

# Introduction

*“What is this course really about, why should I take it and what should I expect over the course of 6 weeks?”*

# Today

- Introduction
- Objectives

# Teaching Team

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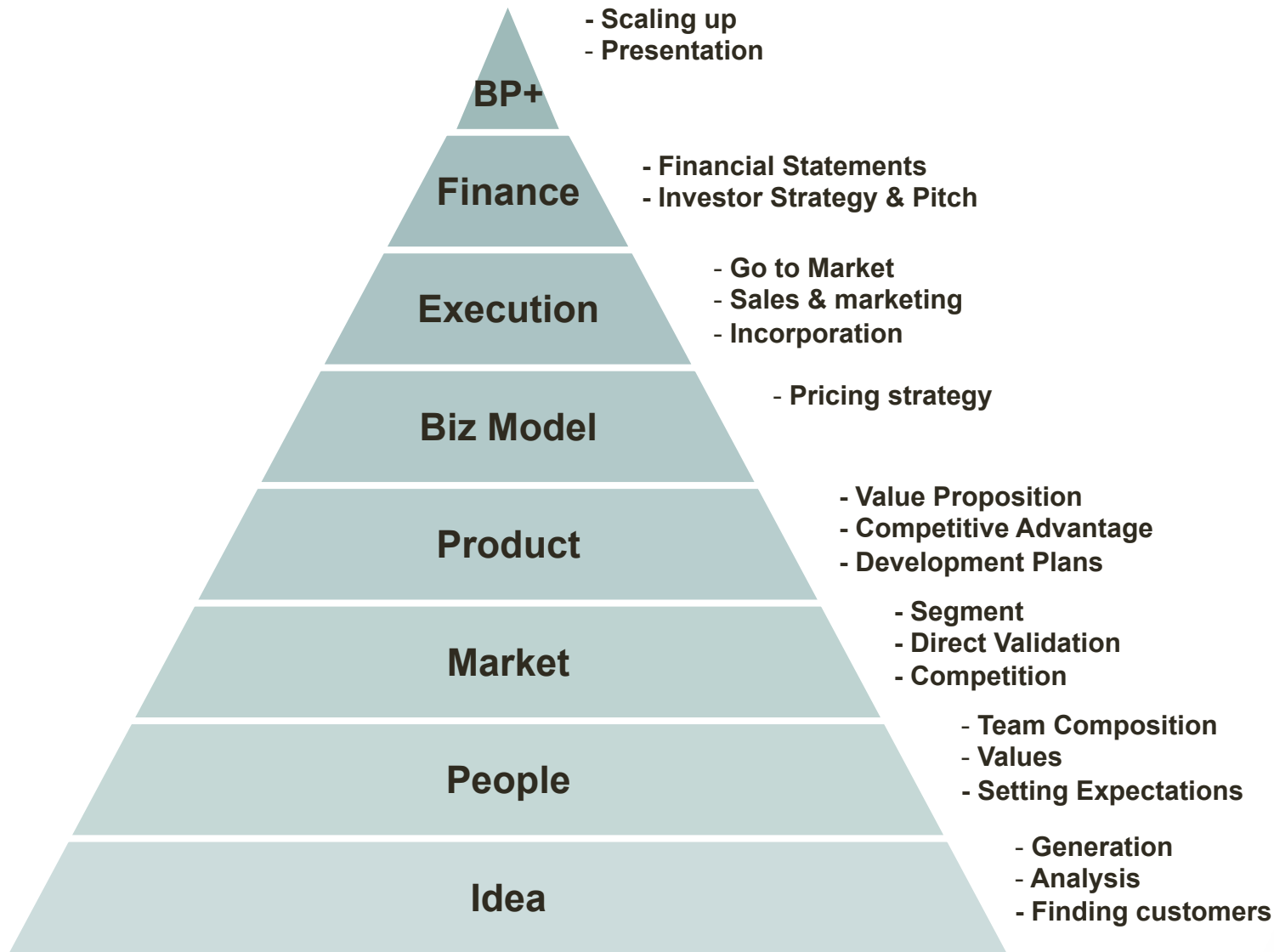
Instructor email

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# Objective

- Cram as much experience into 6 weeks as possible
- Learn: How to identify, organize and build a startup
- **Learn by doing:** We don't just study entrepreneurs, we *become* entrepreneurs
- Create:
  - **Business plans that will yield viable companies that will break even within 3 years of launch.**
  - **Functional prototype (Minimum Viable Product)**
  - Cases and HW are important, but the idea is to pick up lessons and insights

# Logical Flow of Course



# What Do You Need to Start a Successful New Venture?

- Idea
  - What issues matter the most to you?
- Team
  - This is hard stuff and takes time and work
  - Some key considerations (passion, values, size, skills, etc.)
- Process
  - This is what we will teach you in this course through action-oriented assignments

# Where do you start?

I have a  
technological  
breakthrough!



I have  
an idea!



I have a  
strong desire  
and drive!



Three ways  
to start a new venture

# Course of Action

- ID the opportunity
- Business plan
- Analyze demand





# Expectations

- Attend and be punctual to every class
- Display a namecard in front of you
- Contribute (we will cold-call you)
- Be more proactive in seeking guidance (ours & others).
- Recruit a Potential User of Your Product

# Grades & evaluation

There will be no traditional grading done for the MIT GSL course.

That being said, however, we are looking for:

- Start-up ideas that would attract a quality team & significantly impact the world
- A plan that is well thought out & viable

# What Else?

- Each team will often pitch all or parts of their plan to the facilitators & other coaches throughout the course
- Recruit Advisors relevant to your domain & team
- Take an Entrepreneur to Dinner

# Communication in the Class

- Instructor email list: [gsl-malaysia-2014@mit.edu](mailto:gsl-malaysia-2014@mit.edu)
- Course website: [gsl.mit.edu/program/malaysia-summer-2014](http://gsl.mit.edu/program/malaysia-summer-2014)
  - Install software by tomorrow!
- Facebook group or Whatsapp?
- Pre-program survey – link posted on the GSL website

# Questions?

