Lecture 12
Growing: Financing
CURRICULUM

Week 1
Context, techniques, and idea generation
Programming tools, and backend

Week 2
Executive summary, early adoption testing
Mobile Web, Django, SMS Google App Engine

Week 3
Networking Event
Android and UI design

Week 4
Hackathon #1

Week 5
Growing, financing, and demo
Discretion of Instructors (based on class projects)

Week 6
Project Showcase

Week 7
Hackathon #2 Baguio

Invite your family and friends!!
http://mitaitiph2012.eventbrite.com/
## SCHEDULE FOR TODAY

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>4:10PM</td>
<td>Finance template</td>
</tr>
<tr>
<td>4:30PM</td>
<td>Pitch</td>
</tr>
<tr>
<td>4:50PM</td>
<td>Paul Pajo - Developer Evangelist at Smart Communications</td>
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<tr>
<td>5:30PM</td>
<td>Break – logistics for Baguio trip</td>
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<tr>
<td>6:00-9PM</td>
<td>Lab time</td>
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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

Developer Evangelist (PRIISM, 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
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Follow me at @pageman
IRC? I'm pageman at #smartdevnet
Recommend Paul's work at Smart Communications, Inc.