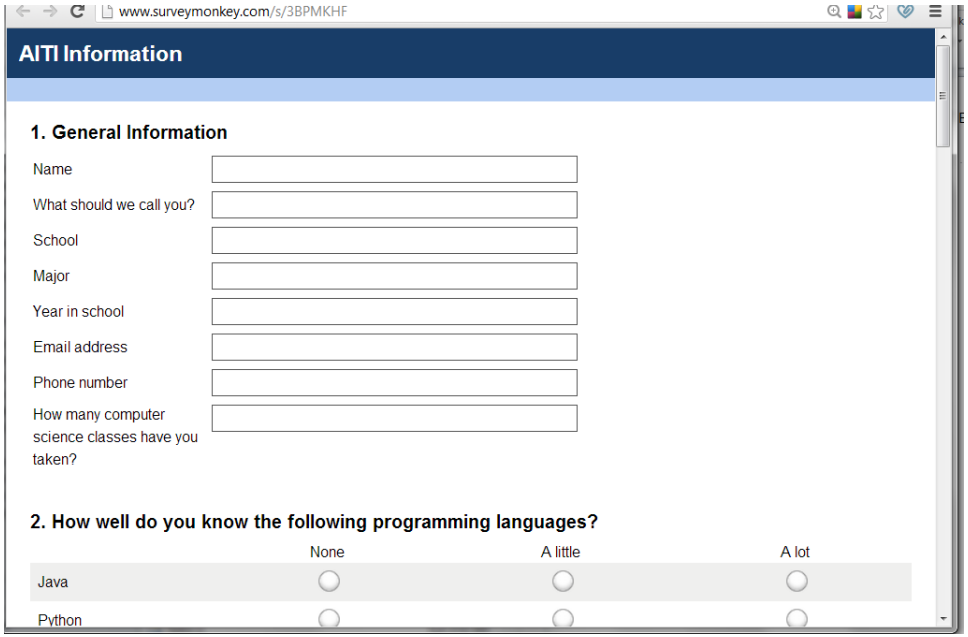
- Enthusiasm, encouragement, dedication
- **Help**
- No judgments:
  - There are no stupid questions!
- Teaching style:
  - In this class we learn by doing. There are no exams or evaluations. You get what you put in.
- Fun!

What we expect from you

- Showing up on time to lectures, labs, events
- Dedication throughout the full five 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.

This Morning's Assignment

Fill out class Survey:



http://www.surveymonkey.com/s/3BPMKHF

All materials will be posted online:

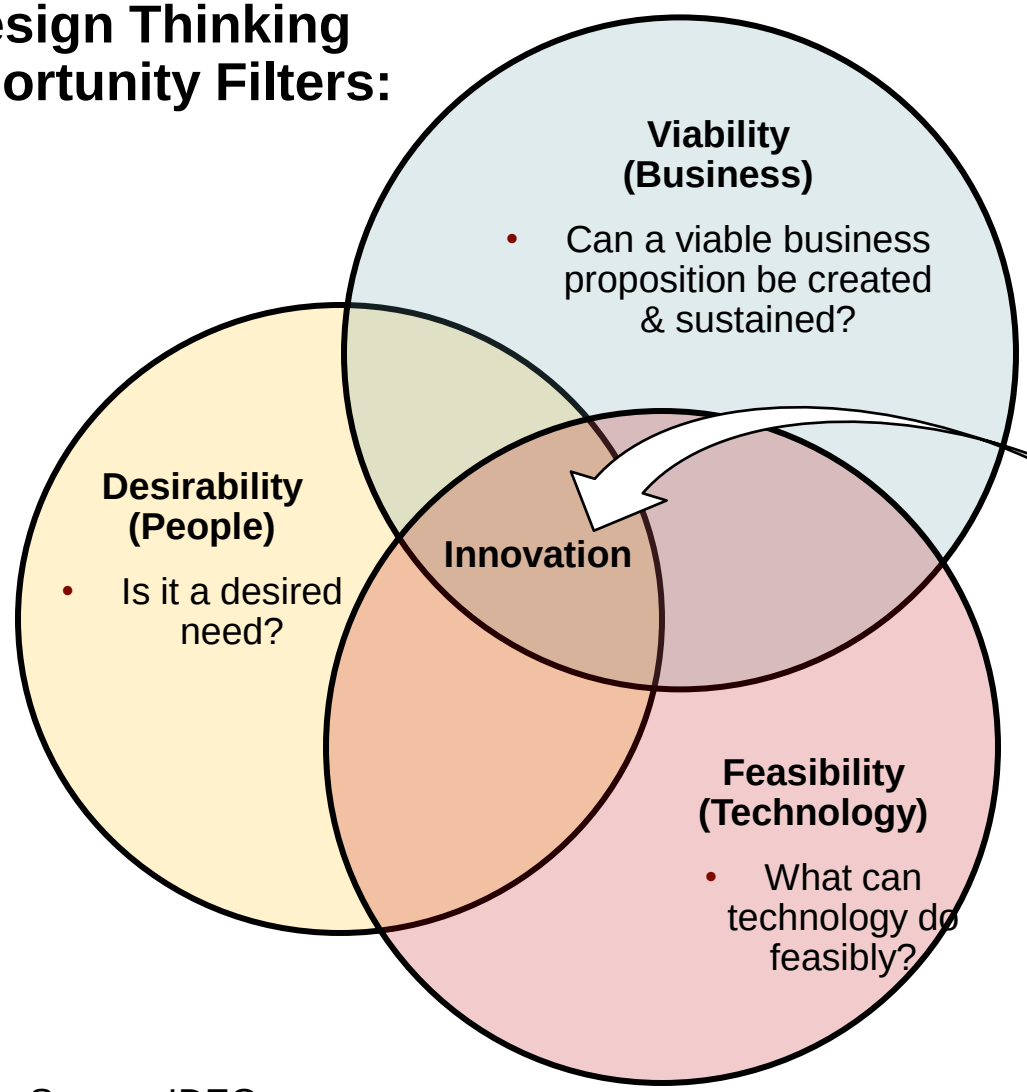
http://aiti.mit.edu/materials/ghana-summer-2013/

E-mail your instructors at:

aiti-ghana-2013@mit.edu

Appendix

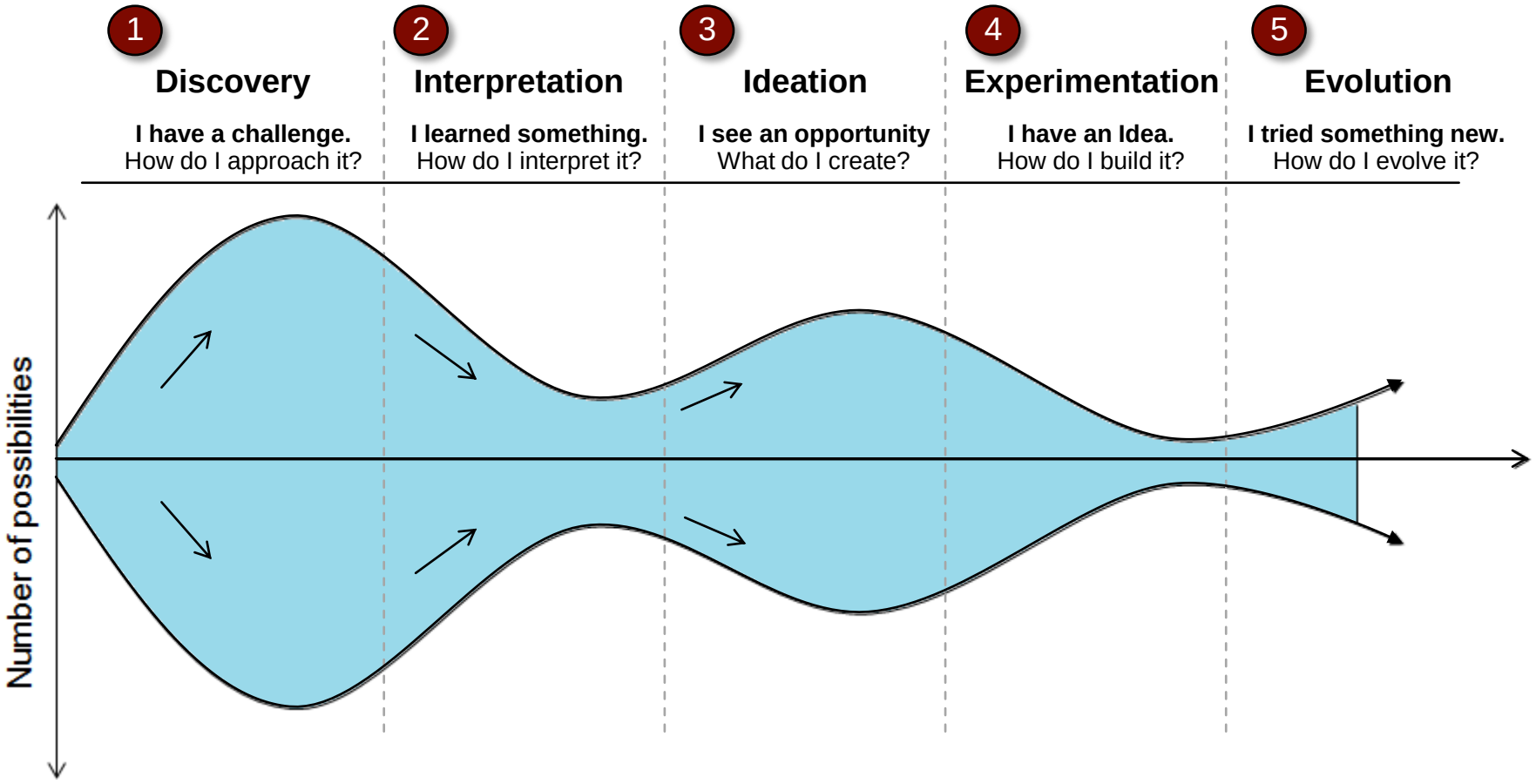
Design Thinking Opportunity Filters:



Promising Opportunities fall at the intersection of Desirability, Viability, and Feasibility

Source: IDEO

Oscillatory Nature of Potential Design Options Throughout the Design Process



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