

I'lii ROLL CALL?





Please step forward and provide the following info:

Full name:

Preferred name:

Age:

Email ID:

Phone #:

Computer:

I'lii WHAT IS GSL?

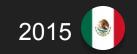




Founded with the mission to cultivate, support and empower a generation of young techentrepreneurs in emerging markets, MIT Global Startup Labs partners with universities in emerging regions and organizes advanced courses taught by MIT student-instructors.

GSL courses focus on launching mobile and Internet technologies and are structured so that our GSL graduates are better prepared for the startup possibilities of their technologies. Components of the course include detailed technical curriculum, funded business competitions, guest lectures and networking events, all to help participants transition from aspiring entrepreneurs into active entrepreneurs.

I'liī WHAT CAN YOU EXPECT?



You are here to learn. For the next seven weeks, this is your number 1 priority.

We expect <u>full commitment</u> from you, and you can expect the same from us.

For the next seven weeks, think of yourself as MIT students.

You will <u>not have time to do anything else</u>. If you are planning to do something else on the side, please don't.

If we see a continued lack of commitment from you, or find that you are a negative influence on the class, we will take action up to and including expelling you.

Ask a lot of questions

If you have a question, a problem, an issue, a comment, or otherwise need help, do not hesitate to ask us.

Take risks. Fail as much as you can, for it is safer to fail here than in the real world.

I'lii WHAT CAN YOU EXPECT?



Students shall <u>respect each other</u>, and their ideas. You are encouraged to keep an open mind, and consider every idea for its merit.

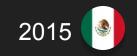
Even if you encounter an idea you <u>disagree</u> with, treat the idea and its creator with respect.

When you critique anything, try to provide positive, constructive criticism.

You shall be judged as teams, not individuals. <u>If one fails, all fail</u>. Working as a team is of utmost importance, and every member is expected to contribute.

If you're not having fun, you're probably doing it wrong:)

Illii WHAT CAN YOU EXPECT?





I'lii WHAT ARE THE RULES?





Students will reach class <u>on time</u>, and stay for the entire class. There will be a five minutes grace period.

This applies for all classes, <u>not just the first class of the day.</u>

Any <u>team that has two incidents</u> of members arriving late in a week, will not be allowed to pitch on Friday

If you need to leave a class for any reason, please do not ask for permission. However, disruptive behaviour will not be tolerated.

I'liT WHAT ARE THE RULES?





Electronic devices shall not be used in class, except with the express <u>permission</u> of the instructor.

When you enter a class, please switch off and deposit your devices with the instructor.

Anyone found using devices without permission will have their devices <u>confiscated</u> for the rest of the day.

All devices, regardless of permission, shall be kept <u>on silent</u>. If you must answer a call, please leave the class.

Do not take pictures, video or audio recordings without permission.

I'lii ARAVIND - INTRODUCTION





Aravind Asokan English, Malayalam, Hindi Cochin, India





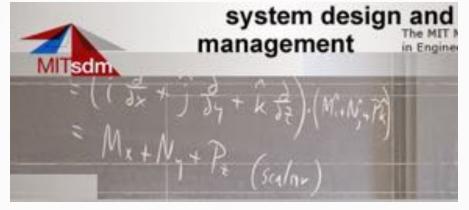
IIII ARAVIND - INTRODUCTION



Aravind Asokan English, Malayalam, Hindi Cochin, India







IIII ARAVIND - INTRODUCTION





Aravind Asokan English, Malayalam, Hindi Cochin, India







I'li ALHELY - INTRODUCTION



Alhely Almazan

Master's in Engineering and Management from Massachusetts Institute of Technology (MIT).

Sustainability Certificate MIT Sloan School of Business.

Bachelors in Mechatronics Engineering from Instituto Tecnológico de Monterrey (ITESM CEM)

Illii ALHELY - INTRODUCTION





Alhely Almazan

Ford Motor Company

Product Design and Development

Project Planning

New Talent Mentor

Chrysler

Product Design and Development

Basic Design

Internal Product Design Consultant

Spiegel IT

Product Design Consultant

IIII ALHELY - INTRODUCTION



Alhely Almazan







IIII AMRITA - INTRODUCTION



Amrita Srivastava English, Hindi Lucknow, India





Illii AMRITA - INTRODUCTION



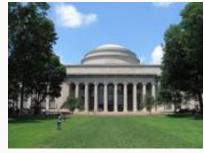
Amrita Srivastava English, Hindi Lucknow, India

8+ years of work experience in Software Development

- Wipro Technologies
- Visteon Corporation
- •IBM Global Business Services
- Dell Corporation

MIT - Masters in System Design and Management





I'lii AMRITA - INTRODUCTION



Amrita Srivastava English, Hindi Lucknow, India

- Enable young entrepreneurs
- •Share my experiences as an engineer and a manager
- •Understand entrepreneurial ecosystem in Mexico

IIII ESTEFANIA -



Estefania Avila English, **Espanol** Chihuahua, Mexico





IIII ESTEFANIA -



Estefania Avila **English**, Espanol California, USA





IIII ESTEFANIA -





Estefania Avila

MIT – Mechanical Engineering

Massachusetts, USA













I'lii ESTEFANIA -



Liveshare Intern Marketing & Backend Development



OmniGuide Surgical Intern **R&D Medical Devices**



Building Museum Exhibits Movies Baseball and Soccer **Teaching**





I'lii STUDENT INTRODUCTIONS



Introduce each other!

Pick someone you haven't met before.

Spend ten minutes talking to them.

Step up in front of the class, and introduce your new friend in English!

We want to hear:

- Their name,
- •Where they're from,
- One interesting fact about them.

I'lii SYLLABUS - TECH

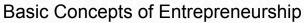


Possible topics, may change based on group/product needs:

- -Python
- -Django
- -Android
- -JSON
- -Parse
- -Developing on the Cloud
- -Database Infrastructure & Prototyping
- -Technical Document
- -Internationalization
- -Software Development Strategies
- -Miscellaneous Topics (Arduino, etc.)
- -Student Sessions
- -Final Hacking

I'lii SYLLABUS -



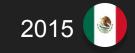


- o Idea, Technology or Passion?
- § Managing Innovation and Entrepreneurship
- o The Three Lenses: Strategic, Political and Design
- § The Entrepreneurial Disciplined Process
- o Reference: Disciplined Entrepreneurship: 24 Steps to a Successful Startup [Bill Aulet]

(LA DISCIPLINA DE EMPRENDER (EBOOK) BILL AULET)

- § Business Planning
- § Case based sessions:
- o Entrepreneurial Branding
- o Entrepreneurial Marketing
- § Leadership:
- o Decision Making
- o Communication for Managers
- o Managerial Psychology

I'lii SYLLABUS – UX DESIGN





Design Appreciation	
- 5 - 5 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1	Identifying great examples of design in Mexico Product comparison exercise Design's role in product success
Design Practice	
	Brainstorming techniques, Ideation Inspiration - mood boards, random association etc. Lab session - Illustration Understanding the user - personas, interview techniques Lab session - stakeholder and needs identification Basics of information architecture Prototyping Lab session - wireframing Lab session - low-fidelity prototyping Lab session - high fidelity prototyping Aesthetics Testing with the user Heuristic review - basics Presentation skills
Design Management	- A SSST MALIUSTY STATE
	Separating principles from practice Innovation through design Organization design

I'li DESIGN CHALLENGE



gslmexico@mit.edu

Here is your design brief:

Your instructors are new to Xalapa. We don't know how to travel around. Some of us don't speak the language. We want to know more about the food, culture, music, and cool places to go to.

Design a product or a service that would help someone who is new to Xalapa. It can be anything, let your imagination run free..

This is due on Friday, 26th June, at 12pm.