



Accelerating Information Technology Innovation
<http://aiti.mit.edu>

Lecture 6: Business Plans

Monday, July 9, 2012
University of Lagos

Today's Agenda



- Recap - Entrepreneurship Cheat Sheets
- Critique Business Plans
- Business Strategy
- Market Research

Entrepreneurship Cheat Sheeta

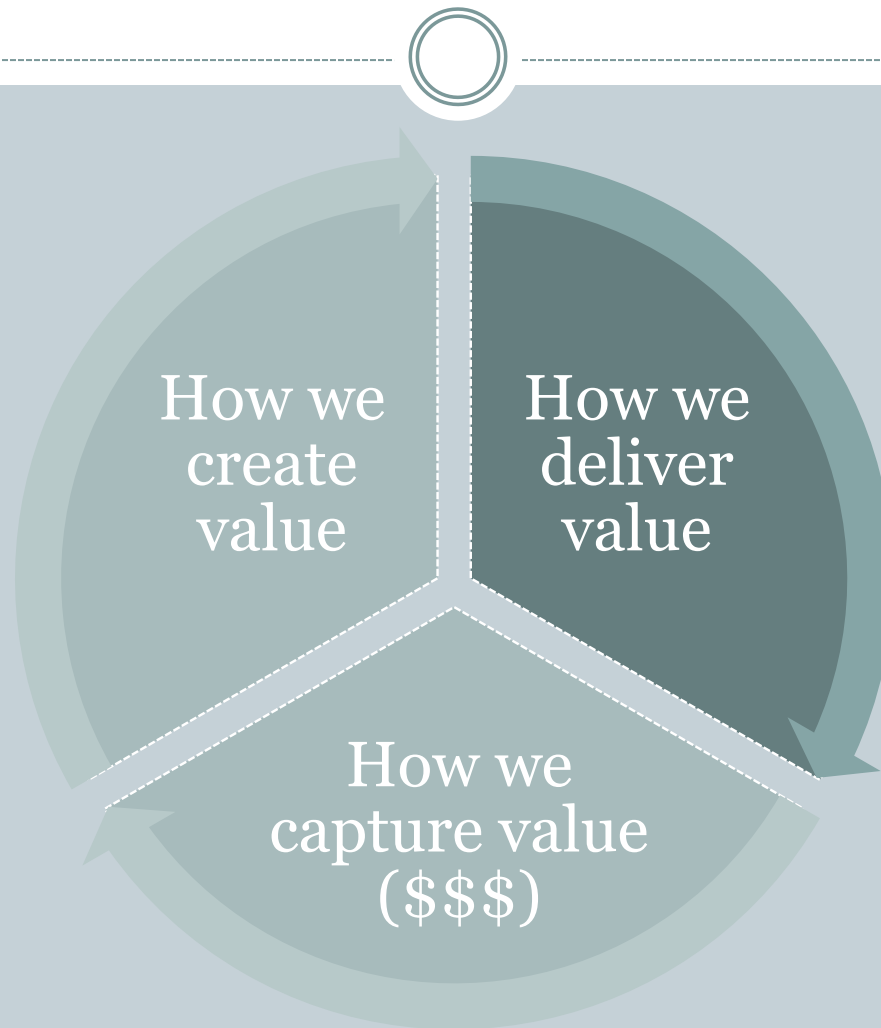


- Overall, thanks for the good feedback.
- What a Cheat Sheet should look like
 - Bullet points on the different topics
 - Reminder of Key learning points
 - References for each topic
 - Easy to understand at a glance
- Make one in your spare time

Business Plan Critique Assignment?



Business Strategy



Compare and Contrast



Globalcom

- Placement
- Pricing
- People
- Promotion
- Product

MTN

- Customers
- Competition
- Channels
- Company
- Collaborators

What about airtel?

Compare and Contrast



Silverbird

- Placement
- Pricing
- People
- Promotion
- Product

The Palms

- Customers
- Competition
- Channels
- Company
- Collaborators

What about megaplaza?

Market Research



Purpose

Identify target market size, target and positioning

Three Methods

1. Reliable secondary research, e.g McKinsey reports, world bank reports
2. Focus groups and Do it yourself (e.g interviews)
3. Online Surveys e.g. surveymonkey.com (facebook, mailing lists etc)

Questions and Feedback



Assignment



- Submit one page market report based on empirical evidence.
- Company name, logo and project description profile.

Announcements



- Program Deliverables
 - Company name, logo and description
 - Written Executive Summary 2 page for feedback!!!!
 - 1 page Market Report
 - 10 page powerpoint business plan
- Guest speakers
- Check your emails and aiti website regularly
- Post lab assignments to aitinigeria2012@gmail.com
- Send entrepreneurial class assignments directly to olateju@mit.edu.