



**MIT**



**Accelerating Information  
Technology Innovation**

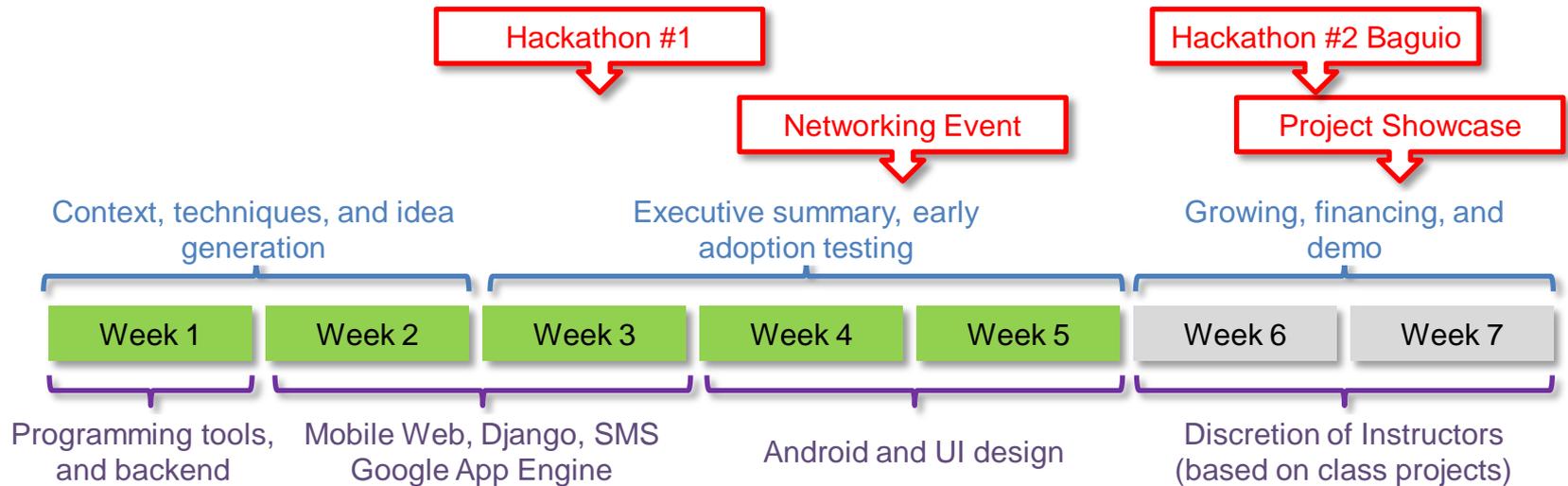
Sponsored by **Google** and by MIT International Science & Technology Initiatives

# Lecture 9

# Execution



# CURRICULUM



# SCHEDULE FOR TODAY

| Time     | Topic  |
|----------|--|
| 4:10PM   | Android: databases, multithreading, and supporting different platforms |
| 4:55PM   | 3 weeks left, go go go!  |
| 5:00PM   | Feedback   |
| 5:30PM   | Break  |
| 6h15-9PM | Lab time   |

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# RECALL: OBJECTIVES

1. *Foster the spread of appropriate ICT services and content*
2. *Cultivate a generation of **young technology entrepreneurs***
3. *Build capacity at and **partnerships** with partner universities and business community*
4. ***Remove barriers** to creating, deploying, and scaling mobile services and content*

# RECALL: GRADES

| Component   | Weight | Description   |
|---|--------|---|
| Class participation (individual)                          | 10%    | We want you to ask questions every class and/or answer other people's questions. We expect each and everyone one of you to raise your hand and speak once per class. Your contributions have to be meaningful and demonstrate that you have been listening and doing the readings.  |
| Homework (individual)                                     | 20%    | You will get assignments after every class. Some will be very simple, other will be challenging. We will be evaluating your homework assignments during the lab sessions of the following class day. We will not only evaluate your code but also ask questions about your approach.  |
| Business plan executive summary and business model (team) | 15%    | For your project, you will produce a 1-2 page business plan which will cover market opportunity, sales and marketing strategy, product description, financial projections, financing needed, team biographies, and a business model canvas ( <a href="http://www.businessmodelgeneration.com/canvas">http://www.businessmodelgeneration.com/canvas</a> ). |
| Pitch and idea storm (individual)                         | 5%     | We will evaluate both 1) the quality of your insights during the idea storm session and 2) the quality of your delivery for your 30 seconds elevator pitch.   |
| Project presentation (team)                               | 20%    | Towards the end of the class, we will invite entrepreneurs, venture capitalists, investors, and others to come listen to your project presentation. Each team will present to the audience their prototype and their idea for a business. You will need to build a convincing case for the audience to want to give you money to start your business.     |
| Project demo (team)                                       | 30%    | During our last week, we will schedule a 1-hour session per team to give you a chance to demo your application with us and we will be inspecting both your code and the team's overall technical understanding. Every team member does not need to be an expert at everything but needs to show a general level of understanding of every piece of code.  |

# THE 9 BUILDING BLOCKS



CS

## 1 Customer Segments

*An organization serves one or several Customer Segments.*



VP

## 2 Value Propositions

*It seeks to solve customer problems and satisfy customer needs with value propositions.*



CH

## 3 Channels

*Value propositions are delivered to customers through communication, distribution, and sales Channels.*



CR

## 4 Customer Relationships

*Customer relationships are established and maintained with each Customer Segment.*



R\$

## 5 Revenue Streams

*Revenue streams result from value propositions successfully offered to customers.*



KR

## 6 Key Resources

*Key resources are the assets required to offer and deliver the previously described elements...*



KA

## 7 Key Activities

*...by performing a number of Key Activities.*



KP

## 8 Key Partnerships

*Some activities are outsourced and some resources are acquired outside the enterprise.*



C\$

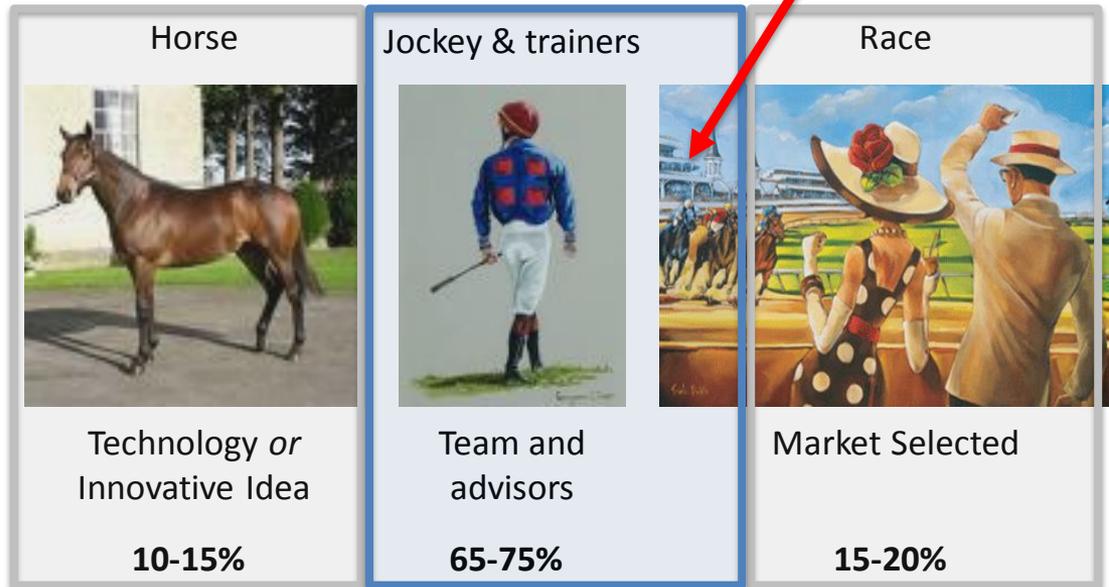
## 9 Cost Structure

*The business model elements result in the cost structure.*

# SUCCESS IS IN YOUR HANDS

Jockey & trainers:  
What are you doing?  
  
Your horse is waiting for you!  
Go go go!!

(Your competition won't be waiting for you)



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# JEEPS

<https://github.com/AITI-Philippines/JeePS>

1. README.md: add your installation instructions. Check out <https://github.com/django/django> for an example of a useful README.
2. No commits since July 10<sup>th</sup>, are you guys still pushing your changes to GitHub?
3. A single issue assigned to Vin. Is this really the only thing keeping you busy? (I've created a new issue for you!)
4. You've created 4 wiki pages, please link to your Persona Example, Target Customer Profile, and Total Addressable market from your home wiki page.
5. Last class we ask you to find out who your competition is. Please create a page for it and add a link to it from your wiki home page.
6. Where is your business model canvas? Please add a link to it from your wiki.
7. Where are you revenue and cost estimates? Please add a link to it from your wiki.
8. Where are your UI screen mockups? Please add a link to it from your wiki.

# MOBILE NOTEBOOK

<https://github.com/AITI-Philippines/MobileNotebook>

1. README.md: add your installation instructions. Check out <https://github.com/django/django> for an example of a useful README. Also, in addition to the lengthy text description, you could add a link to a mockup of your UI...
2. No commits since July 10<sup>th</sup>, are you guys still pushing your changes to GitHub?
3. A single issue assigned to Cassey. Is this really the only thing keeping you busy? (I've created a new issue for you!)
4. You've created 2 wiki pages (home doesn't really count, there's nothing there), please link to your Customer Segment and your Synopsis from the home wiki page
5. Last class we ask you to find out who your competition is. Please create a page for it and add a link to it from your wiki home page.
6. Where is your business model canvas? Please add a link to it from your wiki.
7. Where are you revenue and cost estimates? Please add a link to it from your wiki.
8. Where are your UI screen mockups? Please add a link to it from your wiki.

# C3

<https://github.com/AITI-Philippines/C3>

1. README.md: add your installation instructions. Check out <https://github.com/django/django> for an example of a useful README. Also, in addition to the lengthy text description, you could add a link to a mockup of your UI. Great that you added a link to your Heroku App, but there's nothing there. Have you started coding?
2. No commits since July 10<sup>th</sup>, are you guys still pushing your changes to GitHub?
3. 0 issue assigned. <https://github.com/AITI-Philippines/C3/commits/master> and [https://github.com/AITI-Philippines/C3/wiki/Home/\\_history](https://github.com/AITI-Philippines/C3/wiki/Home/_history) Who is doing the work guys?
4. Your wiki is great, you practically already have an executive summary – rest of the class should have a look at <https://github.com/AITI-Philippines/C3/wiki/Customer-Segment>
5. Last class we ask you to find out who your competition is. Please create a page for it and add a link to it from your wiki home page.
6. Where is your business model canvas? Please add a link to it from your wiki.
7. Where are you revenue and cost estimates? Please add a link to it from your wiki.

# AUBREYS ANGELS

<https://github.com/AITI-Philippines/AubreysAngels>

1. What is your project idea?
2. Do you need us to rename your project or create a new one?
3. Same comments as others regarding the need for you to create a README with installation instructions, add your executive summary to the wiki (customers, revenue/costs, UI mock ups, team, etc.)

# S-PLAN

<https://github.com/AITI-Philippines/S-Plan>

1. README.md: add your installation instructions. Check out <https://github.com/django/django> for an example of a useful README. Also, in addition to the lengthy text description, you could add a link to a mockup of your UI.
2. No commits since July 9<sup>th</sup>, are you guys still pushing your changes to GitHub?
3. 0 issue assigned. I've created a new issue for you guys
4. Your customer profile, persona and total addressable market slides are a good start, but as you add more pages try to keep it tidy and organized (it is a good reflection the diligence you have in building your project)
5. Last class we ask you to find out who your competition is. Please create a page for it and add a link to it from your wiki home page.
6. Where is your business model canvas? Please add a link to it from your wiki.
7. Where are you revenue and cost estimates? Please add a link to it from your wiki.

# ITS MORE FUN IN THE PHILIPPINES

<https://github.com/AITI-Philippines/ItsMoreFuninthePhilippines>

1. README.md: add your installation instructions. Check out <https://github.com/django/django> for an example of a useful README. Also, in addition to the lengthy text description, you could add a link to a mockup of your UI.
2. No commits since July 5<sup>th</sup>, are you guys still pushing your changes to GitHub?
3. 1 issue assigned, is the CSS problem resolved? I've created a new issue for you guys
4. Good attempt at creating a logo and adding your project description. You also created pages for persona, target customer profile and total addressable market, perhaps you could put all of those in one page and link it from your home page. Is your persona a real person? Could this person actually test your software?
5. Last class we ask you to find out who your competition is. Please create a page for it and add a link to it from your wiki home page.
6. Where is your business model canvas? Please add a link to it from your wiki.
7. Where are you revenue and cost estimates? Please add a link to it from your wiki.