Who are We?

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• Economics of innovation and e-ship
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What is E-Lab?

• A project-based action learning course

• Diverse teams work with startups on real projects
What is in it for you?

• Those that want to work on a project with a startup
• Learn about entrepreneurship
• Learn about how to scope and solve a project
• And make a difference!
Skills and Experiences Gained

• Learn to deal with lots of ambiguity
  • how to "fill the vacuum"

• Learn to work in a constantly changing environment
  • how keep things "on the rail"

• Learn to work in a diverse team with members of different backgrounds/skills/work-methods
  • how to “be effective, get things done”

• Experience the challenges of growing a startup
Keys To Success: Work Hard & Smart

• Invest in a **positive and synergistic team**
• Develop an **interactive relationship with your startup**
• Understand the potential **fit between the E-Lab Project and the strategy of the startup**
• **Passion** to make a difference
• **Ask for help** as soon as you think you need it!
• **Front-load your effort!**
E-Lab: Roadmap & Grading

Key Deliverables:
- Learning about your project company via 24 steps and draft of scope (10%)
- Intermediate Presentation (10%)
- Final Presentation (30%)

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Project Stages:
- Scoping
- Planning, Collect, Hypotheses, data
- Collect, Analyze data
- Analysis, Recommendations
- 360° Team Evaluation (15%)

+ Weekly class attendance and participation (25%)
+ Weekly team workshops in class (10%)
+ Weekly meetings with your startup
Team Structure and Management

• Teams are 4-5 individuals

• We will start building teams later after we receive your survey.

• We will strive to have each team will be diverse, in terms of skills and in terms of problem-solving orientation

• Each team member is a teacher and a student

• Each team member is part of a team
Problem Definition and Scope

Company Summary: 2-3 Sentences Summarize the purpose of the company and its product capabilities (or concept)

Problem Definition:
The root problem from the perspective of the company

Project Scope: The project to be completed during the semester which relates to the problem definition identified by the company.

Deliverables: The specific work items to be completed over the course of the project to be presented to the class and delivered to the company.

Key milestones

Measures for success
Current Semester: projects

• Finding a commercial application for a new product—Sports
• Developing a pricing model then a pivot: Helping a company understand how they do business in a covid-19 environment—Construction
• Develop messaging and model data for a cryptocurrency regulation firm—Fin-tech
• Analysis of Customer buying behavior—Beauty Products
• Research for new markets for a current product—Ink products
• Research the process for securing contracts with Netflix, Coursera etc. Recommend other potential customer markets—Education
Moonshot Thinking
When Kennedy said we’re going to put a man on the moon - It’s about the fact that he said “We don’t know how to do this yet, and we’re going to do it anyway”