

# IAP



# IAP



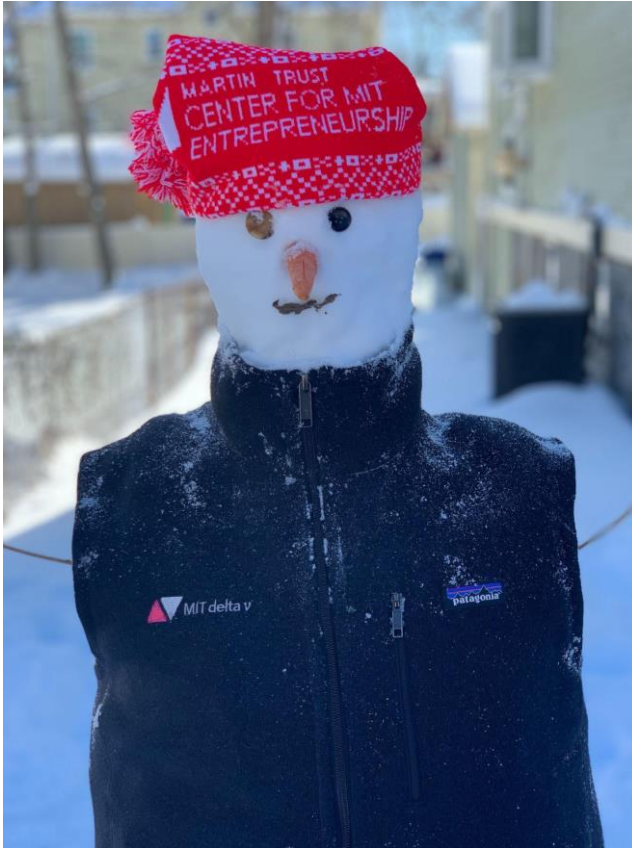
*Prepare your startup for delta v!*





# The Trust Center is MIT's entrepreneurship center.

entrepreneurship.mit.edu | E40-160



***IAP is an exciting time  
at the Trust Center!***



# StartMIT

**StartMIT  
(January/IAP)**

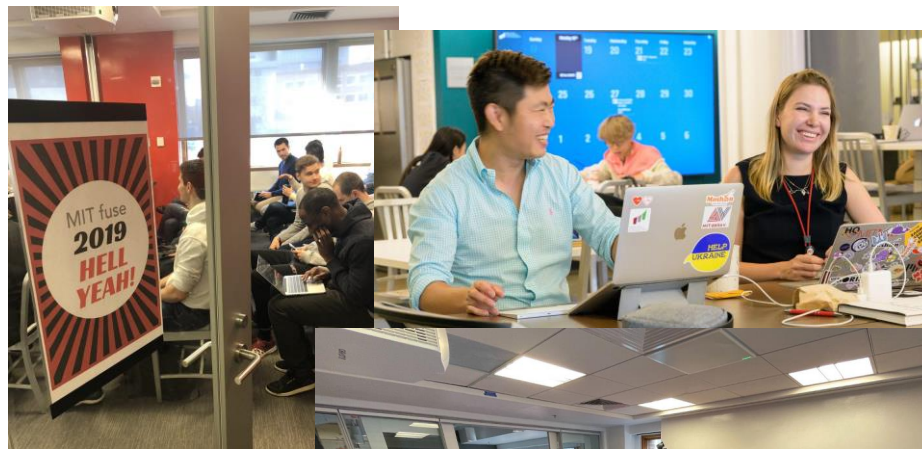
On-ramp to the entrepreneurship ecosystem at MIT for individuals and teams interested in learning more about entrepreneurship.

# MIT Fuse

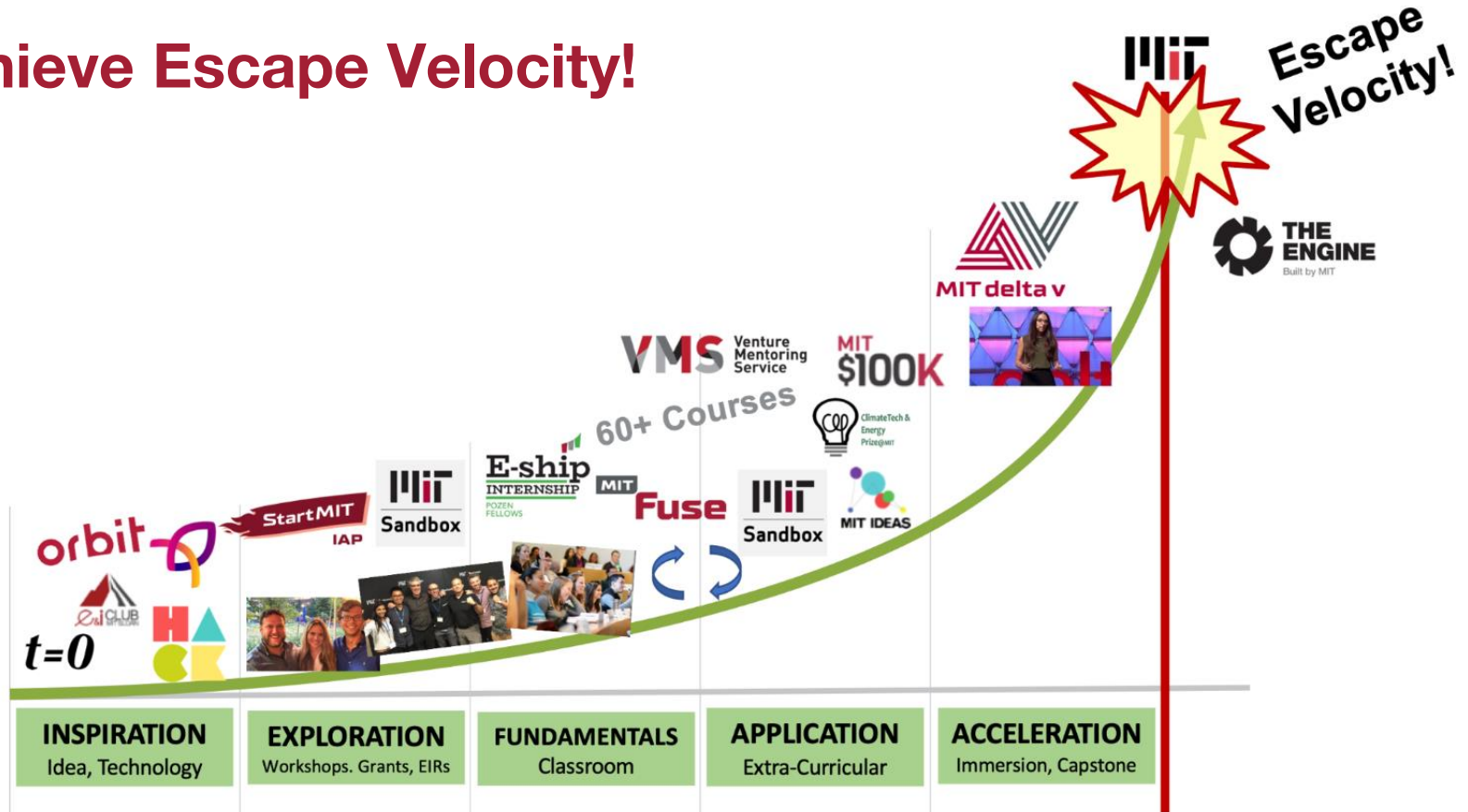
**MIT Fuse**  
(January/IAP)

Three-week sprint for startup teams with an existing idea to accelerate traction and team development.

A great way to prepare for



# Achieve Escape Velocity!





StartMIT is a 2.5 week program over January's Independent Activities Period (IAP), **January 8-24**, that aims to give any student who is curious about entrepreneurship an introduction to the skillset and mindset it requires.



# StartMIT Team



Jenny Larios Berlin, EIR



Daniela Ruiz Massieu, EIR



Susan Neal, EIR  
Director of Operations



Amrutha Killada, Associate  
Director for Programs, Events,  
and Community Management

# Daily Themes

Day 1. Welcome to StartMIT

Day 2. Ideation

Day 3. Creating your Initial Team

Day 4. Customer & PMR

Day 5. Product

Day 6. Holiday

Day 7. Go To Market

Day 8. Financials

Day 9. Entrepreneurial Life

Day 10. New York

Day 11. Storytelling & Pitching

Day 12. Where do we go from here?

Day 13. Wrap up, Final Presentations  
and Networking

# Typical Day in StartMIT



8:45am	Breakfast
9:15am	Overview of Today
9:45am	Speaker 1
11:00am	Speaker 2
Noon-1pm	Lunch and Networking
1-2:30pm	Speaker 3, Workshop
2:30pm	Teamwork & EIR Meetings
4pm	Wrap Up

# Why StartMIT?



## StartMIT is your on-ramp to entrepreneurship at MIT!

You'll spend your time over IAP

- Networking with peers across campus and working with groups to pursue startup ideas





**You'll hear from top-tier guest speakers – experienced startup founders, investors, and MIT faculty!**

# You'll have access to a mentor



Meet with EIRs and get matched with a mentor (typically MIT alum) for the duration of the January program.

- Help developing your startup idea
- Advice on entrepreneurship at MIT
- Guidance on the eship journey

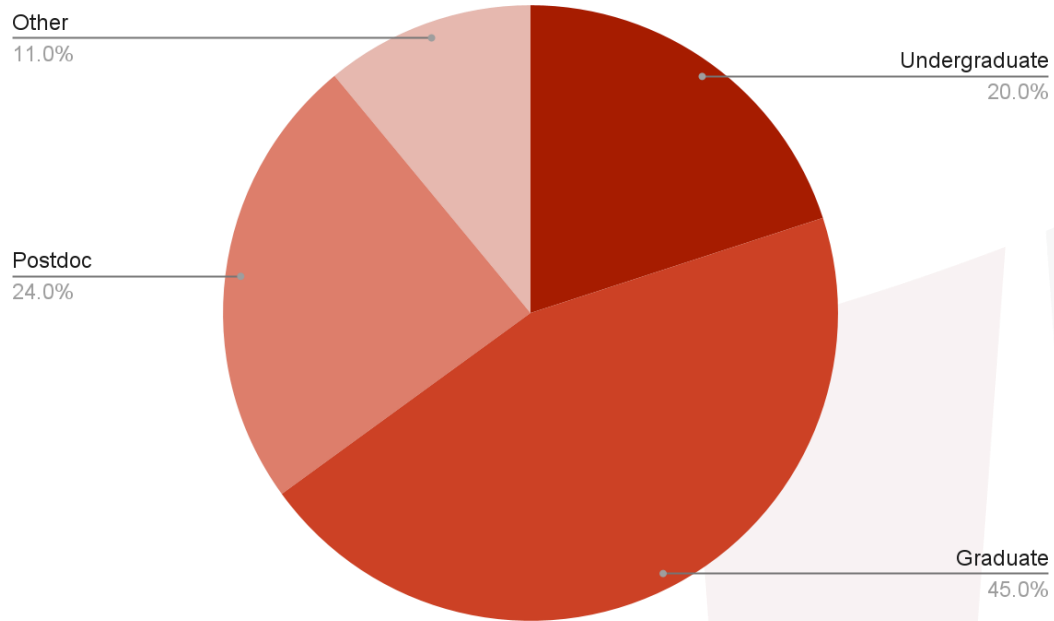
# NYC Trip

Take a trip to NYC to explore and engage in the ecosystem!

- MIT founders and alumni
- Early stage investors
- NYC startups



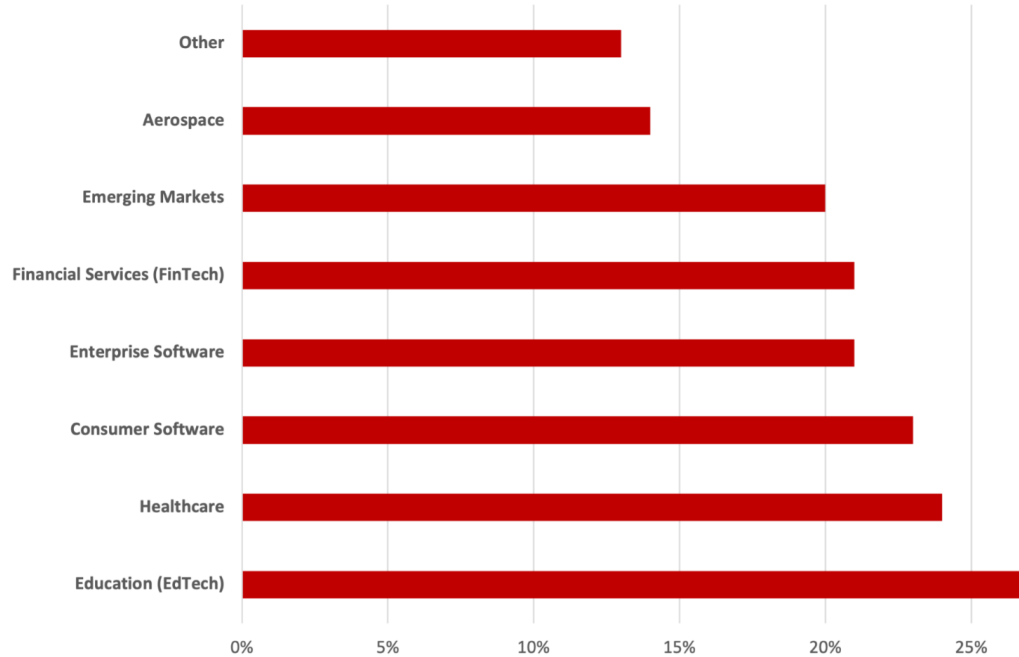
# A Cross Campus Program



Course	%
Undeclared	8%
1	2%
2	11%
3	2%
5	2%
6	24%
7	2%
8	2%
9	2%
10	5%
11	1%
15	25%
16	1%
18	1%
20	5%
22	2%
HST	2%
IDSS	2%
MAS	2%
Energy Init.	1%



# For Students Interested in Any Industry



# Course Credit



**StartMIT can optionally be taken full-time for 6 units of credit.**

StartMIT: Workshop for Entrepreneurs and Innovators

6.9300 6.9302 15.352

6 Units: 4-0-2 [P/D/F]

*Only assignments:* Final Presentation & 1 Page Reflection Paper

*Do I need a startup idea to participate?* NO!

*Are there any prerequisites?* NO!

# Key Dates



October 30

Applications Open

November 20

Applications Close

November 30

Notifications Sent

December 5

Confirmation Required

January 8

StartMIT Begins

January 24

StartMIT Ends



On-Ramp to Entrepreneurship at MIT

**Applications Close November 20th**

**Apply!** [orbit.mit.edu](http://orbit.mit.edu)

**Questions?** [startmit@mit.edu](mailto:startmit@mit.edu)



MIT

**Fuse**

***HELL  
YEAH!***





**MIT**

**Fuse**

# What is MIT Fuse?



## MIT Fuse is a startup sprint over IAP!

Answer three questions:

1. Am I working on the right idea?
2. Am I working with the right team?
3. Is the life of an entrepreneur right for me?

Prepare your team to apply to



# Ethos

**Build your startup during the academic year without the distractions of projects, papers, and presentations from classes.**

- Customized to meet your needs
- Workshops, not lectures
- Hard work, not homework





# Introducing Fuse Lite!



MIT Fuse is an in-person experience! Participants must commit to joining full-time and in-person for the duration of the program.

However, for students who are unable to join us in person, we are excited to introduce **Fuse Lite!** A pared down version of the program that is entirely remote.



# Fuser Experience: A Typical Week (In Person)



**Monday**

Goal Setting Meeting

**Tuesday**

EIR Office Hours, Workshop

**Wednesday**

EIR Office Hours, Social Ev

**Thursday**

Most Fuse-y Moments

**Friday**

No Programming

- + Ad-hoc support as needed
- + Cohort lunches & activities





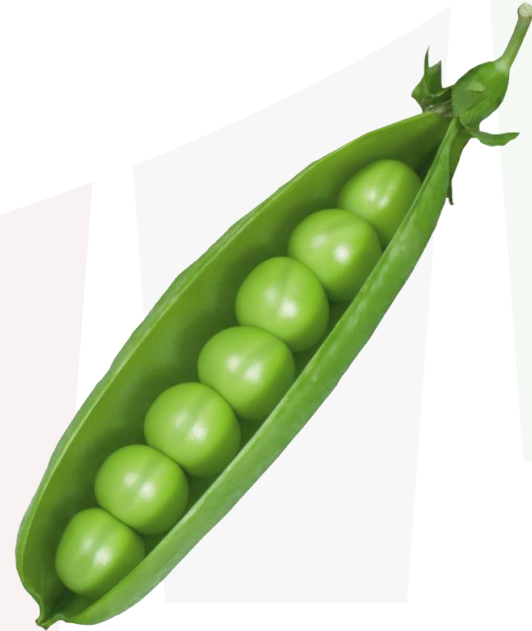
# + StartMIT Speakers & Workshops!

# Pod Meetings

**You'll be part of a small group of teams during IAP that will meet twice weekly to help and hold each other accountable.**

What happens during pod meetings:

- Facilitated by an EIR
- Share what you accomplished since last meeting
- Specific goals going forward
- Bring challenges the group can help you with
- Anything else that's on your mind



# EIR Office Hours & Workshops

**Hear from and work with experienced entrepreneurs. EIRs and Guest EIRs are available throughout the program to push you and your venture forward!**

Example Workshops:

- Primary Market Research
- Co-Founder Dynamics
- AI Tools for Your Startup
- Q&A with Recent Alums



# Social & Cohort Building

**We invest in building the cohort by hosting social outings and events and we expect you to do the same throughout IAP.**

Example Events:

- Cookies and cocoa
- Ice skating
- Bowling



# Program Components

## Fuse (100% In-Person)

Pod Meetings

Office Hours

Workshops

Access to StartMIT

Free Weekly Lunch

Social Events

Final Presentations

## Fuse Lite (Remote)

Pod Meetings

Office Hours

Workshops

*Full-team needs to be either  
all remote or all in-person.*

# Who Should Apply

- Teams should have **2-5 founder-level team members**
  - Solo founders are welcome to apply but are less likely to be accepted
- Team must have at least **one student enrolled** in an MIT degree program
  - Postdocs are also welcome!
- Teams prepared to make a **full-time commitment** in-person (online for Fuse Lite)
  - That means no other IAP programs!
- Team is already working on the venture and has **demonstrated traction**
- Team is *hungry* and **ready to work hard** over IAP!



# Application Process

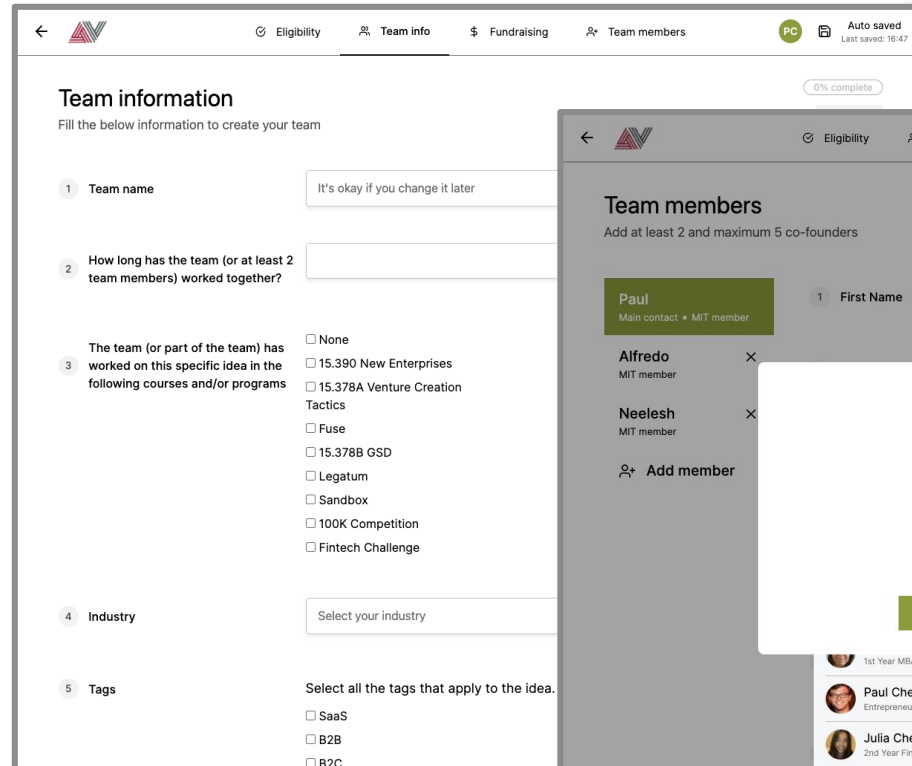
## Applications Open October 30th


- 1-Minute Video
- Team Information
- Idea Overview

## Applications Close November 20th

## Teams Notified by November 30th

Apply Online: [orbit.mit.edu](https://orbit.mit.edu)



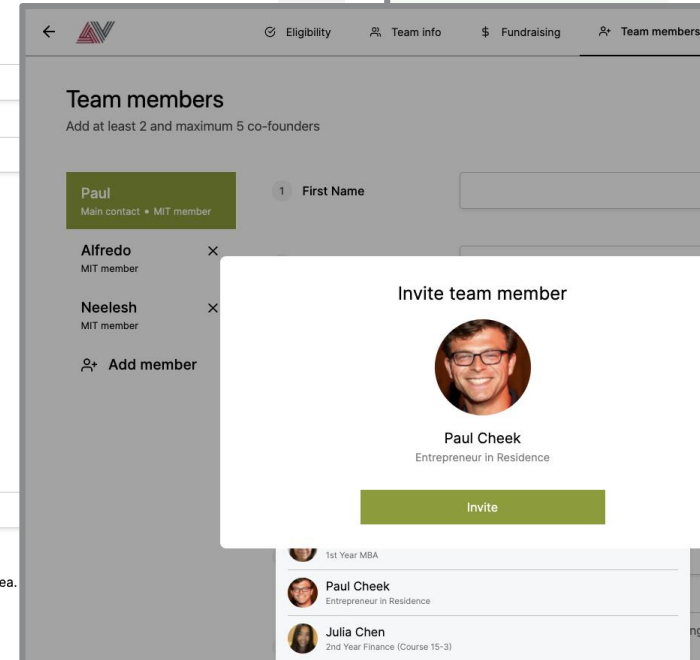
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### Team information

Fill the below information to create your team

- 1 Team name
- 2 How long has the team (or at least 2 team members) worked together?
- 3 The team (or part of the team) has worked on this specific idea in the following courses and/or programs
  - None
  - 15.390 New Enterprises
  - 15.378A Venture Creation Tactics
  - Fuse
  - 15.378B GSD
  - Legatum
  - Sandbox
  - 100K Competition
  - Fintech Challenge
- 4 Industry
- 5 Tags 
  - SaaS
  - B2B
  - B2C




←  Eligibility Team info Fundraising Team members PC Auto saved Last saved: 16:47


### Team members

Add at least 2 and maximum 5 co-founders

- Paul  
Main contact • MIT member
- Alfredo  
MIT member
- Neelesh  
MIT member




 Add member

Invite team member



**Paul Cheek**  
Entrepreneur in Residence

Invite

-  1st Year MBA
-  **Paul Cheek**  
Entrepreneur in Residence
-  **Julia Chen**  
2nd Year Finance (Course 15-3)

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**November 30**

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**December 5**

Confirmation Required

**January 8**

Fuse Begins

**January 25**

Fuse Ends

# MIT Fuse Team



Ben Soltoff  
EIR



Macauley Kenney  
EIR



Ylana Lopez  
Academic Programs and Events  
Coordinator



Paul Cheek  
Executive Director, MTC

# MIT Fuse

The Trust Center Startup Sprint

**Applications Close:  
November 20th**

**Apply!** [orbit.mit.edu](https://orbit.mit.edu)

**Questions?** [mitfuse@mit.edu](mailto:mitfuse@mit.edu)



# Key Dates



**October 30**

Applications Open

**November 20**

Applications Close

**November 30**

Notifications Sent

**Early December**

Confirmation Required

**January 8**

StartMIT & Fuse Begin

**January 24**

StartMIT Ends

**January 25**

Fuse Ends



# Applications Close November 20th!

Apply Online: [orbit.mit.edu](https://orbit.mit.edu)

# 15.368 Disciplined Entrepreneurship Lab

*Work with a startup company over IAP.*



**Kickoff:** January 5th 10am – 11am

**Final Presentations:** Early Feb, 2023

**Deliverables:** 5 Slide Presentation  
and 2 Page Reflection

**Credits:** 6



**Thank You!**



**Questions?** [startmit@mit.edu](mailto:startmit@mit.edu)



**Questions?** [mitfuse@mit.edu](mailto:mitfuse@mit.edu)

[entrepreneurship.mit.edu](http://entrepreneurship.mit.edu)

