WE SEEK TO FIX THE WORLD THROUGH INNOVATION
BY CREATING POWERFUL INNOVATION COMMUNITIES
THAT SUPPORT EXCEPTIONAL ENTREPRENEURS
DOES IT WORK?
WE HAVE CREATED THE WORLD’S **LARGEST CLUSTER** OF INNOVATIVE COMPANIES IN KENDALL SQUARE.
CIC’S CLIENTS HAVE ATTRACTION SUBSTANTIAL AMOUNTS OF CAPITAL.

- **€1.4B** Raised by companies originally headquartered at CIC since 2001
- **€1.4B** In publicly disclosed exits
- **€5.2B** In venture capital under management within CIC
CIC ENTREPRENEURS
GENERATE
WORLD-CHANGING IMPACT.

RICH MINER,
ANDROID
CIC HAS CONTINUOUSLY GROWN + SPUN OUT COMPANIES, GENERATING APPROXIMATELY 40,000 INNOVATION ECONOMY JOBS.
CIC CAMBRIDGE HAS PLAYED A KEY ROLE IN TRANSFORMING KENDALL SQUARE.

KENDALL SQUARE GROWTH:
+ 2 TIMES BOSTON
+ 3 TIMES AS MUCH AS THE AVERAGE OF 10 US CITIES

10 US CITIES*

<table>
<thead>
<tr>
<th>Year</th>
<th>2004</th>
<th>2013</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>25</td>
<td>32</td>
<td>29%</td>
</tr>
</tbody>
</table>

BOSTON

<table>
<thead>
<tr>
<th>Year</th>
<th>2004</th>
<th>2013</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>31</td>
<td>44</td>
<td>44%</td>
</tr>
</tbody>
</table>

KENDALL SQUARE

<table>
<thead>
<tr>
<th>Year</th>
<th>2004</th>
<th>2013</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>26</td>
<td>52</td>
<td>97%</td>
</tr>
</tbody>
</table>

* New York City, San Francisco, San Jose, Austin, Seattle, Boston, San Diego, Philadelphia, Raleigh Durham, Atlanta, Denver, Baltimore, St. Louis, Miami, Chicago
IMPACT ON KENDALL SQUARE IS NOT JUST RENTS

Nearly 1000 housing units built and occupied in Kendall Square over the last 6 years.

20+ locally owned restaurants opened in the last four years.

CIC and its former clients currently account for 10% of the 557,000 square meters of office space in the Kendall Square real estate market.

One of the most attractive innovation districts in the world.
WHY DOES IT MATTER?
STARTUPS CREATE MOST NEW JOBS IN THE UNITED STATES

The Importance of Startups in Job Creation and Job Destruction, T. Kane, The Kauffman Foundation, July 2010 http://goo.gl/eMSqe
WHY DOES IT WORK?
THIS CLUSTERING YIELDS RESULTS, AS INCREASED PROXIMITY LEADS TO INCREASED COLLABORATION.

<table>
<thead>
<tr>
<th>office location</th>
<th>total pairs</th>
<th>% collaborating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Same corridor</td>
<td>243</td>
<td>10.1%</td>
</tr>
<tr>
<td>Same floor</td>
<td>1038</td>
<td>1.9%</td>
</tr>
<tr>
<td>Different floor</td>
<td>1736</td>
<td>0.3%</td>
</tr>
<tr>
<td>Different building</td>
<td>1261</td>
<td>0.4%</td>
</tr>
</tbody>
</table>

Source: Kraut and Egido, Bell Communications Research, and Galegher, University of Arizona, 1988.
WHAT IS THE OUTLOOK?
VENTURE CAPITAL IS HEALTHY

Venture Capital Investments ($ Billions)
1985 to 2014

Source: NVCA 2015
### 2014 Investments By State

<table>
<thead>
<tr>
<th>State</th>
<th>Number of Companies</th>
<th>Pct of Total</th>
<th>Investment ($ Millions)</th>
<th>Pct of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>1,810</td>
<td>42%</td>
<td>28,103.0</td>
<td>57%</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>390</td>
<td>9%</td>
<td>4,639.5</td>
<td>9%</td>
</tr>
<tr>
<td>New York</td>
<td>438</td>
<td>10%</td>
<td>4,300.7</td>
<td>9%</td>
</tr>
<tr>
<td>Texas</td>
<td>188</td>
<td>4%</td>
<td>1,517.7</td>
<td>3%</td>
</tr>
<tr>
<td>Washington</td>
<td>112</td>
<td>3%</td>
<td>1,241.2</td>
<td>3%</td>
</tr>
<tr>
<td>Illinois</td>
<td>99</td>
<td>2%</td>
<td>1,069.3</td>
<td>2%</td>
</tr>
<tr>
<td>Florida</td>
<td>45</td>
<td>1%</td>
<td>862.5</td>
<td>2%</td>
</tr>
<tr>
<td>Colorado</td>
<td>87</td>
<td>2%</td>
<td>793.1</td>
<td>2%</td>
</tr>
<tr>
<td>Utah</td>
<td>42</td>
<td>1%</td>
<td>783.2</td>
<td>2%</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>189</td>
<td>4%</td>
<td>774.7</td>
<td>2%</td>
</tr>
<tr>
<td>All Others</td>
<td>961</td>
<td>22%</td>
<td>5,225.9</td>
<td>11%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4,361</strong></td>
<td></td>
<td><strong>49,310.7</strong></td>
<td></td>
</tr>
</tbody>
</table>

Source: NVCA 2015
The Martin Trust Center for MIT Entrepreneurship provides the expertise, support and connections needed for MIT students to become effective entrepreneurs. We serve all MIT students, across all schools, across all disciplines.

**MIT STANDARD OF EXCELLENCE AND RIGOR:** We provide the highest-quality education, advising and practical experience.

**COLLABORATION:** We work closely with other MIT departments, labs, centers and groups to connect students with the best entrepreneurship programming across the Institute.

**DIVERSITY:** Entrepreneurship required diversity of opinion and diversity of people. Throughout our courses, advising and programming, we combine a range of critical perspectives.

**EXPERIMENTATION:** Each year we try new programs and activities. If we fail, we learn in the process. When we succeed, we aim to scale rapidly.

**HONEST BROKER:** Neither the Center nor its faculty or staff take a "piece" of the new companies that we nurture and assist. Our only goal is the student’s long-term entrepreneurial success.

**MENS ET MANUS:** True to the motto of MIT, in all of our courses and throughout our activities, we operate on a hybrid model that fuses academic and practitioner perspectives.

http://entrepreneurship.mit.edu/

The inaugural MIT Sloan Innovation Showcase is a forum for MIT Sloan alumni to present new business ventures. Each entrepreneur is given 60 seconds to deliver the critical differentiating elements of their business idea. Presenters and attendees will have the opportunity to connect at an open house following the program.

**Hosted by:**
Office of External Relations
Martin Trust Center for MIT Entrepreneurship

**Masters of Ceremonies:**
Donna Russell
Director, Alumni Relations, Annual Giving & Events
MIT Sloan Office of External Relations

**Keynote Speaker:**
Tim Rowe, MBA 1995
Chief Executive Officer and Founder
Cambridge Innovation Center
MOVIEPIGS
Perihan AbouZeid, MBA 2015
perihan.abouzeid@gmail.com
MoviePigs is a mashup of Netflix and KickStarter for international films.
www.moviepigs.com

CANNONBALL
Raffaele Colella, MBA 2011
raffaele@cannonball.io
Cannonball is an email app for reorganizing your inbox.
www.cannonball.io

SHORTLIST
Andrej Danko, SF 2014
andrej.danko@sloan.mit.edu
Shortlist displaces costly headhunters and brings senior-level recruiting online for the first time.
joinshortlist.com

HOPPININ, INC
Noel Dill, SM 1973
noel.dill@hoppinin.com
Hoppinin is a mobile app that allows users to create, publicize, and hear about local events (Hops).
hoppinin.com/

DYNAMO MICROPPOWER
Jason Ethier
(Representing John Bourneuf, SF 1985)
john.bourneuf@outlook.com
Dynamo will provide electric, pneumatic, hydraulic, and thermal power for oil and gas applications.
www.dynamo-micropower.com

PYRUS
Daniel Heyman, MBA 2014
heyman@mit.edu
Pyrus is an app to make professional networking better for individuals and teams.
www.pyrus/

SPROUTUP
Nitin Jain, EMBA 2014
nitin@sproutup.co
SpoutUp is focused on helping emerging products transition from their early stage to successful viral brands by connecting product creators with enthusiastic consumers and social influencers.
www.sproutup.co

DOCTELLA
Ayesha Khalid, SF 2014
akhalid@mac.com
Doctella is an online tool that allows patients and their doctors to communicate easily.
www.doctella.com

DISPLAYLINK
Graham O’Keeffe, SM 1990
graham.okeeffe@displaylink.com
DisplayLink makes it easy to connect any device to any display using USB or Wifi.
www.displaylink.com

PURE WATERCRAFT
Andy Rebele, MBA 1995
ahr.mit@spamex.com
Pure Watercraft is dedicated to making boating quiet, clean, and high performance.
www.purewatercraft.com

ALKANZA
Fabio Robayo, MF 2014
fabio.robayo@alkanza.us
Alkanza is an easy to use automated platform to manage your investment accounts and help you set up a low cost, highly diversified portfolio to achieve fair returns.
www.alkanza.us

SHTRANDS
Lacramioara Schulte auf’m Erley, EMBA 2014
qs@shtrands.com
Shtrands is an online platform that delivers luxury products through a highly customized hair care regime to recreate the salon feel at home.
www.shtrands.com

LAGNIAPP
Swaminathan Sekar, LGO 2010
swaminathan.sekar@gmail.com
Lagniapp transforms the customer dining experience by connecting you directly with service professionals.
www.lagniapp.me

BUSINESS PLANNING FOR HEALTH
Judith Seltzer, SF 2000
judithseltzer@yahoo.com
Business Planning for Health is an online program created by MSH to help NGOs diversify their revenue streams through income generating innovations.

ARISE IMPACT
Abhishek Syal, MBA 2015
syal_a@mit.edu
Arise Impact is a not-for-profit dedicated to developing and disseminating self-learning content, games, and apps to increase employment for the differently abled.
www.ariseimpact.org

FINIDEX
Avi Weiss, MBA 1999
avi.j.weiss@gmail.com
Finidx is an application for sharing financial analysis — direct to user and 3rd party access.
www.finindex.com
Netflix meets KickStarter for international films

@MoviePigs
peri@moviepigs.com

Perihan AbouZeid, MBA 2015
MoviePigs
• Cannonball organizes your inbox
• Turns email into a magazine-like experience
• Native on iPhone and iPad
• $1.3M seed raised
• MIT Sloan & MIT/Caltech cofounders

MIT Sloan Investors

Ed Roberts (BoD)

Jeff Shames

Bob Pozen

Michael Scott Morton

Bob Merton
Shortlist replaces executive recruiters and brings senior-level hiring online for the first time.

www.joinshortlist.com
Find fun local HOPS
Wherever and whenever you are!

• Street performers
• Block party
• Yard sale
• Food trucks
• Pickup soccer
• World’s biggest snowball fight

Create your own HOPS
We tell the world!
Why not power this... .... by burning this→

It’s a complex Problem

Producing lower cost power, more reliably

A new power solution is needed

Energy content of fuel varies with time

Jason Ethier (Representing John Bourneuf, SF 1985)
Dynamo Micropower
What?
Relationship management made easy, for individuals and small teams

How?
No Data Entry
Mobile First System
Smart Reminders
Syncing Across Teams

Stage?
Private Beta | 12+ business signed up | Angel Funding

Let’s Talk! Dan@Stack.Al

Daniel Heyman, MBA 2014
Pyrus
There are three classes of people: those who see, those who see when they are shown, those who do not see.

- Leonardo Di Vinci
Your solution for enabling patient-centered care

$17B healthcare spending for medical errors

Greater than $2/3 of serious medical errors are due to communication breakdown

Available on the iPhone App Store and Android on Google Play

Ayesha Khalid, SF 2014
Doctella
DisplayLink™

connect any display to any device with USB or WiFi

application
technology

DisplayLink Chip
Plug and Display™
DisplayLink App

customers
users

lenovo
TOSHIBA
AOC
FUJITSU
acer
ASUS
Targus

Microsoft
Intel
SIEMENS
GE
AT&T
Time Warner Cable
AstraZeneca
Lockheed Martin
Starbucks

Graham O’Keeffe, SM 1990
DisplayLink
Pure Watercraft was founded to take recreational boating from the 1960’s to Tesla level technology in one leap.

The Problem:
- Boats pollute far more than cars do, and are noisy
- Fueling is inconvenient and expensive
- Boaters don’t know their own fuel economy, but know it’s bad
- Maintenance is a constant headache

The Solution, Step 1: Outboard motor, battery, and charging system
- Large and growing market: in our initial power range alone, 50K units/year in the USA, 2 mm in the field. International 5X larger
- Zero pollution, minimal noise & maintenance, 5x lifetime of conventional, easy recharging on dock or anywhere there’s power
- End-to-end efficiency much higher than alternatives
- TCO less than conventional after ~ 6 years of daily use
- Status: prototype nearly complete

Andy Rebele, MBA 1995
Pure Watercraft
**Automated Investment Advisor**

**Our Value Proposition**

1. **Ease of Use**
2. **Low Cost**
3. **Superior Performance**

**Achieved through**

- **Financial goals setup**
  - Applied behavioral finance and economics used to properly define financial goals

- **Investment Portfolio definition**
  - ETF portfolio selection through automated algorithms specifically designed to reach our clients’ financial goals

- **Implementation and Evaluation Process**
  - Automated implementation in user’s brokerage account
  - Periodic rebalancing based on daily portfolio performance review

- **Our 3 step process**
  - Intuitive user interface that enables the user to establish and understand her financial goals
  - Obtains adequate diversification and strategic asset allocation using state-of-the-art computational finance methodologies

- **Alkanza is part of a growing market trend of passive portfolio management that requires minimum effort from the client**

Fabio Robayo, MF 2014

Alkanza
We send women the right hair products

Lacramioara Schulte auf’m Erley, EMBA 2014
Invest in Lagniapp

chetan@lagniapp.me
swaminathan@lagniapp.co

Swami Sekar, LGO 2010
Lagniapp
An on-line business planning program breeding a new sector of entrepreneurs

- 6 Continents
- >50 Countries
- 100s Organizations
- 7 Modules
- 5 Months
- 3 Languages

- $20 million and counting...but it’s not enough

Judith Seltzer, SF2000
Recovery Gear
ARISE Impact

Market linked skill-set training for differently-abled
STRUCTURED COLLABORATION
NOT Chat. NOT “Twitter-like”. FINIDEX provides a tool that organizes collaboration in defined frameworks enabling meaningful analysis.

INTERNATIONAL
Potential for greater interaction with non-English speaking users due to structured format of interaction vs. reliance on English-based blog / chat communications

MULTI-SOURCE IDEAS
Users include any individual, company or automated system.

OPEN PLATFORM
Accessible through the FINIDEX web app.

Available through the FINIDEX api, which companies access on behalf of their users/clients. It is also available for automated systems.

MANY USES
- Aggregate statistics
- Thematic Investing
- Investing Strategies
- Indexes
- Relative Value and Valuation
- News
- Other