Lecture 10
Elevator Pitch Contest

Welcome everyone, to the

first ever MIT AITI Indonesia

Elevator Pitch Competition!

Today's Agenda

- Introduction to MIT AITI
- Introduction of Judges
- Daily Scrum
- Explanation of Contest Rules
- PITCHES!
- Break – Judges Deliberation
- Feedback and Announcement of Winner
- Presentations from Judges

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

Instructor Introductions

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

Team Introductions

- Chocoleven
- FARS-Tech
- Ijoroyoroyo
- RokuRi

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 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
- Team Dynamics

Mobile Design
- Mobile Development
- Hackathon

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

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Please meet your judges…

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Let's Scrum!

- What have you done since yesterday?
- What are you planning to do today?
- Any impediments/stumbling blocks?

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Contest Rules

- Each team will have 60-seconds to pitch their business to the Judges
- Judges will have 30-seconds to ask any follow-up questions
- Once the pitches are completed, Judges will have 15 minutes to discuss and choose a winning pitch
- Judges will then deliver their feedback for each team, and announce the winner!

Judging Criteria

- Equal weighting should be given to the quality of the idea as well as the pitch.
- Questions to consider:
  - Does this idea have value? Is it solving a real problem?
  - Has the team thought through the business model?
  - Was the pitch clear, and questions well-answered?

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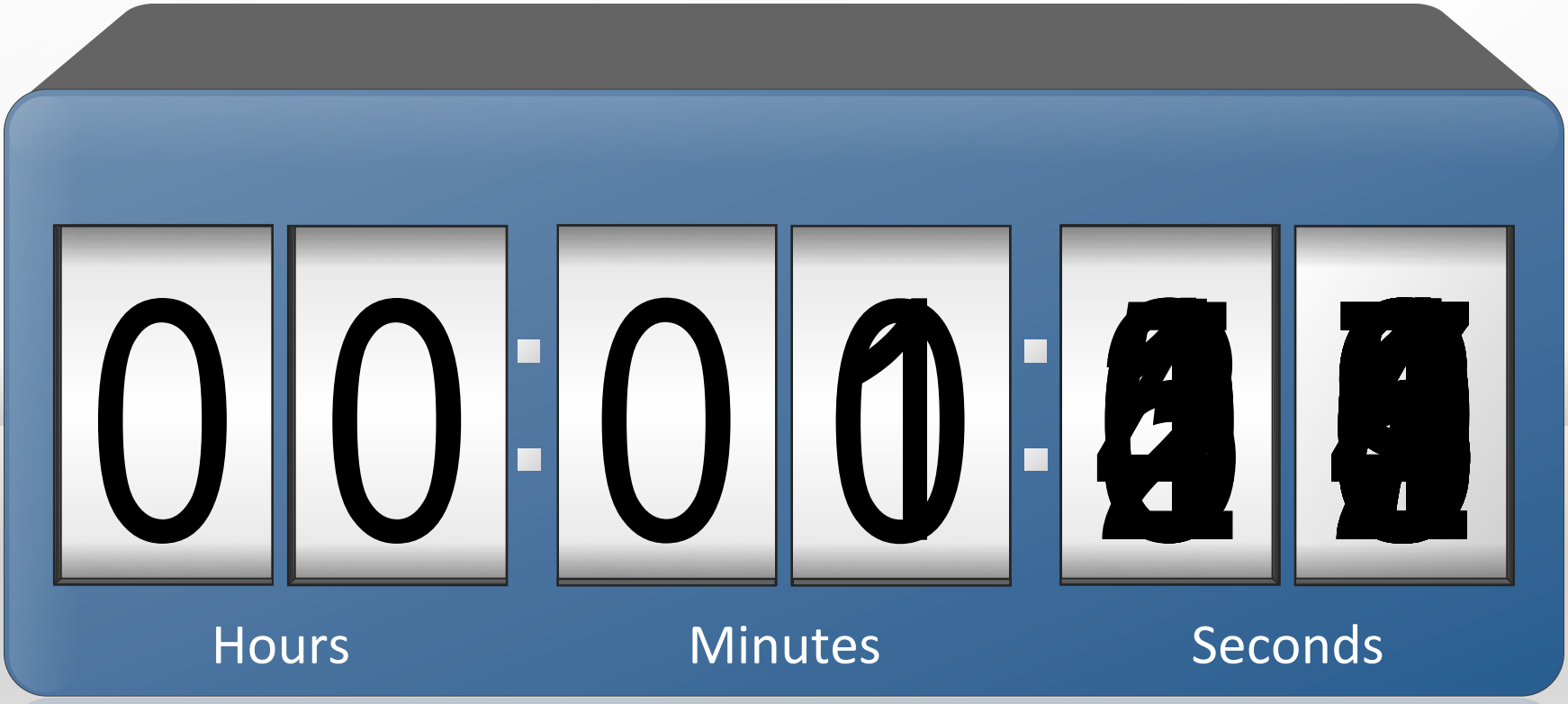
RokuRi

Ready

Set

Pitch!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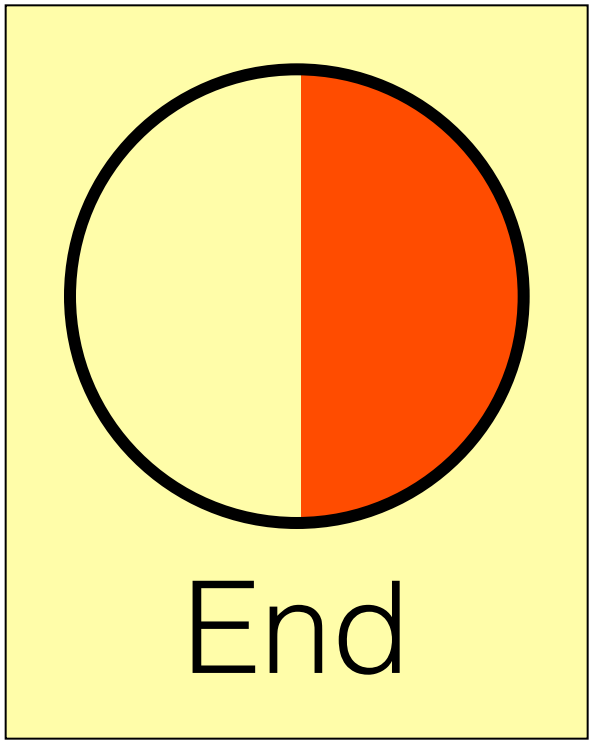
Judges' Questions

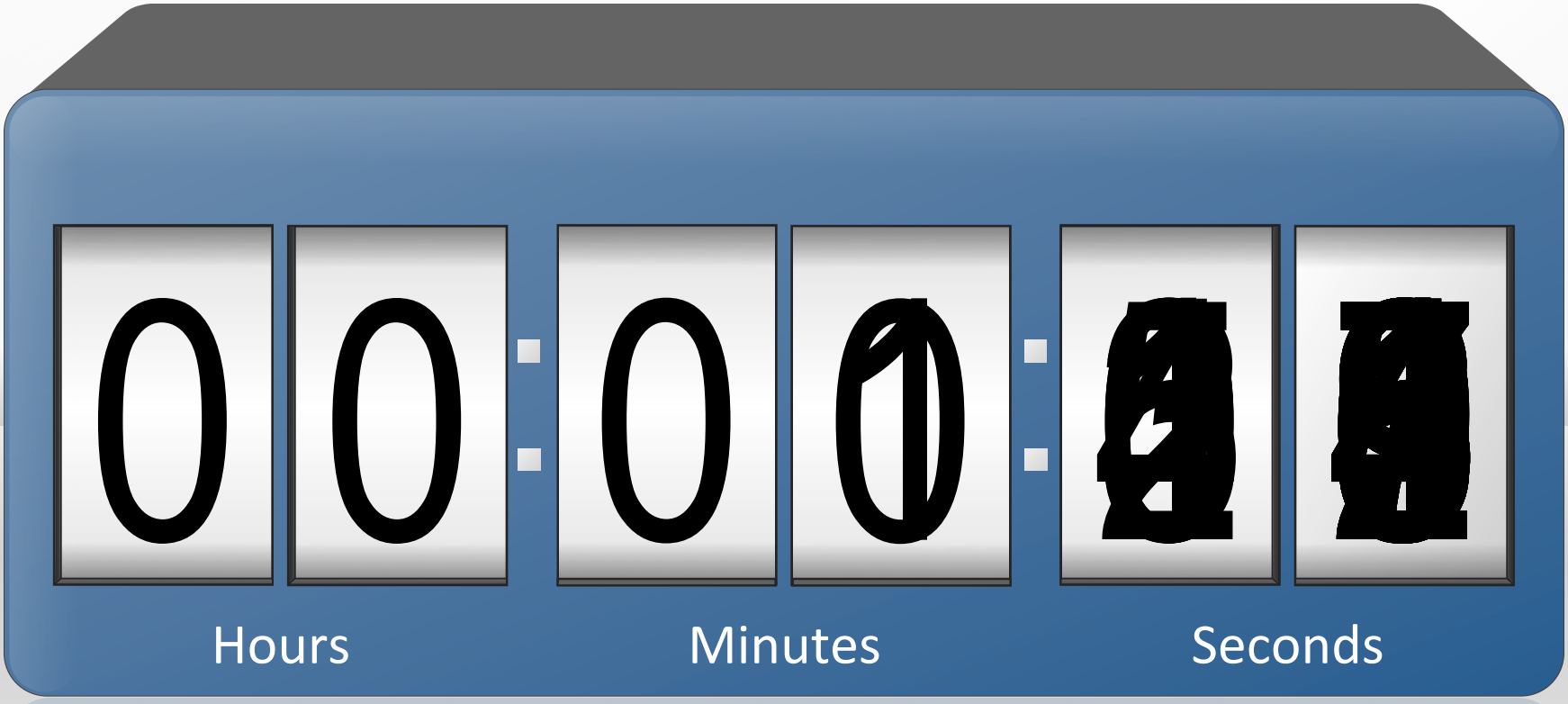


FARS-Tech

Ready

Set

Pitch!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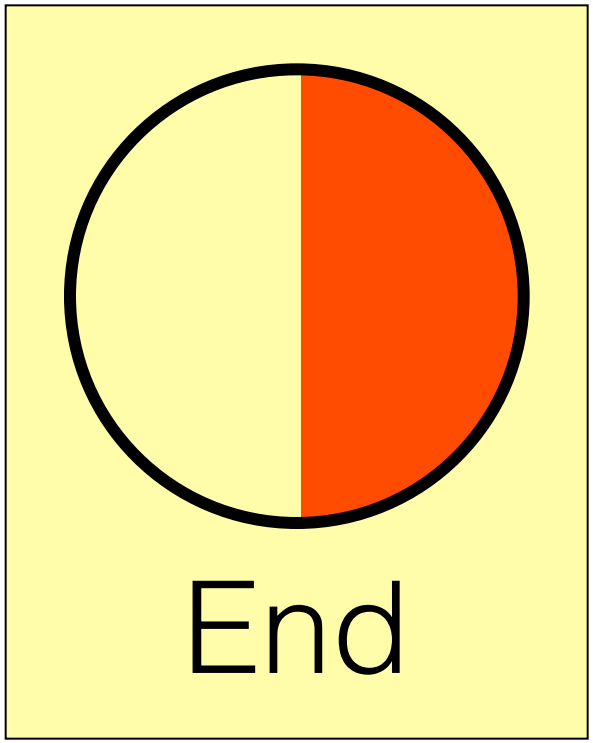
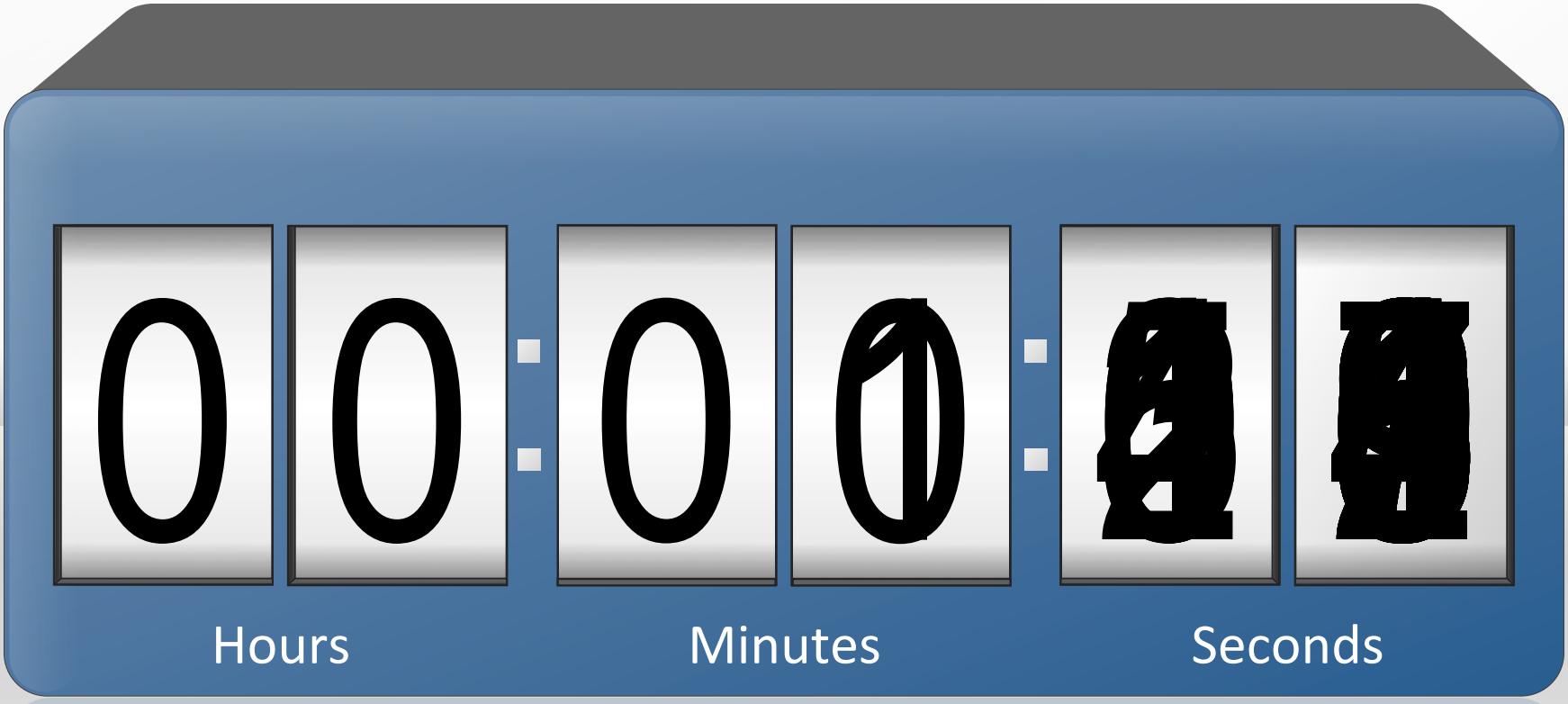


Ijoroyoroyo

Ready

Set

Pitch!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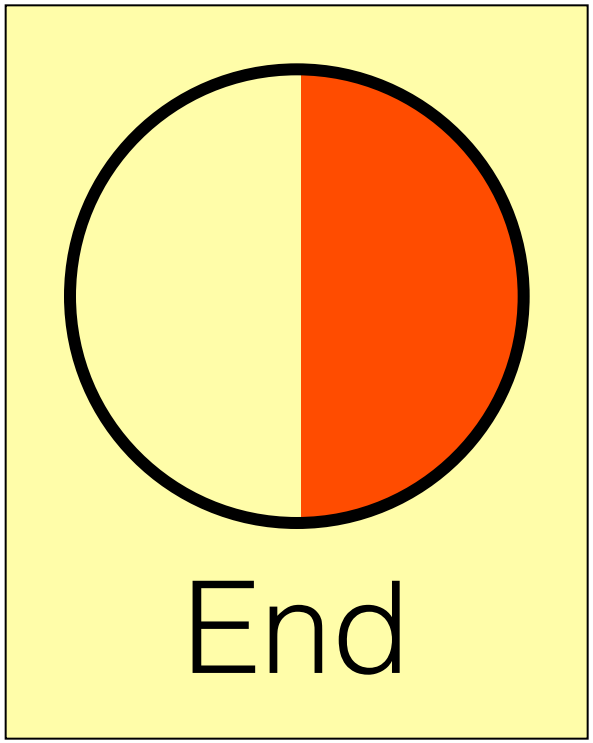
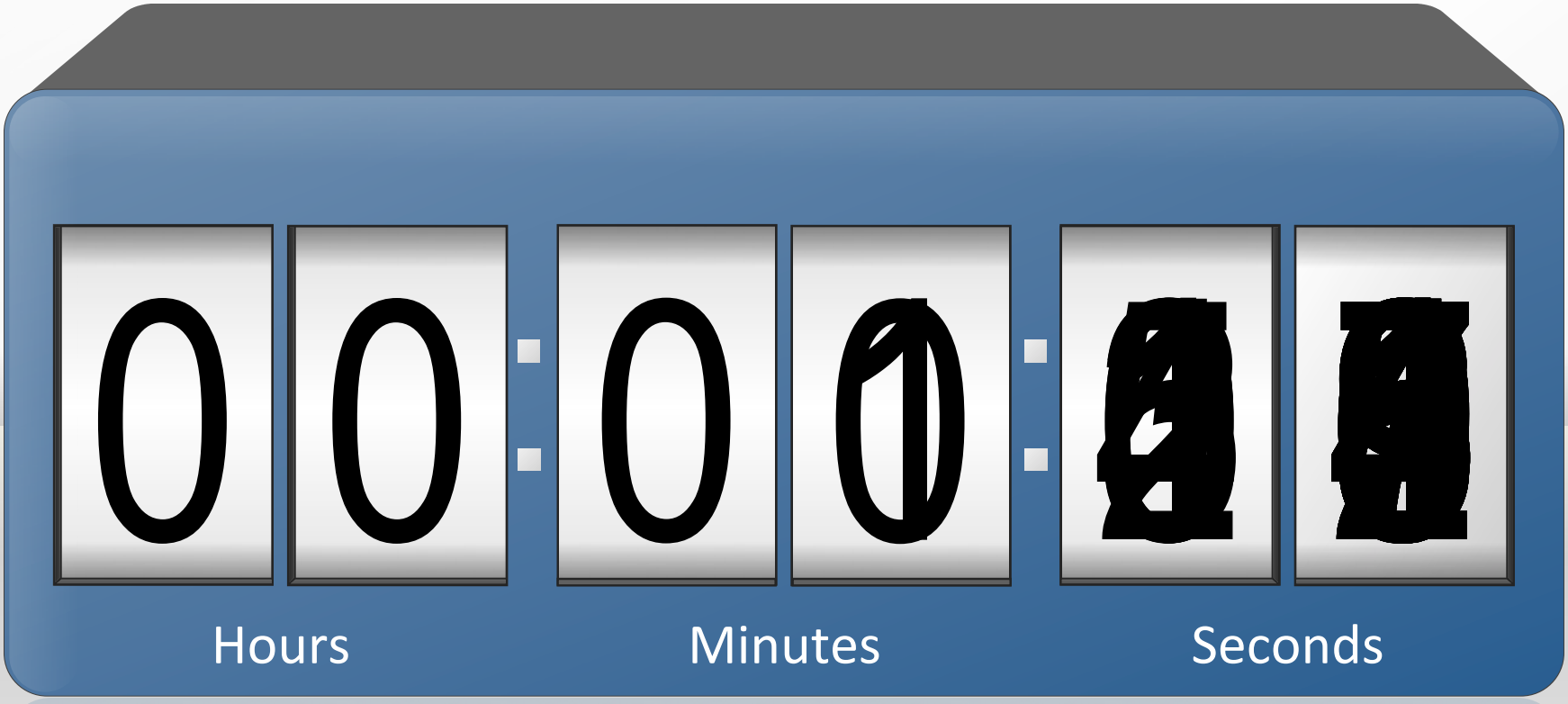


Chocoleven

Ready

Set

Pitch!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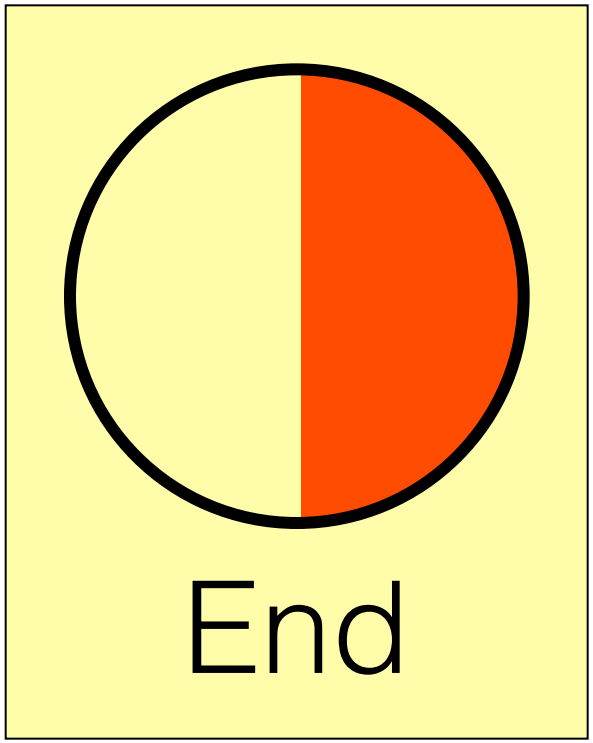

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Break Time!

(Be back in 15 minutes)

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It’s time for some feedback from our judges.

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