



Critique Day
20th July 2011

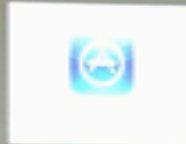
Overview of Critique Day



- Breakout meetings between AITI teams and the critics
 - Critics will be in 5 separate rooms
 - Teams rotate through the rooms
- Entrepreneurs will share a short pitch about their product and business strategy
- **Goal is for critics to give feedback during the meetings on how to improve the product or business**
- After all the meetings, we will meet back in this room to share general feedback

The Course So Far

"Think Big" - New Biz Models for Global Presence



- Ability to deliver cool apps to millions of consumers
- Apple, Google, RPL, Nokia and Operator App Stores

- We have completed three weeks of six total
- Learned the basics of business & mobile technology
- Formed teams and picked a “problem” to solve
- Brainstormed solutions and started building rough prototypes
- First cut at business strategy to bring product to market
- Practiced delivering elevator pitches & communicating ideas

Format for Critique Day

- Introduction 9:00 – 9:15am
- Meeting #1 9:15 – 9:40am
- Meeting #2 9:40 – 10:05am
- Meeting #3 10:05 – 10:30am
- Tea Break 10:30 – 10:45am
- Meeting #4 10:45 – 11:10am
- Meeting #5 11:10 – 11:35am
- Meeting #6 11:35 – 12:00pm
- Discussion 12:00 – 12:30pm
- Remember: Please keep on time! Focus on feedback!

Feedback from Critics

- [Passion] Is the team passionate about their startup?
- [Problem] Is this a big and important problem to solve?
- [Product] How good/useful is the product?
- [Positioning] Compete effectively against alternatives?
- [Opportunity] Is there a big market opportunity?
- [Model] Business model have big revenue potential?
- [Marketing] Good strategy for finding customers?
- [Pitch] Overall, how convincing was the team?

- In addition to verbal feedback, please provide written feedback, too.

Room Assignments

- 1A: Dialog team
- 2A: Mobitel team
- 2B: Etisalat team & Manjula Dissanayake
- 3A: Shahani Weerawarana
- 3B: Nimalika Fernando & Ruwindhu Peiris

Rotation Schedule

| | Favatars | AroundU | iCommute | teleRIDE | ThenaHari | Maatha |
|---|----------|---------|----------|----------|-----------|--------|
| • Meeting #1 (9:15-9:40) | 1A | 2A | 2B | 3A | 3B | --- |
| • Meeting #2 (9:40-10:05) | --- | 1A | 2A | 2B | 3A | 3B |
| • Meeting #3 (10:05-10:30) | 3B | --- | 1A | 2A | 2B | 3A |
| • Meeting #4 (10:45-11:10) | 3A | 3B | --- | 1A | 2A | 2B |
| • Meeting #5 (11:10-11:35) | 2B | 3A | 3B | --- | 1A | 2A |
| • Meeting #6 (11:35-12:00) | 2A | 2B | 3A | 3B | --- | 1A |
| • Remember: Please keep on time! Focus on feedback! | | | | | | |

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- [Pitch] Overall, how convincing was the team?
- In addition to verbal feedback, please provide written feedback, too.