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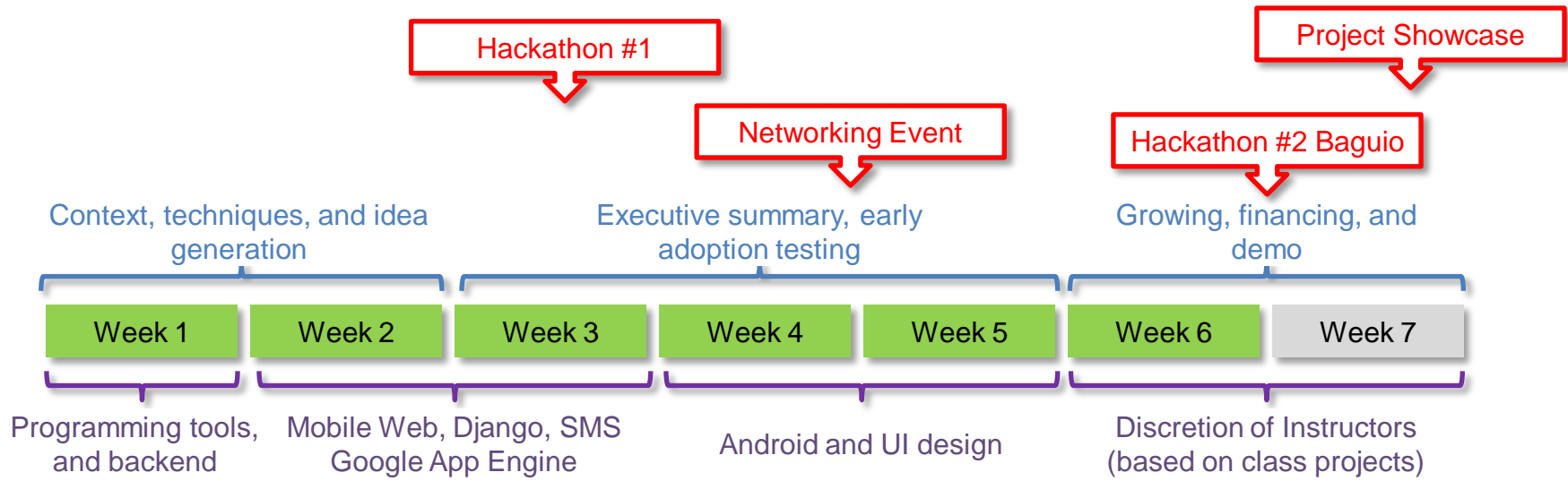
Lecture 12

Growing: Financing



CURRICULUM

Invite your family and friends!!
<http://mitaitiph2012.eventbrite.com/>



SCHEDULE FOR TODAY

Time	Topic
4:10PM	Finance template
4:30PM	Pitch
4:50PM	Paul Pajo - Developer Evangelist at Smart Communications
5:30PM	Break – logistics for Baguio trip
6:00-9PM	Lab time

NEXT CLASS: FINANCE AND...



Those not pitching next class will build a simple but thorough financial model (template posted on aiti.mit.edu)



PITCHING TIPS

Delivery

- a. Make sure everyone can hear you
- b. Talk slowly and enunciate – the audience should understand you
- c. Practice, practice, practice

Content (topics that investors want to hear)

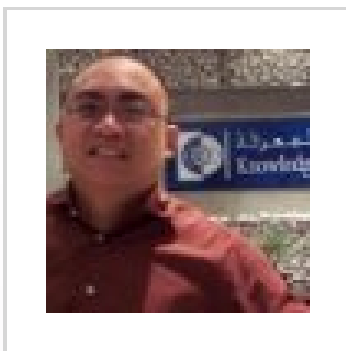
- a. What problem are you trying to solve? (Make it real, small and simple: “My neighbor Jun owns a store and ...”)
- b. What solution are you proposing to this problem? (Give us specific examples, refer to other solutions/software your audience might be familiar with but explain how you differ)
- c. Why is your team able to implement this solution better than others? (Give us specific skills and experience that you have)
- d. Once you’ve solved this problem, what will you do next? (Make us dream of what your company could become, talk about market size)

GUEST LECTURER: PAUL PAJO



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PyCon Philippines
June 30 to July 1, 2012, Manila, Philippines



Developer Evangelist (PRISM, Partner Management, Developer Relations)

Smart Communications, Inc.

Privately Held; 1001-5000 employees; Telecommunications industry
December 2011 – Present (8 months) | 7F, Smart Tower

Visit the SMARTDevNet site at <http://smart.com.ph/developer>

Friend me at <http://facebook.com/paulamerigo>

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Recommend Paul's work at Smart Communications, Inc.