

**Massachusetts Institute of Technology Global Startup Labs  
Johannesburg  
Winter 2019  
Information Doc**

Dates: June 18, 2019 - July 12, 2019

Times: Monday - Friday, 9 AM - 4 PM (may change depending on day)

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Location: Tshimologong Precinct (41 Juta St, Johannesburg, 2001)

Website: <https://gsl.mit.edu/programs/johannesburg>

## **About the Program**

The purpose of our program is to give students the design and entrepreneurship skills necessary to start their own technology-focused company. This class aims to be very hands on and interactive: the main assignment in the class is developing a product demo and market strategy with a team of fellow students. While this class will feature tutorials, our goal is to give you as much time as possible to gain practical experience in developing your project with your team.

This program is part of Massachusetts Institute of Technology (MIT)'s Global Startup Labs (GSL) program. To get more information about the GSL program, visit the GSL website at <https://gsl.mit.edu/>. The program is run with the help of the University of Witwatersrand, Tshimologong Digital Innovation Precinct, and IBM.

## **Project**

A key component of the program is the class project. More information will be available about the project soon, but the project will essentially involve students working in teams to produce a product pitch. Teams will have to do research and work on the technical components of the project. The project will culminate in the pitch (effectively a presentation about your project - this will also be explained later), which will be given on pitch day, July 12.

## **Materials**

Most materials will be provided to you at the program. We do ask, however, that you bring a laptop to class. You'll most likely need to install relevant software on your laptop. We'll provide more information about software as the class goes on, as this can change. The software that you use will also be very dependent on the project your group chooses to pursue. If you will have difficulty accessing a laptop during the class, please let us know and we can help you find one.

## **Program Components**

- Mix of Entrepreneurship & Technology
- Entrepreneurship will be based around lectures, group exercises and cases
- Technology will consist of lectures and group-based work
- Mentoring sessions
- Leadership and Career Development Exercises
- Guest speakers (Entrepreneurs / Industry)
- There is no typical day!

## **Program Outline (Subject to Change)**

- Week 1: Introduction to Program, Ideation (Teams on Friday)
- Week 2: Defining a Market,
- Week 3: Figuring Out End Users + Personas
- Week 4: Life Cycle User Case, Preparing for Pitch Day

## **End of Course Goals**

- A viable product or service (the idea!)
- A functioning website
- A developed pitch slide (including full end user profile, market size estimations, competitive advantage, identity)

## **Contact Information**

We're here for you! If you need to contact us at any point during the course, feel free to reach out! You can always ask us questions during class, meet us a few minutes before or a few minutes after, or email us! You can reach us via email at [gsl-sa-2019-staff@mit.edu](mailto:gsl-sa-2019-staff@mit.edu). We encourage you to use this email rather than our individual emails so you reach all of us and get a faster response.