



# Lecture 1: Introductions

# Today' s agenda

- Program Goals
- Student Introductions
- Course Overview & Registration
- Homework Assignment
- Assessment Test

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 students
  - Over 100 MIT instructors

# 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)

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What enabled this transformation?

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# AITI Rwanda 2010 Course



They were AITI student in June/July 2010

- Mobile Technologies
- Entrepreneurship
- Networking / VC Contacts



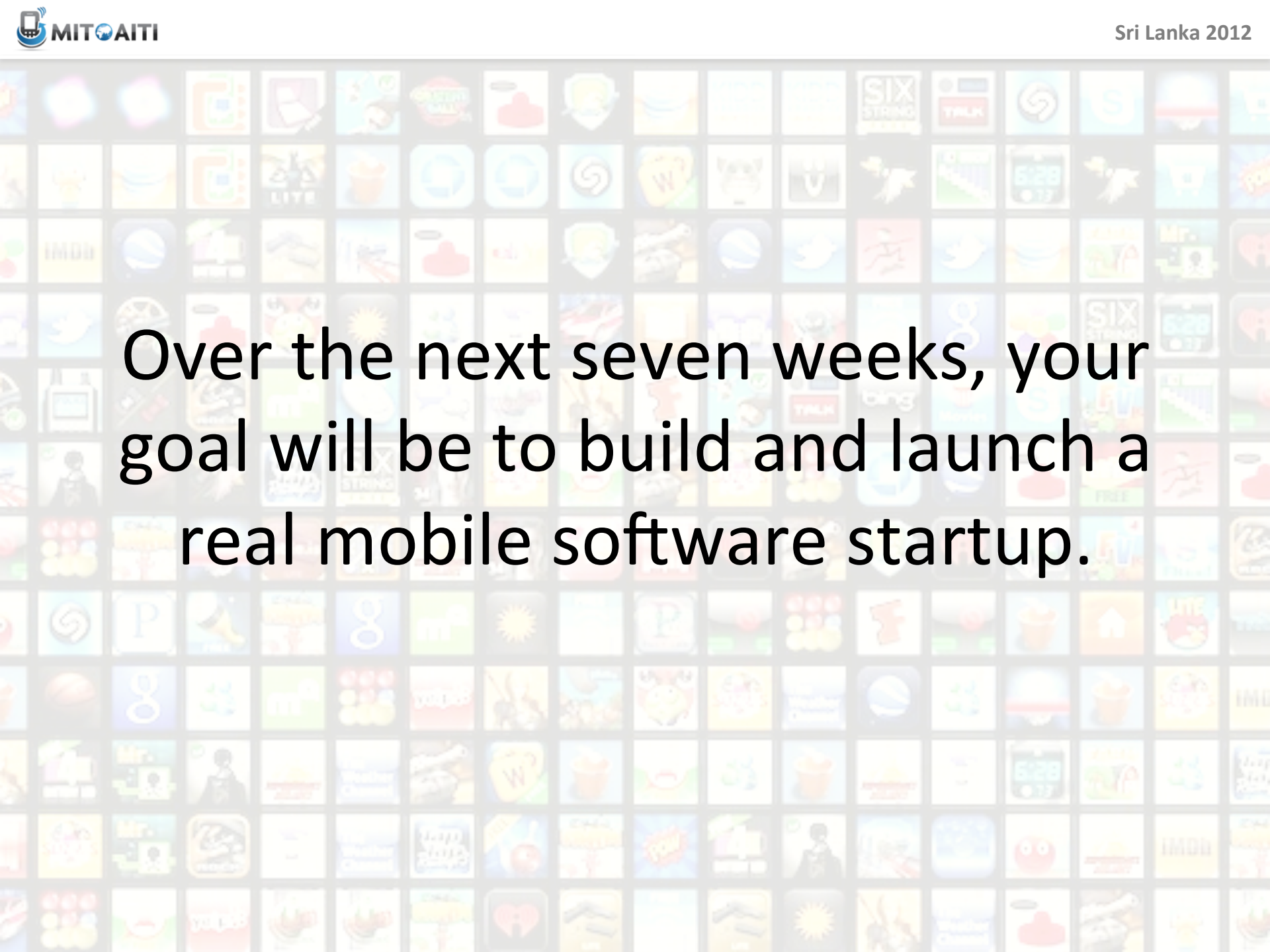
# They are not an exception.

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

# Last year in Sri Lanka alone:

- **AroundU**: Delivers maps to non-smartphones, with locations of services. 8 million LKR co-marketing deal with operator.
- **iCommute**: Real-time traffic maps of Colombo. Freemium revenue model. 7-million LKR co-marketing deal.
- **Favatars**: Personalized fitness app for Android. Avatar shows how food choices affect your body. Elite board of advisers.
- **Maatha**: SMS-based health tips for pre/post-natal mothers. Partnership with regional health authority.
- **TeleRide**: Connects riders with the nearest tuk tuk. Signed up over 1,500 drivers.
- **ThenaHari**: Location-based alarms helping commuters from missing stops. Discussed revenue sharing with operators.



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

# You will pitch your startups during “Demo Day” on 3<sup>rd</sup> 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

**Ali Kamil**



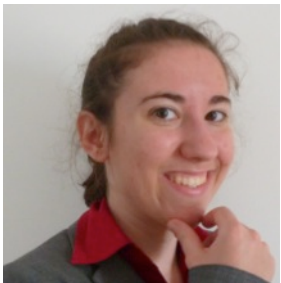
- **Entrepreneurship Lead Instructor**
- Pursuing a PhD in MIT's Engineering Systems Division
- Founder of renewable energy startup that won MIT's Clean Energy Prize and US DoE Clean Energy Competition
- Worked for six years as a strategy consultant for fortune 100 clients in Media, Entertainment, and Telecoms

**Wesley Graybill**



- **Technical Lead Instructor**
- MIT alumnus in computer science and mathematics
- Masters thesis on computational sustainability

**Amber Houghstow**



- **Entrepreneurship Assistant Instructor**
- MIT alumna in engineering; focus on int'l product design .
- Worked in three startups (product design & marketing)
- Currently teaching secondary school mathematics

**Emily Zhang**



- **Technical Assistant Instructor**
- MIT undergrad pursuing degree in Computer Science and Molecular Biology
- Researcher at MIT Media Lab
- Worked in Network Engineering for Comcast

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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 and why?
  - Then be prepared to answer a mystery question!
- After you are done, have your photo taken

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# Course Overview

- Dates and Time
  - 7 weeks: June 18 to August 3, 2011
  - Typically Mon-Fri, but a few weeks will be Mon-Sat
  - Class time: 9 AM to 3 PM, plus lab time and 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-2012/>
- E-mail your instructors at: [aiti-srilanka-2012@mit.edu](mailto:aiti-srilanka-2012@mit.edu)
- E-mail fellow entrepreneurs at:  
[aiti-srilanka-2012-entrepreneurs@mit.edu](mailto:aiti-srilanka-2012-entrepreneurs@mit.edu)

# 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?

# Technical Component

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



# 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: **Preparing Business Models**

- Business Model(AO7)
- Possible Contract
- Understanding Intellectual Property

### Refining the Product & Business Model

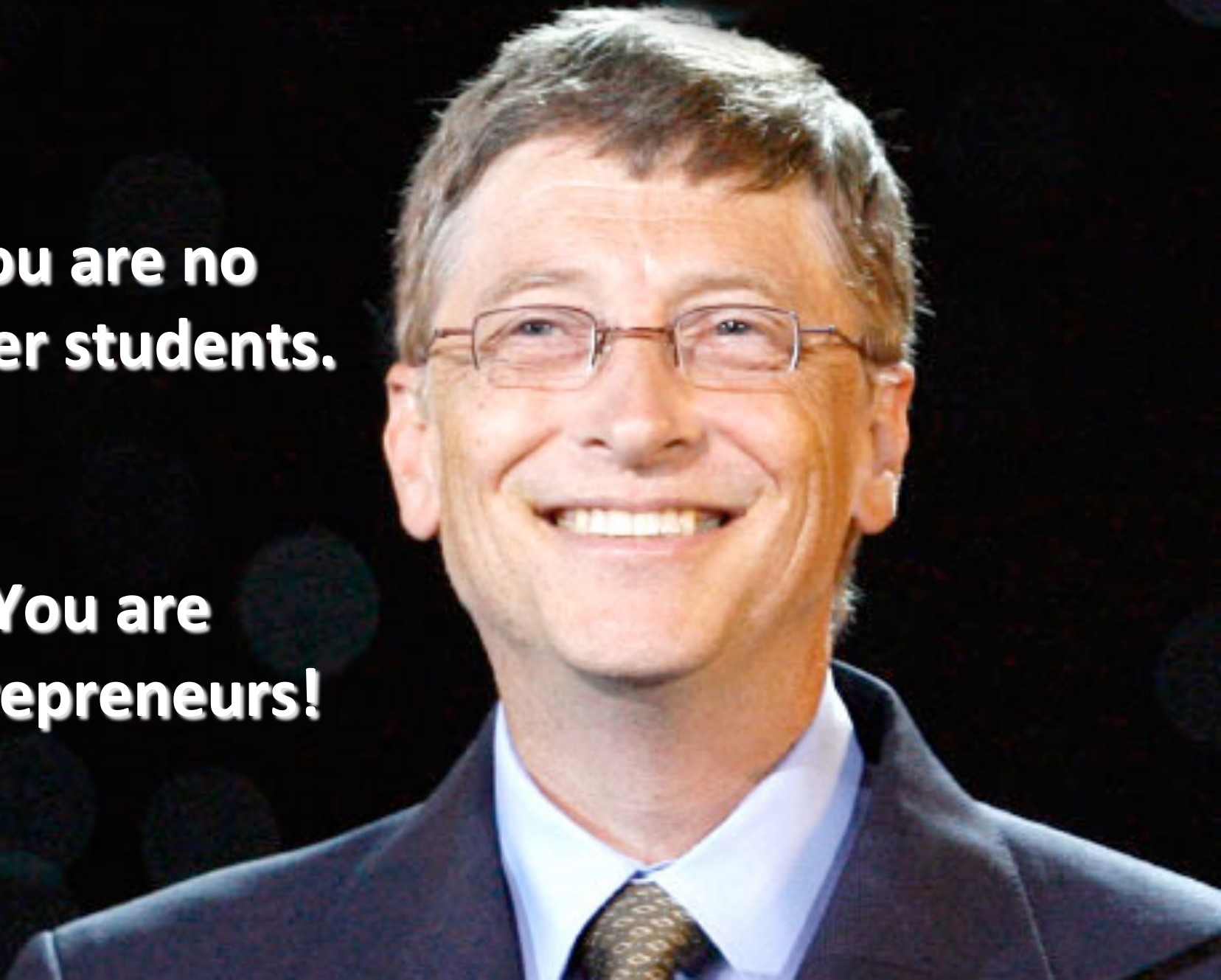
- Envision new features
- Set course for next year
- Time commitments

## Week 7: **DEMO DAY (August 3)**

- Final Product
- Final Pitch (AO8)

**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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# Entrepreneurship 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 day.
  - Can be minor or major things
  - Rank and be prepared to present your top three issues in class Wednesday.
- Email your list to [aiti-srilanka-2012@mit.edu](mailto:aiti-srilanka-2012@mit.edu) by 6pm Tuesday.



# Technical Homework Assignment

- Install the following items on your computer:
  - Python v.2.6
  - Java and Eclipse
  - Django
  - Links will be posted online and emailed tonight.
- Complete your AITI profile page
  - Instructions and your username and temporary password will be e-mailed to you after class.

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# Summary for Wednesday

- **Beginning Wednesday, class starts at 9 AM**
  - (No class Tuesday)
  - Bring a copy of your completed entrepreneurship homework assignment, and come prepared to present the top three issues in class.
  - Install required programs on your computer.
  - Complete your AITI profile page
    - Your username and temporary password will be e-mailed to you tonight.
- **Check your email for announcements**