

Global Startups Lab Malaysia 2014: Introduction to the Program

June 25, 2014

Instructors

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Introduction

MIT Global Startups Lab aims to foster technological innovation globally, sparking an entrepreneurial spirit in emerging markets and bringing sustainable development to partner regions. As part of this program, you will build a technology startup that solves a real problem facing your local community and region. We will give students a crash course in the world of technology startups and provide all of the necessary resources to get your company off the ground and running. Over seven weeks, you will be guided through the steps of creating a successful company, from ideation, market research, and writing business plans, to pitching and fundraising. We will assist you through the development process, teaching the appropriate technology platforms and providing technical support. As part of the program, student teams will be paired up with mentors drawn from technology leaders in Malaysia, from CEOs to government officials to university professors, offering years of experience creating and leading businesses to help students navigate the local tech

industry. Your team will leave this program prepared to enter the Malaysian tech industry and grow into a successful company.

Entrepreneurship Curriculum

- Our goal is not just to study entrepreneurs, but to become entrepreneurs. Students will learn the process of how to create an innovation-based new venture. As a framework for this, we use the business planning process and students develop the essential parts of a business plan and investor pitch as a useful vehicle to achieve this goal.
- Students will work in teams to launch companies, working through issues of market analysis, technology viability assessment, competitive positioning, team-building, product life-cycle planning, marketing strategy, sales channel analysis, and a strong emphasis on the entrepreneur as a salesperson.
- The class has been formatted to include a significant amount of time to allow for teams collaboration rather than adhere to the traditional lecture-style learning.
- We will map the practical steps of organizational and legal issues associated with forming a brand-new company, following the 24-step framework outlined by MIT entrepreneurship guru, Bill Aulet.
- This is a hands-on course that teaches a rigorous framework as well as providing valuable experience to students so that they, upon completion, can be more successful in starting a new venture.

Technical Curriculum

- The program will prepare students with the necessary background to design and develop the full stack of a mobile app, including backend, frontend, API, and deployment technologies
- Students will learn:
 - Rapid development web application framework (Django, Ruby on Rails)

- RESTful web APIs
 - Android application development
 - Deployment technologies (Heroku, Google App Engine)
 - Software development tools (Git, Android Studio)
- We will advise students on technical design considerations to ensure their product is ready to meet the challenges of the chosen market
 - We will navigate students through any technical challenges they encounter, answering questions and guiding students to find their own answers
 - Technical guest lecturers will be brought in to teach more specialized topics, supplementing the standard curriculum. Guest lecturers will be drawn from industry leaders and professors in Malaysia.

Schedule Outline

The course will be adapted to meet students needs as we go along, but it will roughly follow the schedule below:

Week 1 (July 1 - 4)

- Introduction to the course
- Technical overview
- Intro to web application frameworks
- Brainstorming Day: Formulate and receive feedback on app ideas
- Team formation

Week 2 (July 7 - 11)

- Intro to Android app development
- Mentor assignments

- Write business idea proposals
- Public speaking and pitching
- Elevator Pitch Competition: Compete against other teams pitching your business. Prizes for winning teams.

Week 3 (July 14 - 18)

- Web APIs and deployment technologies
- Business models
- Writing a business plan
- Hackathon (July 19th and 20th): Hack away at your application over the weekend

Week 4 (July 21 - 25)

- Guest lectures
- App and business development (office hours style class time)
- Critique Day: Get feedback from your mentors

Holidays (July 28 - August 1)

No class! Work on your app independently.

Week 5 (August 4 - 8)

- Guest lectures
- App and business development (office hours style class time)

Week 6 (August 11 - 15)

- Final work on app
- Finalize and practice pitch deck for Launch Day
- Launch Day: Present your business and demo your product to industry and community leaders