Lecture 1: Introductions

Today's Agenda

- Program Goals
- Student Introductions
- Course Overview & Registration
- Homework Assignment
- Assessment Test
- Today's Key Takeaways

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 students
  – Over 100 MIT instructors

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
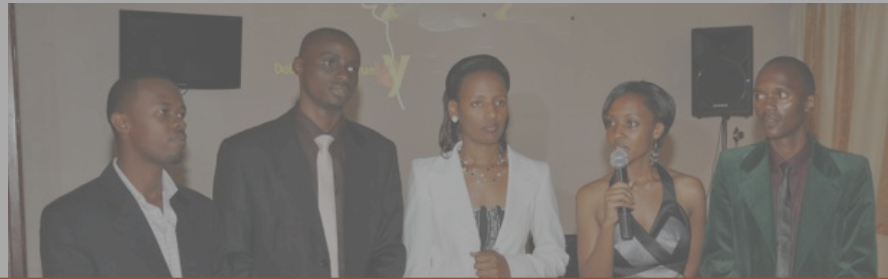
What enabled this transformation?

- 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)

MIT AITI

AITI Rwanda 2010 Course

They were AITI students 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

MIT・AITI

Over the next six weeks, your goal will be to build and launch a real mobile software startup.

You will pitch your startups at "Demo Day" in Week 6

- 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 (including investors) will award prizes to the best teams

- If you work hard…
  - Your team could attract funding from a Demo Day investor
  - That capital can help turn your startup into a big business

We will be your coaches

**ENTREPRENEURSHIP LEAD:
NICOLE YAP**

Education: MSc in Management Studies from MIT Sloan, MBA from HEC Paris

Interests: Entrepreneurship, Global Health, International Development, Base of the Pyramid Business Strategy, Travel

Experience: 2 years in Management/ Technology Consulting, co-founder of Run to End Poverty Toronto, studies in development entrepreneurship and global health strategy.

**ENTREPRENEURSHIP ASSISTANT:
LYNN YU**

Education: MIT Class of 2016 Mechanical Engineering with a concentration in Energy

Interests: Entrepreneurship, Sustainable Energy, Architecture, Photography, Art, International Development, Southeast Asia!

Experience: Working with D-Lab (MIT's International Development Lab), Worked at a startup in the Philippines called Hybrid Social Solutions Inc. (Solar energy social business), eager to gain more experience in this incredibly exciting field!

**TECHNICAL LEAD:
MARKUS VON RUDNO**

Education: Fourth year electrical engineer at Cambridge University, UK Part of the Cambridge-MIT-Exchange

Interests: Semiconductor Engineering, New Technologies, Teaching, Travel, Other Cultures, Sports (Football)

Experience: Work in Configuration Development at KRONES, Project work on Thermophotovoltaic

Today's Agenda

- Program Goals
- Student Introductions
- Course Overview & Registration
- Homework Assignment
- Today's Key Takeaways

Please Introduce Yourself

- Come to the front one at a time

- Share with the class:
  - Your name & what you study
  - Your favorite company or mobile service and why?
  - Any particular areas of interest or expertise
  - Then be prepared to answer a mystery question!

Today's Agenda

- Program Goals
- Student Introductions
- Course Overview & Registration
- Homework Assignment
- Today's Key Takeaways

Course Overview

- Dates and Time
  - 6 weeks: June 24 to August 2, 2013
  - Typically Monday to Friday (some exceptions – stay tuned!)
  - Class time: 8:30 AM to 3 PM, plus lab time and homework

- Course Components
  - Entrepreneurship curriculum (mornings)
  - Technical curriculum (afternoons)
  - Startup creation
  - Culminating in a Demo Day

- All materials will be posted online:
  http://aiti.mit.edu/materials/indonesia-summer-2013/

- E-mail your instructors at: indonesia-summer-2013@mit.edu

Entrepreneurship Roadmap

Week 1: Ideate

- Participants will brainstorm and share business ideas and form teams

Week 2: Pitch

- Teams will develop their initial business proposals and pitch to the rest of the class

Week 3: Accelerate

- Teams will participate in a hackathon weekend to develop an alpha prototype of their product

Weeks 4 & 5: Incubate

- Teams will refine their prototypes and develop full business plans for VCs and other potential investors

Week 6: Launch

- Teams will demo their final prototypes and present their business plans to mentors, investors, Google and UGM representatives, and other interested parties

Program Milestones

Week 1: Being an Entrepreneur
- Chocolate Challenge
- Topic Selection
- Team Formation
- Initial Idea Proposal

Intro to Programming
- Platform Setup
- Platform Basics

Week 2: Pitching & Selling
- Final Idea Definition
- Product/Market Fit
- Initial Pitch Deck

Technical Intensive
- Advanced Android

Week 3: Models & Strategy
- Elevator Pitch Contest
- Initial Business Models
- Mentor Matching

Mobile Design
- Mobile Development
- Hackathon Weekend

Week 4: Product Refining
- Mentor Sessions
- Rough Demo

Prototyping
- Refine Specs
- Improving Prototype

Week 5: Negotiating
- Negotiation Day
- Revised Business Model
- Understanding Intellectual Property

Final Product
- Functional Prototype
- Finalized Design

Week 6: Launching Your Business
- Rough Demo
- Final Business Model

Refining the Product & Business Model
- Envision new features
- Set course for next year
- Time and team commitments

End of Week 6: DEMO DAY!!!
- Final Product
- Final Pitch

Teaching Style

- In this class we learn by doing. There are no exams or evaluations. You get what you put in.

- **You are expected to ...**
  - Ask questions (and interrupt!) during lecture
  - Be on time for each session
  - Provide constructive criticism
  - Teach and learn from others
  - Take risks and get out of your comfort zone

Today's Agenda

- Program Goals
- Student Introductions
- Course Overview & Registration
- Homework Assignment
- Today's Key Takeaways

Homework Assignment #1

- ## Identifying Problems
  - Make an exhaustive list of every problem you see either in your life or with the world at large.
  - Be picky! Write down everything that bothers you over the next day.
  - Can be minor or major things.
  - Rank and be prepared to present your top three issues in class Wednesday morning.

- ## Email your list to indonesia-summer-2013@mit.edu by 6pm Tuesday.

Homework Assignment #2

- Complete your AITI profile page
  - Instructions and your username and temporary password will be e-mailed to you after class (check your spam folder!)
- Your profile must be completed <u>before class tomorrow</u>

Today's Agenda

- Program Goals
- Student Introductions
- Course Overview & Registration
- Homework Assignment
- Today's Key Takeaways

Key Takeaways and Homework

- Key Takeaways
  - We're here to help you become entrepreneurs!
  - You will present your business and product at Demo Day in Week 6
  - Class will run from 8:30am to 3pm, Monday to Friday (be on time!)
  - Listen, ask questions, challenge us and each other! There is no "right" answer

- Homework
  - Tonight:
    - Complete your AITI profile page: Your username and temporary password will be e-mailed to you.
  - Tuesday:
    - E-mail your list of identified problems to <u>indonesia-summer-2013@mit.edu</u> <u>by 6pm</u>
  - Wednesday:
    - Bring a copy of your completed entrepreneurship homework assignment, and come prepared to present your top three issues in class

"Innovation distinguishes between a leader and a follower."

- Steve Jobs

- Check your e-mail for any additional announcements
- Questions?
- See you tomorrow!

**Any students who have exams that conflict with this class, come see us now.