

Introductions

Global Startup Labs Peru, Summer 2014



Universidad Católica
San Pablo

Welcome to GSL Peru!

Bienvenidos al GSL Peru



Today

- Program Overview
- Press Conference
- Networking/Mixer Session



What is Global Startup Labs (GSL)?

- Student-run initiative that sends MIT instructors to emerging regions to teach mobile software entrepreneurship
- We strive to promote economic development by incubating a new generation of technology startups



GSL History

- Started as “Africa Information Technology Initiative” in 2000
- Name changed to GSL in 2013
- Programs this summer:
 - Mexico
 - Peru
 - India
 - Sri Lanka
 - South Africa
 - Malaysia
 - Sri Lanka

Meet Richard, Amiri, Clarrise & Jean

Rwandan computer science students, who in June 2010, had...

- Little practical programming experience
- No entrepreneurship experience
- No mobile technologies experience



Founded Hehe, Ltd

- Running successful mobile services startup
- Funded by multiple angel investors
- Meetings with CEO of RwandaTel, ICT Director, investors
- Press coverage in multiple national and international outlets
- > \$10,000 USD revenue per month



What helped them get so far?

- They very committed to the program
- They were committed to everyone's collective success and not just individual successes
- Worked as a team
- Combined their various skills

Course Overview

Entrepreneurship

Week 1-2: Ideation

Week 3: Value Creation

Week 4: Value Capture

Weeks 5-6: Go to Market

Technical Content

Week 1: Technology Overview

Week 2-3: Creating Great Global Products

Weeks 4 - 6: Go to Market

Course Text

Textbook

- “*Disciplined Entrepreneurship: 24 Steps to a Successful Startup*” by Bill Aulet

Suggested Reading

- “*The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*” by Eric Ries

Daily Schedule

09:00 - 10:15 Entrepreneurship Lecture

10:15 - 10:30 *Break*

10:30 - 11:45 Technical Lecture

11:45 - 13:30 *Lunch Break*

13:30 - 14:45 Lab/Office Hours

14:45 - 15:00 *Break*

15:00 - 16:30 Lab/Office Hours (con't)

Deliverables

- Business Idea
- Team Formation
- Business Plan
- Prototype
- **Demo Day - August 13th**

Class Policies

- Ask Questions!
- Attendance and punctuality is critical!
- We will be keeping track of attendance.
- Trust us, you won't learn more by browsing Facebook during class.

IHTFP

(I Hate This F***ing Place)



Who are we?



Suki Hirata:
Entrepreneurship
Lead



**Oscar Quintanilla
Perez:**
Entrepreneurship
Co-Lead



Heidi Baumgartner:
Entrepreneurship
Assistant



Natasha Consul:
Technical Assistant

Suki Hirata

- MIT Sloan Fellow in Innovation Leadership 2014
- Technically avid business executive with extensive Venture Capital backed early-stage startup experience creating industry award winning, innovative products.
- Held many high level executive management positions in software startups.

Oscar Quintanilla Perez

- MIT Sloan Fellow in Innovation Leadership 2014
- Academic Director at BS Group S.A.C.

Heidi Baumgartner

- Bachelor's of Science degree from MIT in Physics
- Co-founder of oneTesla LLC, a company selling electronics kits
- Experience in creating hardware product

Natasha Consul

- Seeking Bachelor's of Science degree from MIT in EECS and Economics

Who are you?

Please stand up & introduce yourself!



Homework

Please submit through email gsl-peru-2014@mit.edu”

- Picture of yourself
- Brief profile
- CV/Resume
- Why you enrolled in this program and how will this program help achieve your goals?

Thank you!

Gracias

