

## **15.399 - MIT Sloan School of Management**

<http://elab.mit.edu>

@elab15399

**FACULTY:** Trish Cotter, Donna Levin, Jeff Barnett **TA:** Soomi Kim

# Who are We?



**Trish Cotter**



**Donna Levin**



**Jeff Barnett**



**Soomi Kim**

- PhD Candidate, MIT Sloan
- Economics of innovation and e-shop
- E-Lab TA Veteran

# What is **E-Lab**?

- A project-based **action learning** course
- Diverse teams work with startups on real projects

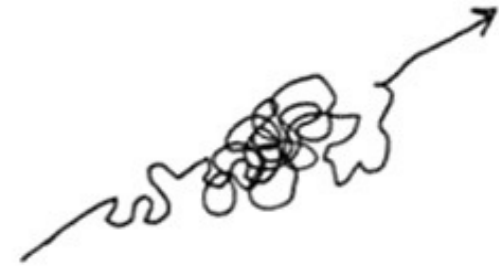
# What is in it for you?

- 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**

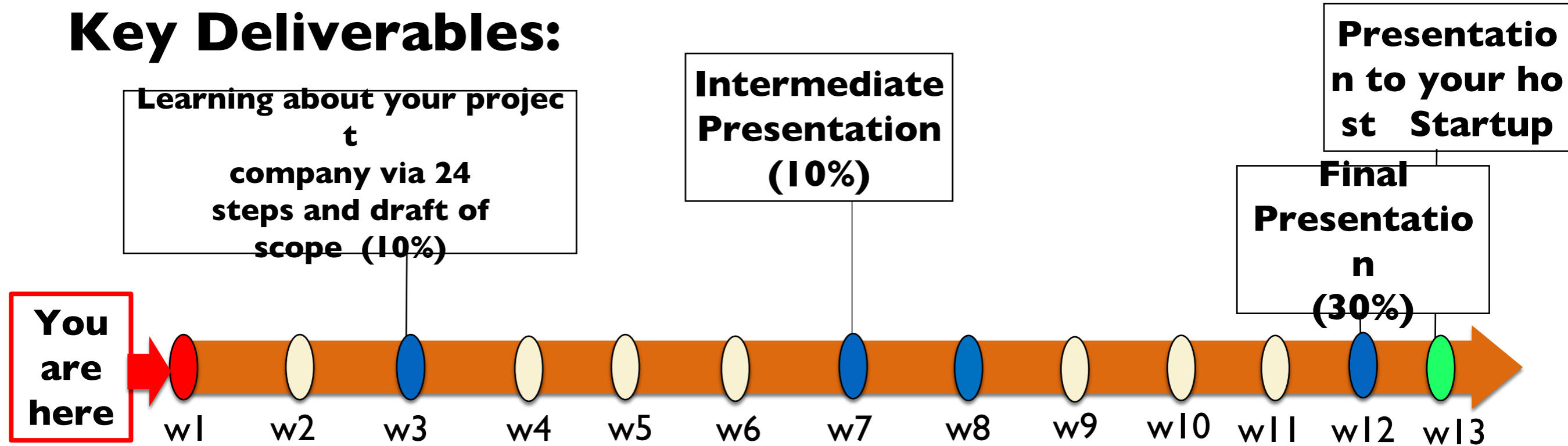
# Keys To Success: Work Hard & Smart



- 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**
- Have **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:



## Project Stages:

**Scoping** **Planning, Collect** **Collect, Analyze** **Analysis**  
**Hypotheses data** **data** **data** **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

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.

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



**Welcome to E-LAB!**