



Lecture 1: Introductions

Today's agenda

- Program Goals
- Student Introductions
- Defining Entrepreneurship
- Course Overview & Registration
- Homework Assignment

Why are you here?

Why are we here? What is AITI?



- 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
- First program: Kenya 2000
- Since 2000:
 - 32 programs
 - 5 countries in Africa
 - Over 1500 African students
 - Over 100 MIT instructors
- This is our first year in Asia!

Meet: Richard, Amiri, Clarisse, & Jean



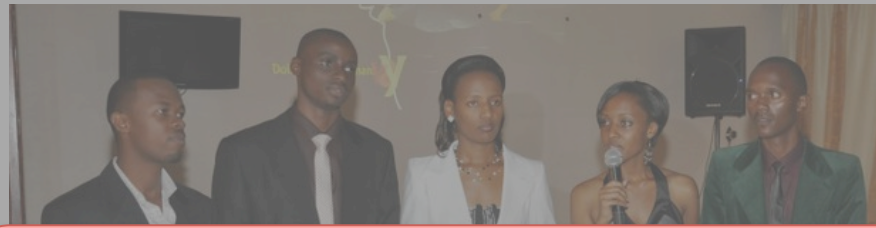
- Rwandan computer science undergrads
- In June 2010, they had...
 - Little practical programming experience
 - No entrepreneurship experience
 - No mobile technologies experience

They founded: Hehe, Ltd



- By January 2011...
 - 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 (in the last 2 months)

They founded: Hehe, Ltd



What enabled this transformation?

- By January 2011 ...
 - Running successful mobile services startup
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AITI Rwanda 2010 Course




They were AITI student in June/July 2010

- Mobile Technologies
- Entrepreneurship
- Networking / VC Contacts

They are not an exception.

Other startups founded by AITI students include:

- **M-Kulima**: market and practices info for farmers
- **African Pixel**: smart phone apps for developed world
- **Equisoft Technologies**: educational and gov't services
- **Jawabu**: Property and classified listings via SMS
- **KEEN Media Lab**: Mobile web developers
- **Sibasi**: News and sports info subscriptions service
- **Lily**: Mobile surveys
- **iChecki**: Public transportation information and routes
- **M-Farm**: Social network for small farmers



Over the next six weeks, your goal will be to build and launch a real mobile software startup.

You will pitch your startups during “Demo Day” on 3rd August

- Each team will present to the audience a...
 - 10 minute oral pitch promoting their business
 - Working demo of their product/service
 - 10 powerpoint slides to support the presentation
- A panel of expert judges (including investors) will award prizes to the best teams
- If you work hard...
 - Your team could attract funding from a Demo Day investor
 - That capital can help turn your startup into a big business

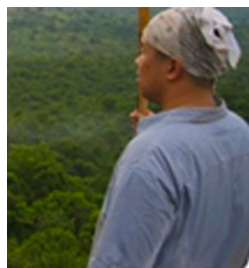
We will be your coaches



- **Samidh Chakrabarti**
 - **Entrepreneurship Lead Instructor**
 - MIT alumnus in computer science
 - Former McKinsey consultant
 - Veteran of three startups



- **Lisa Foo**
 - **Entrepreneurship Assistant Instructor**
 - 4th year MIT student
 - Studies Economics & Bioengineering
 - Worked in Finance for Boeing



- **Michael Paik**
 - **Technical Lead Instructor**
 - MIT alumnus in computer science
 - Pursuing his PhD at New York University
 - Researches ICT for emerging markets

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Please Introduce Yourself

- Come to the front one at a time
- Share with the class:
 - Your name & what you study
 - Your favorite company or mobile service
 - Then prepare to answer a mystery question!
- After you are done, have your photo taken

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What is an entrepreneur?

- One definition: Someone who creates value for society by building an organization that solves a problem in a new way.



Analyze an Entrepreneur

- Team assignment: number off into groups of 4
- Pick a successful entrepreneur. Discuss/research:
 1. What problem was he/she solving?
 2. What was his/her new solution?
 3. How did he/she build his/her organization?
 4. How did he/she create and capture value?
- Everyone in group will present to the class

In short...

**An entrepreneur makes things
that people want to use.**

(Read this ten times)

Why become an entrepreneur?

- Societal Benefits
 - Promote human progress through inventions
 - Serve a need that no one has previously addressed
 - Perform a service faster/better/cheaper
 - Become a job creator instead of a job seeker
 - Boost the region's GDP

- Personal Benefits
 - Pursue your passions without any interference
 - Build something important with your own hands
 - Learn more rapidly than in most any other job
 - Earn wealth for you and your family

What do entrepreneurs really do?

- That's enough talking.
- Let's stop *discussing* entrepreneurs, and instead *become* entrepreneurs. Today.
- We will learn by *doing*.

AITI Olympics #1: Chocolate Challenge



- Team assignment: number off into groups of 4
- Your team is now a chocolate vending business
- You have two hours to earn as much money as possible from selling the candy
- The team earning the most money wins
- Each team has an identical set of chocolate
- Late arrivals will be disqualified
- Questions?
- Go!!!

What do entrepreneurs really do?

- **Understand the Basics**
 - JOURNEY: How do startups get established and grow?
- **Prepare Your Mind**
 - PSYCHOLOGY: What should be my attitude?
 - ETHICS: How can I remain true to my values?
- **Define Your Value**
 - PROBLEM: What problem am I solving?
 - MODEL: How will my startup make money?
- **Build An Organization**
 - TEAMS: How do I choose my co-founders?
 - RECRUITING: How can I attract talented employees?
 - LEADERSHIP: How can I motivate my team?
- **Build Your Product**
 - TECHNICAL CURRICULUM
- **Sell Your Product**
 - MARKETING: Who exactly is my target customer?
 - SALES: How can I get customers to buy my product?
 - POSITIONING: How can I compete against others?
- **Build Relationships**
 - MENTORS: How do I find advisors who can help?
 - FUNDING: How can I raise money to get started?
 - PARTNERS: How can I negotiate the best partnerships?

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Course Overview

- Dates and Time
 - 6 weeks: June 25 to August 5, 2011
 - Typically Mon-Fri, but a few weeks will be Mon-Sat
 - Class time: 9 AM to 5 PM, plus homework
- Course Components
 - Technical curriculum
 - Entrepreneurship curriculum
 - Startup creation
 - Culminating in a Demo Day
- All materials will be posted online:
<http://aiti.mit.edu/materials/sri-lanka-summer-2011/>
- E-mail your instructors at: aiti-srilanka-2011@mit.edu

Technical Component

- Teach programming for mobiles
- Impart general and useful skills
 - Python, Django, Java, Objective C
- Develop applications for today
 - SMS and USSD
- Develop applications for tomorrow
 - Google Android



Entrepreneurship Component

- **Understand the Basics**
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Program Milestones

Week 1: Being an Entrepreneur

- Chocolate Challenge (AO1)
- Topic Selection
- Team Formation (AO2)
- Initial Idea Proposal

Week 2: Models & Strategy

- Final Idea Definition
- Elevator Pitch Contest (AO3)

Technical Intensive

- Platform Setup
- Platform Basics

Week 3: Pitching & Selling

- Initial Pitch Deck
- Operator Critique Day

Product Design

- Design & Specifications
- Hackathon Contest (AO4)

Week 4: Leadership & Teamwork

- Guest Speakers
- Recruiting Simulation (AO5)

Prototyping

- Refine Specs
- Build Prototype

Week 5: Negotiating & Partnering

- Negotiation Day (AO6)
- Rough Demo

Final Product

- Functional Prototype
- Refined Design

Week 6: Demo Day

- Final Product
- Final Pitch (AO7)

A portrait of Bill Gates, smiling and wearing glasses and a suit. The background is dark with faint circular patterns.

You are no longer students.

You are entrepreneurs.

Teaching Style

- In this class we learn by doing. There are no exams or evaluations. You get what you put in.
- **You are expected to ...**
 - Ask questions (and interrupt!) during lecture
 - Be on time for each session
 - Provide constructive criticism
 - Teach and learn from others
 - Take risks and get out of your comfort zone

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Homework Assignment

- Identifying Problems
 - Make an exhaustive list of every problem you see either in your life or with the world at large
 - Be picky! Write down everything that bothers you over the next 12 hours
 - Can be minor things, or major things
- Bring your finished list to class tomorrow

Tomorrow

- **Class begins at 9 AM sharp**
 - Bring your completed homework assignment
 - Complete your AITI profile page
 - Your username and temporary password has been e-mailed to you.
- **Check your email for announcements**