



Lecture 2c
The Problem

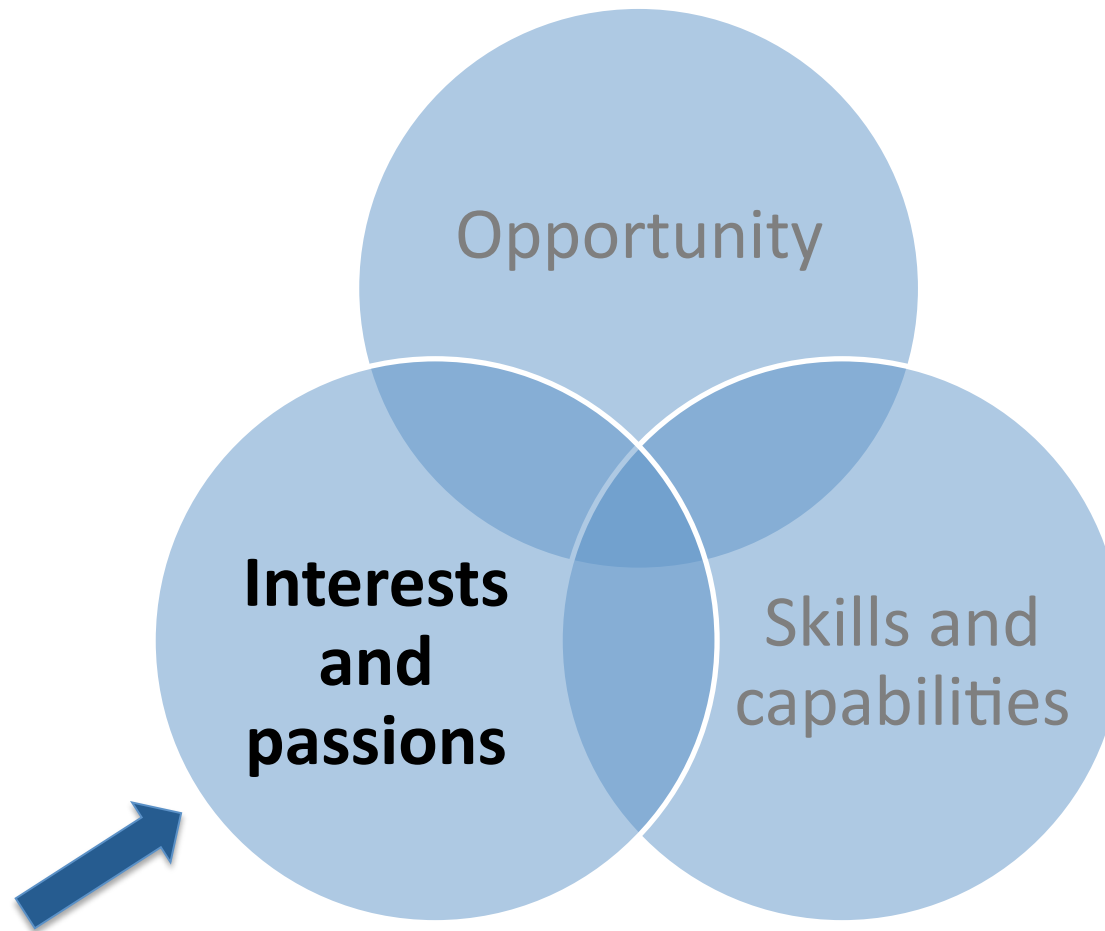
Entrepreneurship Component

- **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?

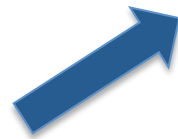
Today's agenda

- Journey of a Entrepreneur
- Psychology of an Entrepreneur
- Identifying Problems
- Homework Assignment

Choosing an Idea



Today's Focus



AITI Appy Awards

- Form groups of 5
- Each group will receive a android phone
- As a group you will have 1.5 hours to download applications from the android marketplace
 - We want to you play the games and use the applications!
- Each group will be assigned an award that they must give out to a mobile application
- At the end, each group must present their award and explain their rationale

AITI Appy Awards

- Wifi Connection: aiti
- Password: aiti-srilanka
- Group 1: Best Time Waster
- Group 2: Best Time Saver
- Group 3: Best Money Saving
- Group 4: Best Lifestyle
- Group 5: Best Game
- Group 6: Most User Friendly

"I never perfected an invention that I did not think about in terms of the service it might give others... I find out what the world needs, then I proceed to invent."

- Thomas Edison

Problem Activity

- Form groups of 5
- Together as the group discuss the exhaustive list of things that bother you from yesterday's homework.
 - Identify the overarching themes
 - Pick the top 5 you think are most important
 - Pick the top 5 you feel most passionate about
- Be prepared to discuss with everyone

What were problems you identified?