Accelerating Information Technology Innovation
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Lecture 6: Business Plans
Monday, July 9, 2012
University of Lagos
Today’s Agenda

- Recap - Entrepreneurship Cheat Sheets
- Critique Business Plans
- Business Strategy
- Market Research
Entrepreneurship Cheat Sheet

- Overall, thanks for the good feedback.
- What a Cheat Sheet should look like
  - Bullet points on the different topics
  - Reminder of Key learning points
  - References for each topic
  - Easy to understand at a glance
- Make one in your spare time
Business Plan Critique Assignment?
Business Strategy

How we create value

How we deliver value

How we capture value ($$$)
## Compare and Contrast

<table>
<thead>
<tr>
<th>Globalcom</th>
<th>MTN</th>
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<tbody>
<tr>
<td>Placement</td>
<td>Customers</td>
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<td>Product</td>
<td>Collaborators</td>
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What about airtel?
## Compare and Contrast

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<th>The Palms</th>
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What about megaplaza?
Market Research

Purpose
Identify target market size, target and positioning

Three Methods
1. Reliable secondary research, e.g. McKinsey reports, world bank reports
2. Focus groups and Do it yourself (e.g. interviews)
3. Online Surveys e.g. surveymonkey.com (facebook, mailing lists etc)
Questions and Feedback
Assignment

- Submit one page market report based on empirical evidence.

- Company name, logo and project description profile.
Announcements

- Program Deliverables
  - Company name, logo and description
  - Written Executive Summary 2 page for feedback!!!!
  - 1 page Market Report
  - 10 page powerpoint business plan

- Guest speakers
- Check your emails and aiti website regularly
- Post lab assignments to aitinigeria2012@gmail.com
- Send entrepreneurial class assignments directly to olateju@mit.edu.