

Global Startup Labs – Lima, Peru

Syllabus

Overview

MIT Global Startup Labs is a multidisciplinary group out of the Massachusetts Institute of Technology (MIT) that promotes development in emerging regions by cultivating young technology entrepreneurs. We develop curriculum materials, software technologies, platforms, and networks that enable students in emerging regions to innovate in the area of information and communication technologies (ICTs).

This summer, MIT Global Startup Labs has partnered with UTEC Ventures to offer a 6-week course during which you will learn the basics of entrepreneurship and select technical skills while applying learnings in real-time to a technology startup idea. Our course will focus on mobile and Internet technologies, and are structured so that students are awakened to the commercial possibilities of the technologies. The format will consist of lectures by the instructors, hands-on activities and guest lectures.

It is important to understand that the goal of this course is to provide you with the building blocks that will help get you started down the path to a viable product. You will not be able to move from ideation to commercialization during these 6 weeks but will have refined your idea, learned how to succinctly articulate your idea, and identified potential first customers. The course will culminate in a demo day where you will pitch your idea to the start-up community.

Course Instructors

Name	Specialty	MIT Affiliation	Email
April Baker	Entrepreneurship	MBA 2017	abaker24@mit.edu
Sandhya Bhagwandin	Entrepreneurship	MBA 2017	bhagwandin.sandhya@gmail.com
Alexa Jan	Technical	Sophomore, Computer Science	ajan@mit.edu
Dalitso Banda	Technical	Masters Student, Computer Science	dbanda@mit.edu

Course Guidelines

- (a) Class attendance is required for this course. We will not be taking official attendance but excessive absences will be noted. Furthermore, the course materials build on each other, and missed classes will severely negatively impact your learning.
- (b) Please arrive on time and stay for the duration of the course. We will start promptly at 9:00am.
- (c) Preparation and participation are required for this course. We expect you to do your homework and be prepared to share your work with your classmates.
- (d) While some class time will be allocated to for team work, you will likely need to spend time outside of the classroom to work on deliverables with your teammates.

Deliverables

- (a) **Business Plan Document:** You will prepare a 5 - 10 page business plan that details the various aspects of your startup idea. The plan incorporates the concepts you have learned from this course, and will prepare you to pitch your startup as well as provide a physical document for potential investors.
- (b) **Elevator Pitch:** You will prepare a short elevator pitch for your startup. This is a concept you will learn during the first week of the course, and will be refined over 6 weeks.
- (c) **Demo Day Presentation:** On the final day of class, you will present your idea to the startup community. The startups will be judged, and a prize will be awarded.

Class Schedule

Monday to Thursday will follow the general schedule below:

09:00AM - 10:30AM	Entrepreneurship or Tech Lecture / Activity
10:30AM - 10:45AM	Break
10:45AM - 12:00PM	Entrepreneurship or Tech Lecture / Activity
12:00PM - 01:00PM	Lunch
01:00PM - 02:45PM	Activity / Team Time
02:45PM - 03:00PM	Wrap up

Fridays are open for office hours, with the exception of Friday, July 14 during which lectures will be held.

Course Schedule Overview

Week of:	Topic	Special Notes
July 12	Ideation, Teaming - Brainstorming & Idea Generation - Competitive Strategies - Team Building	
July 17	Team Formation, Market Analysis, Customer Development, PMR - Team Formation - Market Segmentation and Sizing - Customer Profiling - Customer Interviews	Teams due on Tuesday, July 18
July 24	Product & Prototype Development - High Level Product Specification - Initial Prototype - User Interface Design/Mockups - Quantify Value Proposition - Product Brochure	Holiday on Friday, July 28
July 31	Product & Prototype Development, Go-to-Market Strategy - Start Business Plan Document - Business Models - Refined Prototype - Pricing, Sales Strategy	
August 7	Minimum Viable Business Product - Design MVP - Minimum Viable Prototype - Product Design Principles	
August 14	Demo Day Prep, Demo Day - Refined Business Plan Document - Refined Pitch	