MEXICO 2015, iLAB XALAPA
http://tiny.cc/GSLMEX15

Please step forward and provide the following info :

Full name :
Preferred name:
Age :
Email ID :
Phone # :
Computer :

Founded with the mission to cultivate, support and empower a generation of young tech-entrepreneurs 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.

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

We expect full commitment from you, and you can expect the same from us.

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

You will not have time to do anything else. 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.

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 <u>positive, constructive</u> 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 :)

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.

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.

Aravind Asokan
English, Malayalam, Hindi
Cochin, India

UX

UX is everything. Everything is UX.

Aravind Asokan
English, Malayalam, Hindi
Cochin, India

Aravind Asokan
English, Malayalam, Hindi
Cochin, India

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)

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

Alhely Almazan

Amrita Srivastava
English, Hindi
Lucknow, India

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

Amrita Srivastava
English, Hindi
Lucknow, India

- Enable young entrepreneurs

- Share my experiences as an engineer and a manager

- Understand entrepreneurial ecosystem in Mexico

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

Estefania Avila
English, Espanol
California, USA

INTRODUCTION

Estefania Avila
MIT – Mechanical Engineering
Massachusetts, USA

Liveshare
Intern
Marketing & Backend
Development

OmniGuide Surgical
Intern
R&D Medical Devices

Cultural Clubs
Building Museum Exhibits
Movies
Baseball and Soccer
Teaching

Global Startup

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.

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

ENTREPRENEURSHIP

Basic Concepts of Entrepreneurship
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

Design Appreciation	
	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	
	Separating principles from practice
	Innovation through design
	Organization design

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.