

# MIT Sloan Reunion Weekend

## **Using GenAI in the Class Room for Entrepreneurship: Orbit, JetPack, Lessons Learned & Directions**

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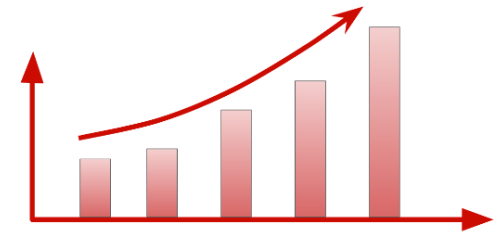
# 7 Years Ago: Trust Center Two Objectives

- Improve Student Experience
- Measure and Improve Outcomes

# Our Realities

- Increased Demand for Entrepreneurship
- Decentralized and Constantly Evolving Entrepreneurial Offerings at MIT

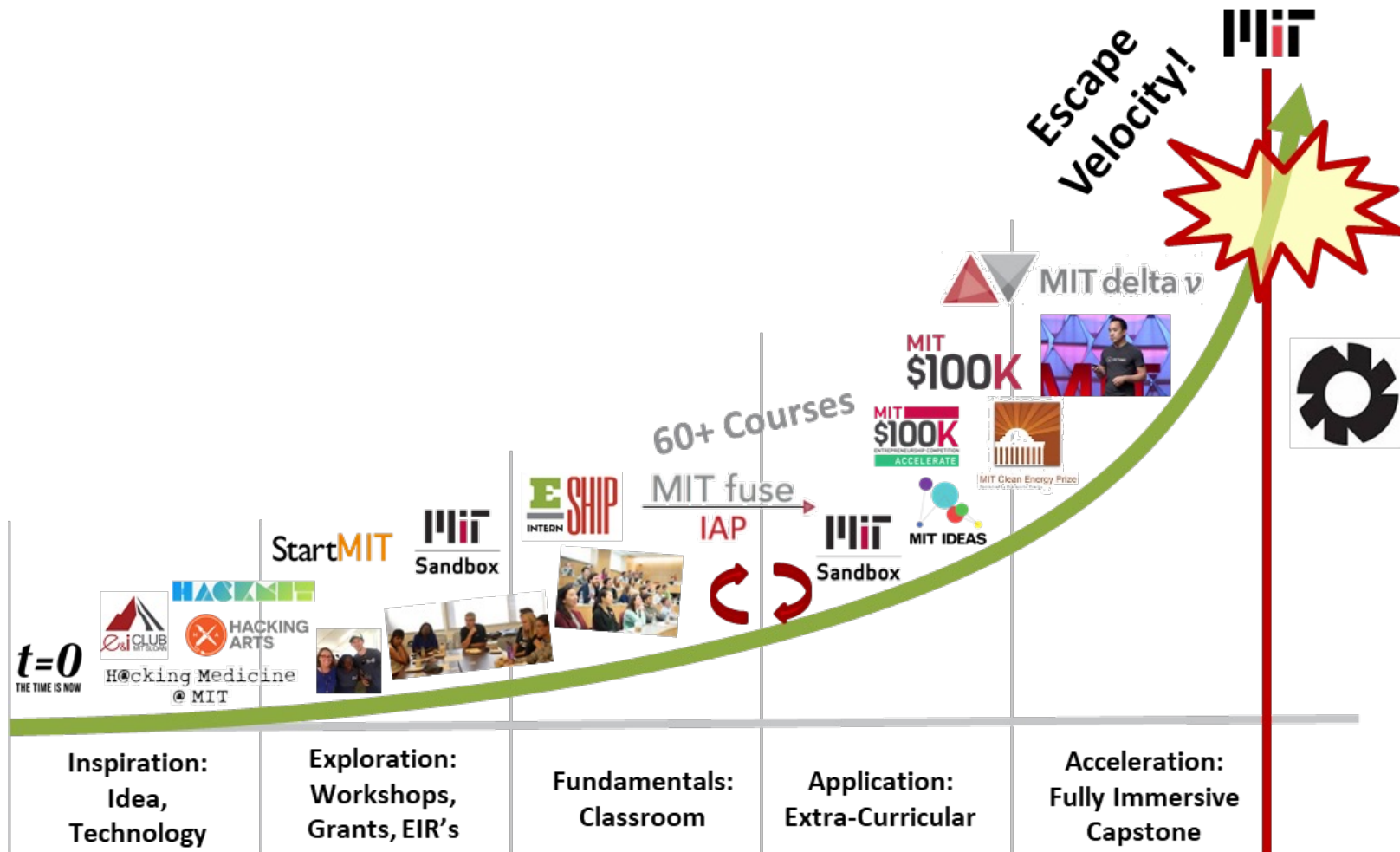
UP AND TO THE RIGHT



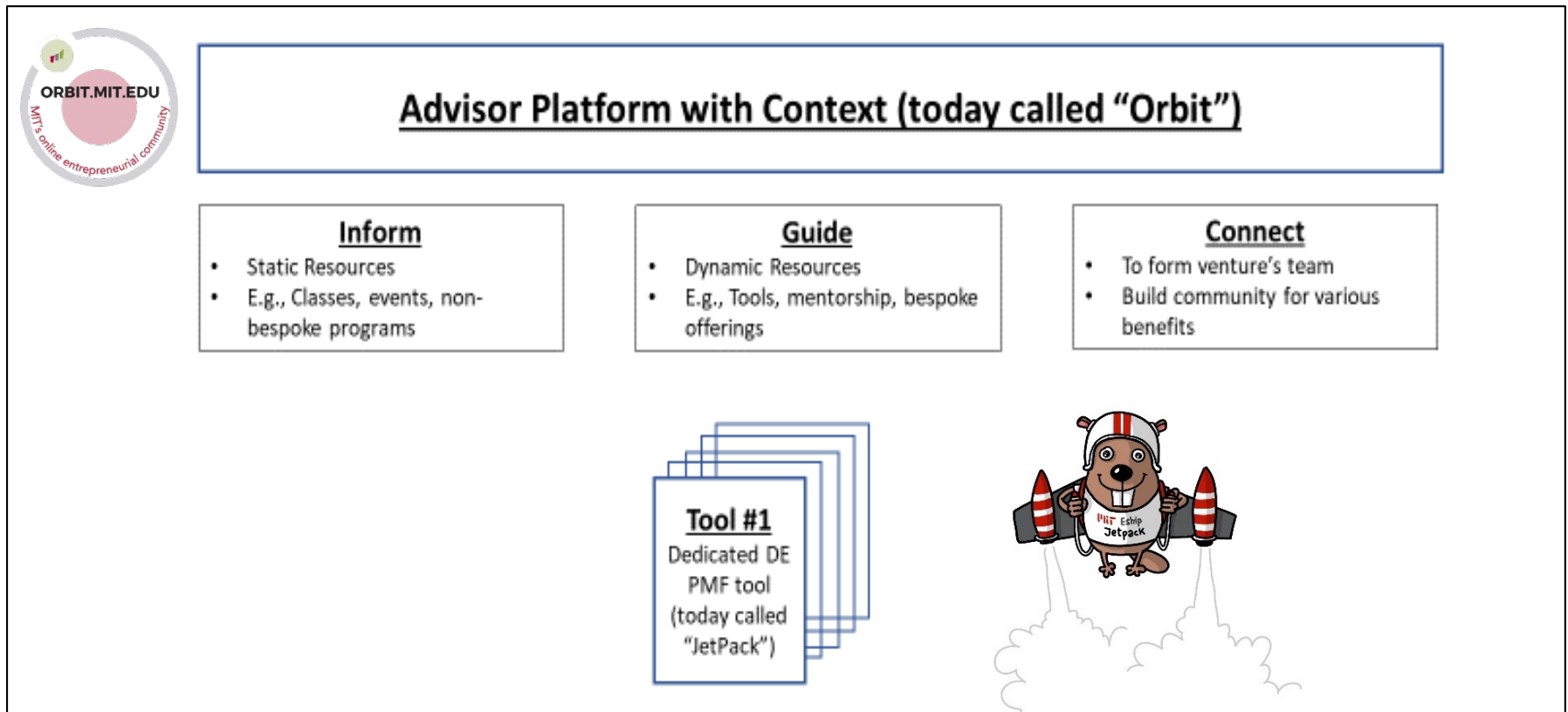
# Conclusions Using Our Own Methodology

- Meeting the Students Where They Are
- Each Customer Journey Is Unique
- People Alone Is Not a Scalable nor the Best Solution

# The Student/Customer Journey



# Orbit vis-à-vis JetPack



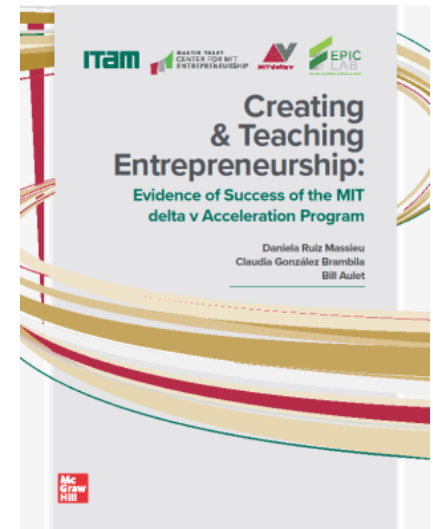
# Demo

Can View JetPack Product Demo at:

<https://www.youtube.com/watch?v=ULuptPyECUA>

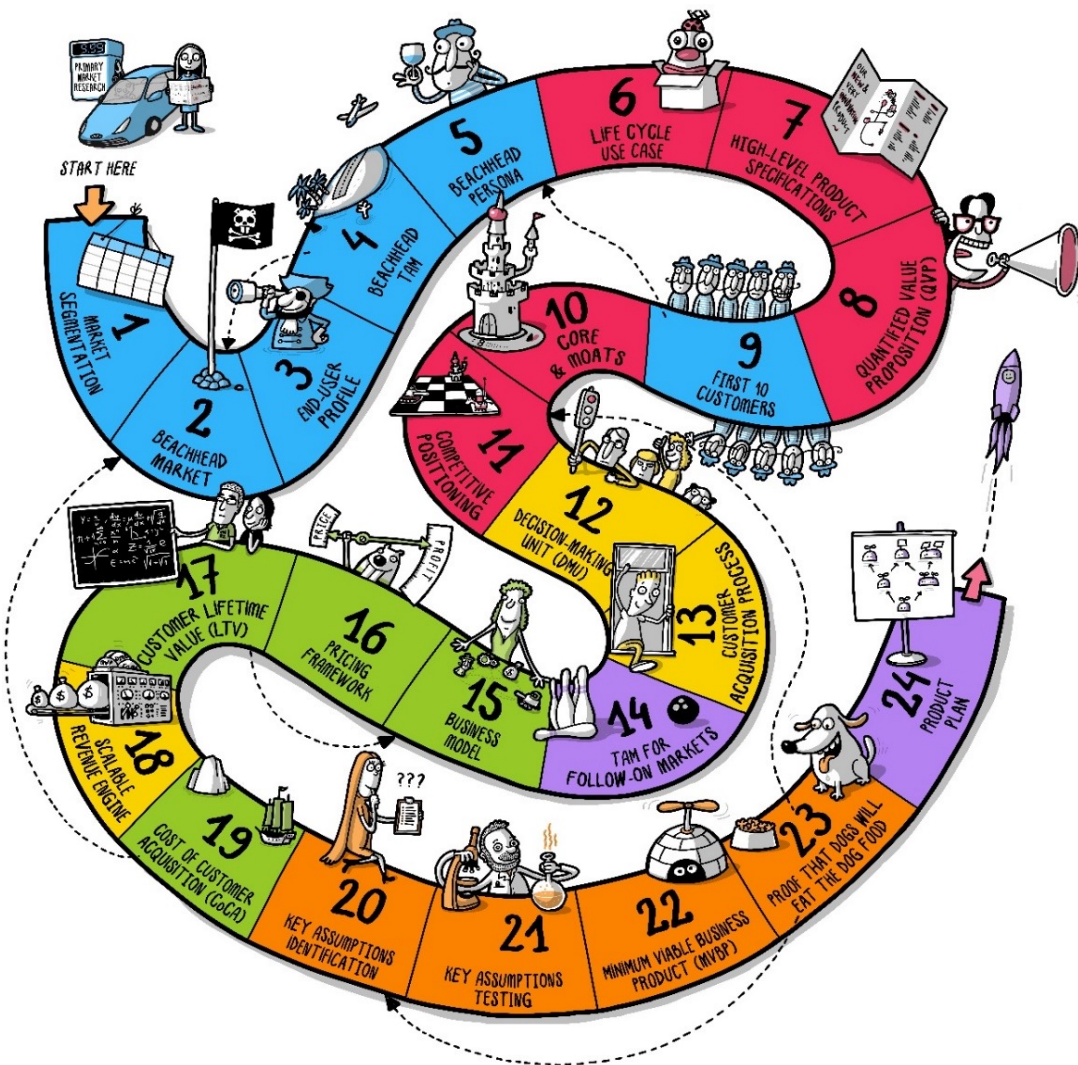
# What is JetPack?

- Series of AI Tools for Entrepreneurs to Create New Ventures
- First is DE JetPack Entrepreneurship AI Assistant Specifically for Product-Market Fit
- Builds Off 20 Years of Refining the Disciplined Entrepreneurship Methodology
- Multiple Studies to Show Efficacy





# Systematic & Proven Methodology



## WHO IS YOUR CUSTOMER?

- 1 Market Segmentation
- 2 Beachhead Market
- 3 End-User Profile
- 4 Beachhead Market TAM
- 5 Beachhead Market Persona
- 9 First 10 Customers

## WHAT CAN YOU DO FOR YOUR CUSTOMER?

- 6 Full life cycle use case
- 7 High-level product specifications
- 8 Quantified value proposition
- 10 Core & moats
- 11 Chart your competitive position

## HOW DOES YOUR CUSTOMER ACQUIRE YOUR PRODUCT?

- 12 Decision-making unit (DMU)
- 13 Customer acquisition process
- 18 Scalable revenue engine

## HOW DO YOU MAKE MONEY OFF YOUR PRODUCT?

- 15 Business model
- 16 Pricing framework
- 17 Customer lifetime value (LTV)
- 19 Cost of customer acquisition (CoCA)

## HOW DO YOU DESIGN AND BUILD YOUR PRODUCT?

- 15 Key assumptions identification
- 16 Key assumptions testing
- 17 Minimum viable business product (MVBp)
- 19 Proof that dogs will eat the dog food

## HOW DO YOU SCALE YOUR BUSINESS?

- 14 TAM size for follow-on markets
- 24 Product plan



10 Cohorts  
181 Teams  
692 Participants  
322 Respondents

#### TRADITIONAL METRICS

61% Companies Still Active or Acquired  
69% Companies Still Active or Acquired (Last 5 Years)  
63% Projects Raised Funding  
\$1B Raised

#### ALIGNMENT WITH MIT'S MISSION

89% Aligned with UN Sustainable Development Goals

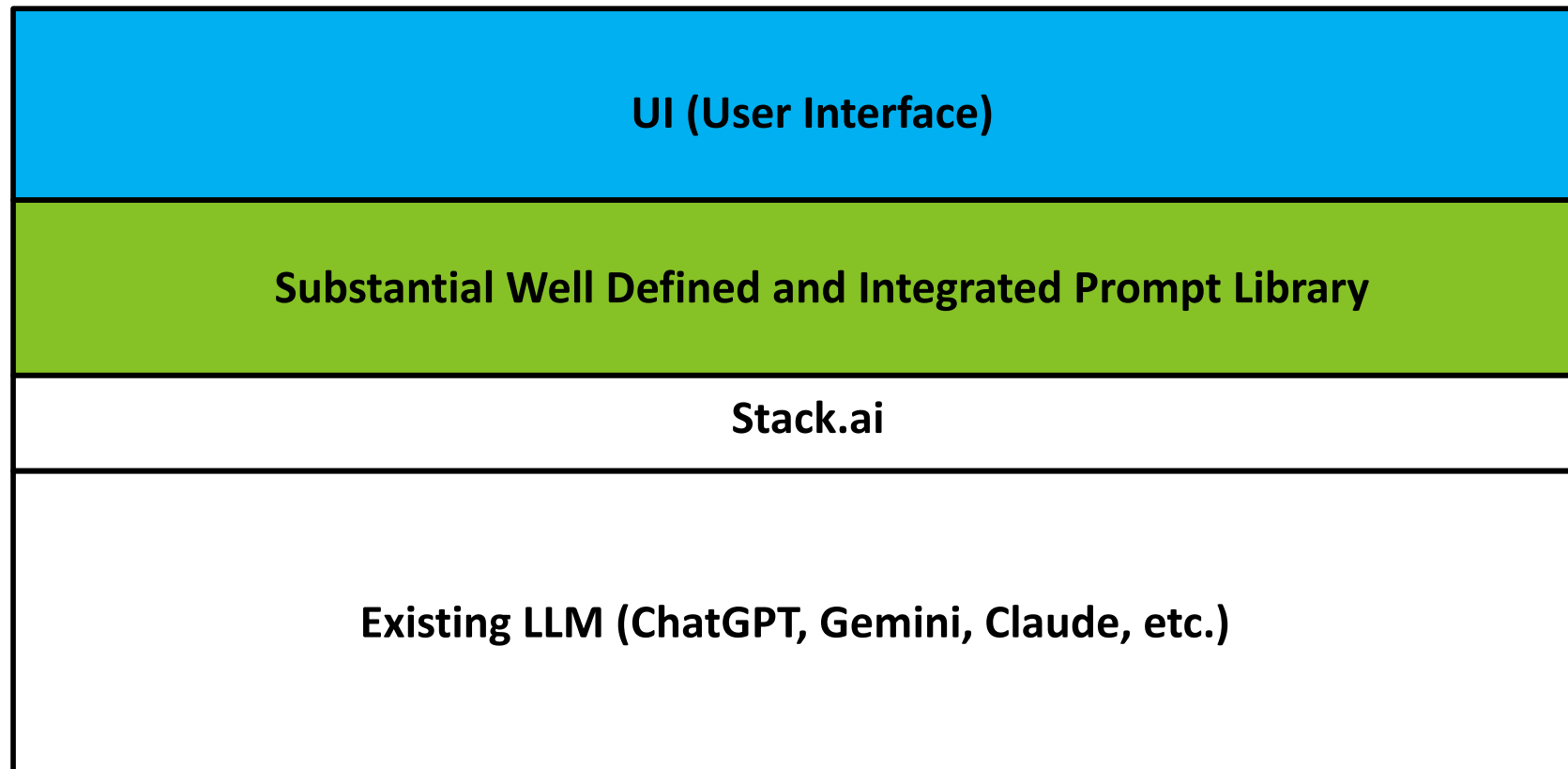
#### DIVERSITY

23% Teams with Female CEO (First 5 Years Average)  
39% Teams with Female CEO (Second 5 Years Average)  
55% Teams with Female CEO (2022 Cohort)

#### CONTINUED ACCELERATION

37.5% Companies Accepted to YC, Techstars, MassChallenge, etc.

# Architecture of JetPack



***Key Consideration: Control of Data Generated in JetPack***

# Techniques Used

1. Clear on What JetPack is and What it is Not
2. Must Use
3. Must Show Work (e.g, output, iterations)
4. Must Go Beyond (e.g., interpret and adjust outcome)
5. Use Other Tools (e.g., ChatGPT) as Well
6. Discussion Tool to Build Team Coherence

# Lessons Learned ... So Far

- Shrinks Time & Effort of Venture Creation Process – Dramatically
- What Do You Do With that Extra Time?
- Puts New Emphasis on:
  - Primary Market Research
  - Creative Problem Solving
  - Team Building and Leadership
  - Forming and Testing Hypotheses, Quickly

# Bigger Picture for Us

- Fundamentally and Forever Changes Entrepreneurship Education and Entrepreneurship Itself
- When Combined with Orbit, Promises to Make Field More Rigorous
- Now We Will Have Longitudinal Micro-Data to Measure Efficacy of Frameworks/Tools, hence improved **outcomes**

“He who is not being  
born is busy dying.”

Bob Dylan

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# Improvement and Future

- Orbit
- Collaborating with Other Schools to Develop Their Instantiations of Orbit and More JetPacks
- Probably Open Source But Not Clear At This Point, Changing So Rapidly



# Credit

- ✓ Paul Cheek
- ✓ Doug Williams
- ✓ Donors: Scott Maxwell and Rob Ketterson

# Questions?



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