

***IAP is an exciting time
at the Trust Center!***



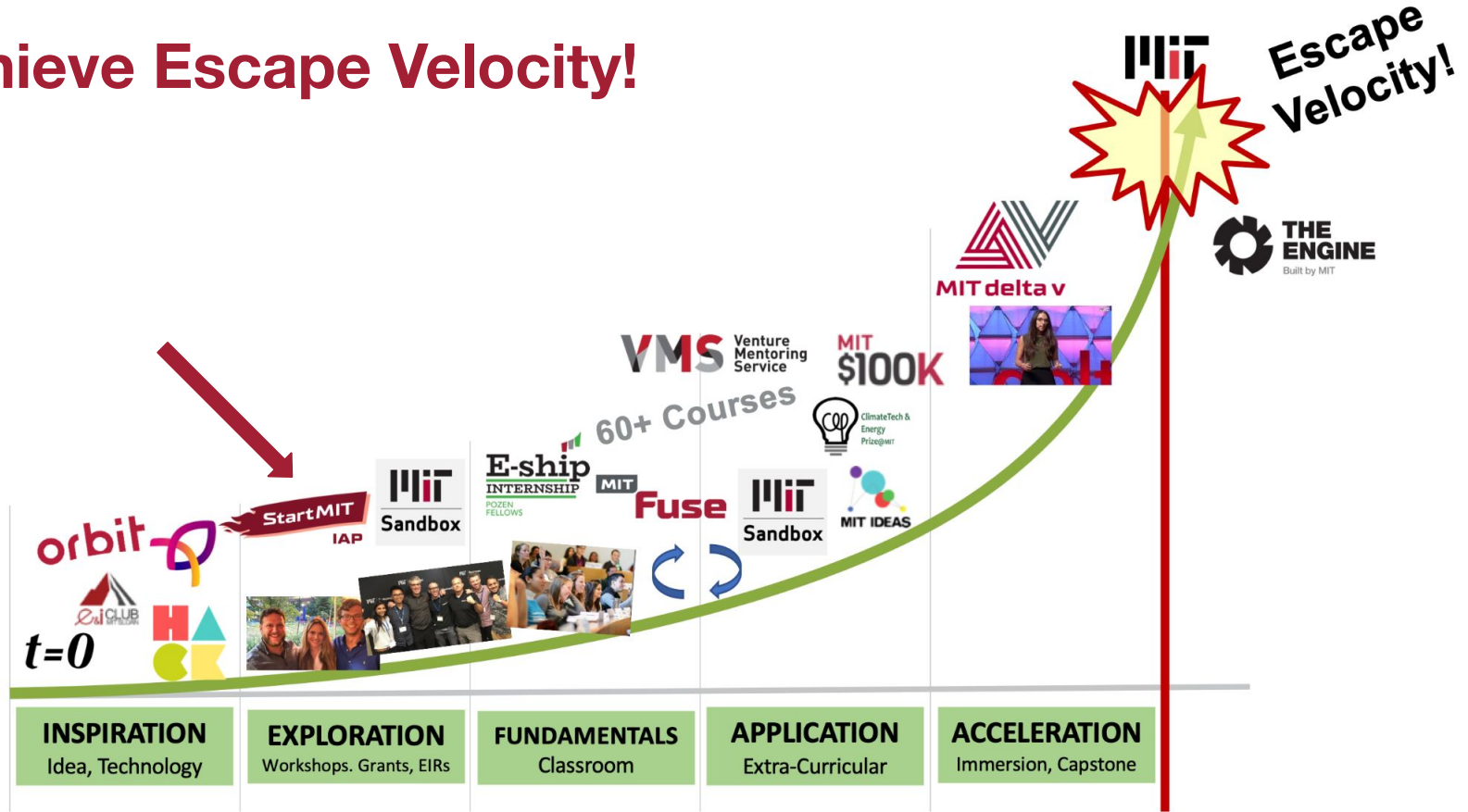


StartMIT

**StartMIT
(January/IAP)**

On-ramp to the entrepreneurship ecosystem at MIT for individuals and teams interested in learning more about entrepreneurship.

Achieve Escape Velocity!





StartMIT is a 2.5 week program over January's Independent Activities Period (IAP) that aims to give any student who is curious about entrepreneurship an introduction to the skillset and mindset it requires.

What is StartMIT?



StartMIT is your on-ramp to entrepreneurship at MIT!

You'll spend your time over IAP:

- Explore entrepreneurship
- Networking with peers across campus
- Listening to top-tier guest speakers
- Receiving support from EIRs and 1:1 mentors



Daily Themes

sample from last year



Day 1. Welcome to StartMIT

Day 2. Ideation

Day 3. Creating your Initial Team

Day 4. Customer & PMR

Day 5. Product

Day 6. Holiday

Day 7. Go To Market

Day 8. Financials

Day 9. Entrepreneurial Life

Day 10. New York

Day 11. Storytelling & Pitching

Day 12. Where do we go from here?

Day 13. Wrap up, Final Presentations
and Networking

Typical Day in StartMIT

sample from last year



9:00am	Continental Breakfast
9:15am	Reflection of Yesterday & Overview of Today
9:45am	Speaker 1
11:00am	Speaker 2
Noon-1pm	Lunch with Cohort
1-2:30pm	Workshop/Field Trip
2:30pm	Teamwork & EIR Meetings
4pm	Wrap Up

35+ StartMIT speakers including startup founders, investors, MIT professors and EIRs/lecturers.



Bill Aulet

*Managing Director of
MTC*



**Anantha
Chandrakasan**

Dean of Engineering



Henrik Wedelin

Founder BARK



Josh Luber

*Founder Stockx &
Fanatics Collectibles*



Dave Morris

*Paper Street Artistic
Dir.*



Ed Hallen

Co-founder Klaviyo



Kristen Craft

*Fidelity Investment
Vice President,
Business Partner
Manager*



Bar Pereg

*Polly Labs
Founder*



Neha Singh

*Founder & CEO at
Obsess*



Liz (Cain) Christo

*Stage 2 Capital
Partner*

Mentoring



Helen He
*Founding
Partner of
New Wheel*



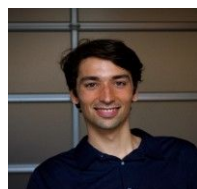
**Joan
LaRovere**
*Partner at
iSelect Fund*



Shaheen K.
*Global Head
of FSI and
Insurance at*



**Rowland
Chen**
*CEO of The
Silicon Valley
Laboratory*



**Harrison
Hunter**
*CTO at
MaestroQA*



**Gleb
Chuvpilo**
*Managing
Partner at
Thundermark
Capital*

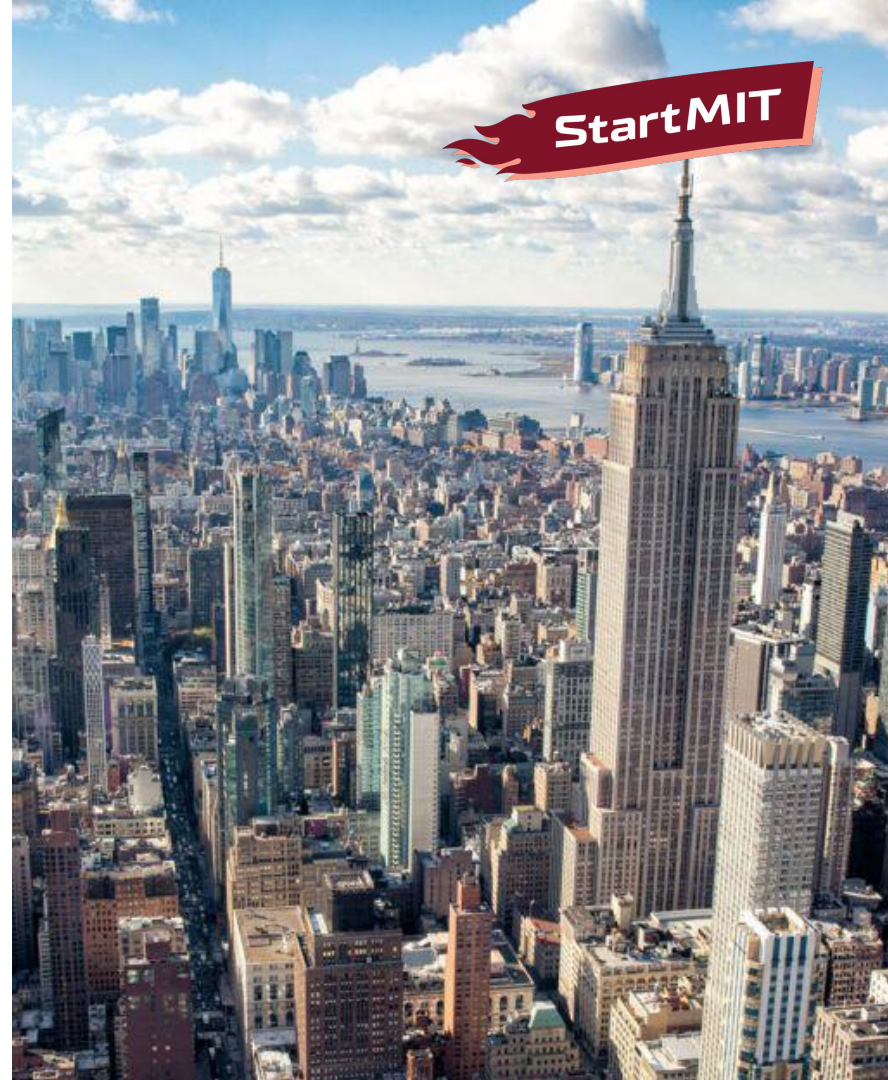
Get matched with a mentor for the duration of the January program.

- Help developing your startup idea
- Advice on entrepreneurship at MIT
- Guidance on the entrepreneurship journey

NYC Trip

Take a trip to NYC to explore and engage in the ecosystem!

- Panel of MIT alumni founders
- Hear from early stage investors
- Visit with NYC startup companies



2024 NYC Trip

3 panels

Venues:

- **Primary VC**
- **Company Ventures**
- **New Lab**

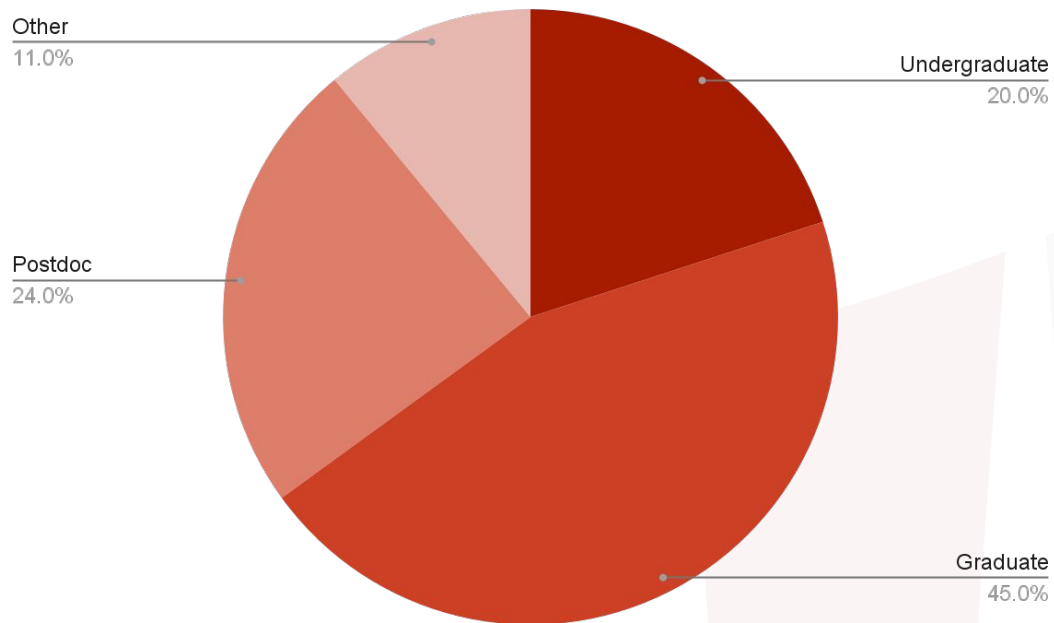
20+

MIT alumni participated in
panels and mixer

- **VC Perspective:** Getting into VC and Investing in NYC
- **Founder Perspective:**
 - Ayush Sharma - WARP (MIT '20, YC W23)
 - Meghan Maupin - OurX (IDM '18, delta v)
- **Tour of NewLab**
- **Running a Hard Tech Company and Building Early Teams**
 - Andrea from Exovolar, Tinia from Re-Nuble, and either Dylan from Renovate

A Cross Campus Program

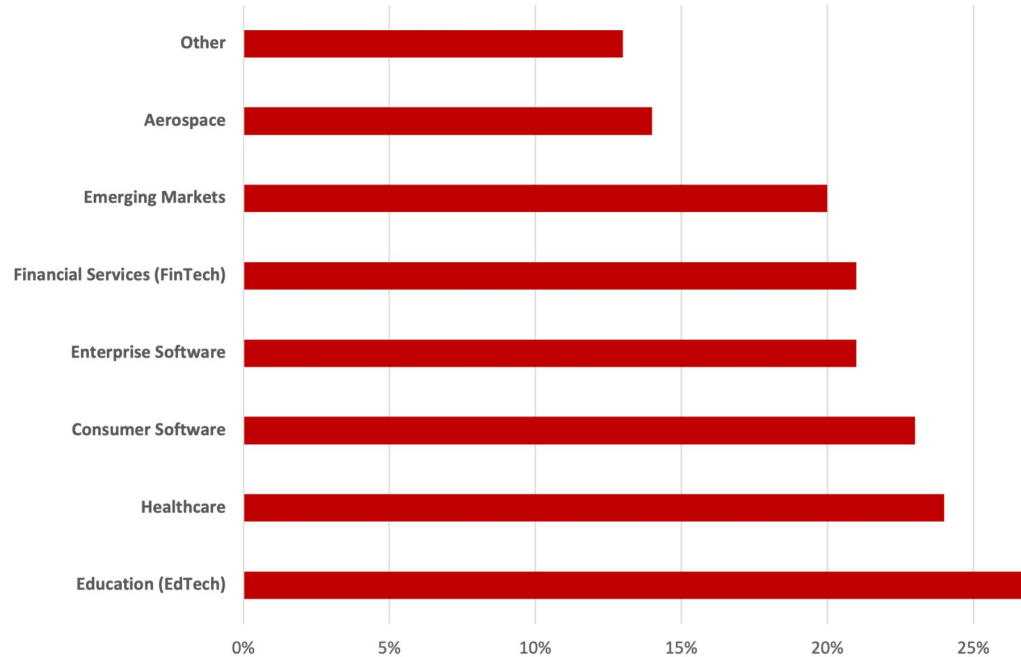
(2024 data)



Course	%
Undeclared	8%
1	2%
2	11%
3	2%
5	2%
6	24%
7	2%
8	2%
9	2%
10	5%
11	1%
15	25%
16	1%
18	1%
20	5%
22	2%
HST	2%
IDSS	2%
MAS	2%
Energy Init.	1%

For Students Interested in Any Industry

(2024 data)



Participation Options

For-Credit Participant

- Be part of a diverse MIT cross-campus community
- Experiment with entrepreneurship
- Find potential co-founders/team members
- 1:1 mentorship
- NYC/BOS trips
- Access to EIRs
- Receive course credit; 6 units, P/F



Not-for-Credit Participant

- Be part of a diverse MIT cross-campus community
- Access to lectures & speakers
- 1:1 mentor, if available
- NYC/BOS trips, if space permits

Course Credit



StartMIT can optionally be taken full-time for 6 units of credit.

StartMIT: Workshop for Entrepreneurs and Innovators

- MIT undergrad 6.9300
- MIT graduate 6.9302
- Sloan 15.352

6 Units: 4-0-2 [P/D/F]

Only assignments: Final Presentation & 1 Page Reflection Paper

Do I need a startup idea to participate? NO!

Are there any prerequisites? NO!

Who Should Apply



If you are someone who wants to explore startup ideas, to find a team member to work with, or simply to better understand what forming a new venture looks and feels like, **StartMIT is right for you.**

- Anyone interested in entrepreneurship! No startup idea needed!
- Individuals and teams early in their journey
- MIT students and PhDs, post-docs are welcome to apply
- Non-MIT students are welcome, if space permits

In their own words

Fantastic, really amazing. Awesome speakers, fantastic staff, very friendly students, what an amazing experience. So inspirational hearing all the stories, and different journeys to building startups. NYC was brilliant, although long and hard day. I think those who did not go really missed out. I can't believe the quality of everyone you had to speak. Even the ones I could least related too were awesome and still taught me stuff. I can't say enough good things about this course. I can't wait to start using the tools you introduced.

I really appreciate the organisation that has gone into this program. I have a lot of key insights and I believe this will have a significant impact on my journey. Thank you

Really enjoyed this program, I feel like this is the part of my MIT education that I've been missing.

The message on the importance of understanding the problem and not jumping into developing has been hammered home properly and it was a good message. Also, in general, the overall quality of the program is high

Key Dates



October 29	Applications Open
November 18	Applications Close
November 22	Notifications Sent
December 4	Confirmation Required
January 6	StartMIT Begins
January 22	StartMIT Ends

Apply Online: orbit.mit.edu



Team



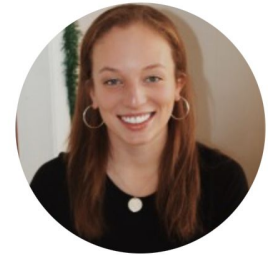
Jenny Larios Berlin, EIR



Daniela Ruiz Massieu, EIR



Susan Neal, EIR



Maya Feed, Ops & Event Assistant

Consider StartMIT if you are looking for.....

- Time to consider different ideas
- Structured content
- Time to explore entrepreneurship
- Class credit
- Team members
- Cross-campus community building

Consider Fuse if you are looking for.....

- 3 weeks to focus on your idea
- Concentrated time to do PMR
- 1:1 EIR coaching
- Unstructured working environment
- A cohort of dedicated founders



On-Ramp to Entrepreneurship at MIT

Applications Close November 18th

Apply! orbit.mit.edu

Questions? startmit@mit.edu





MIT

Fuse



MIT

Fuse

***HELL
YEAH!***



What is MIT Fuse?



MIT Fuse is a primary market research (PMR) sprint over IAP!

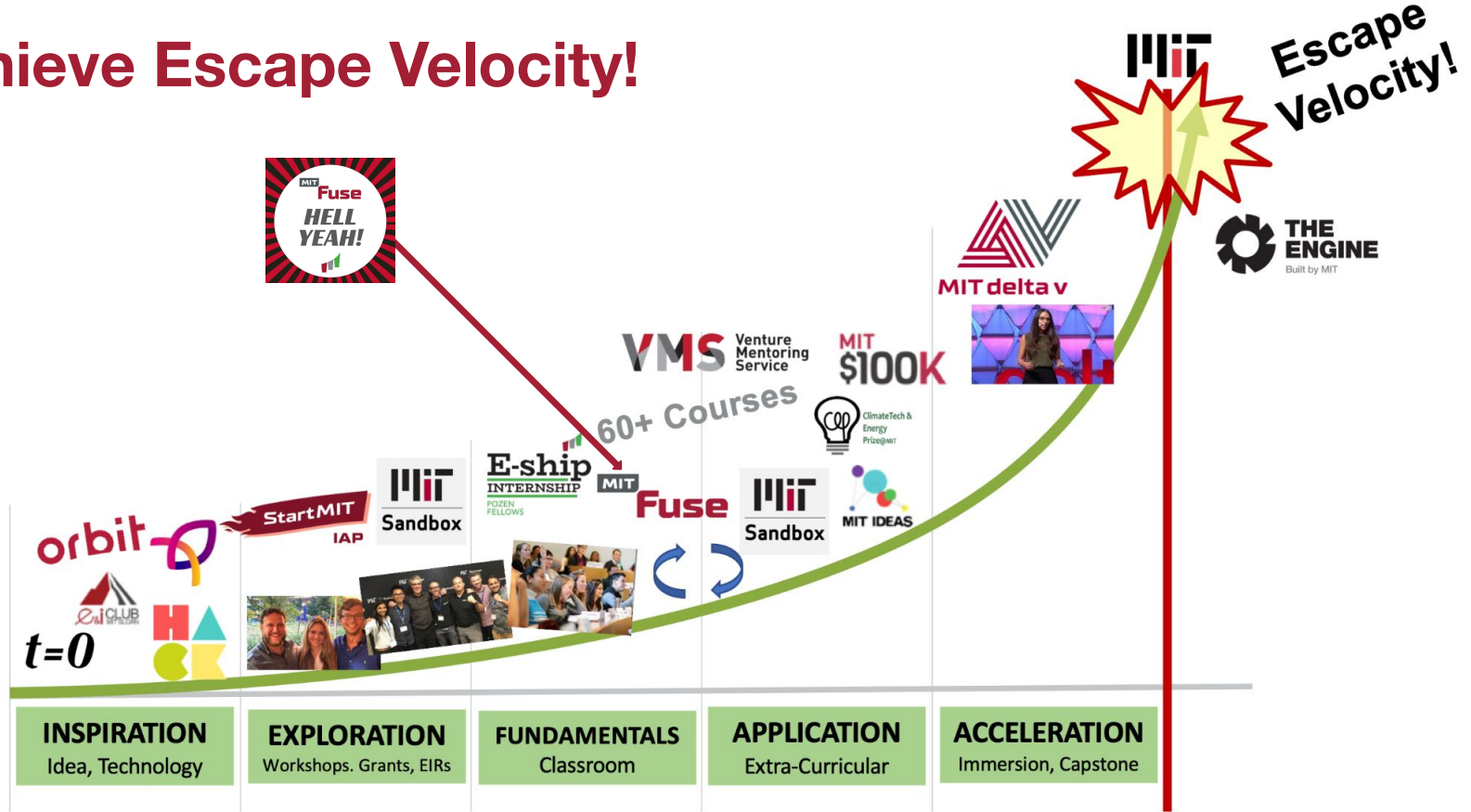
Answer three questions:

1. Am I working on the right idea?
2. Am I working with the right team?
3. Is the life of an entrepreneur right for me?

Prepare your team to apply to



Achieve Escape Velocity!



Ethos

Build your startup during the academic year without the distractions of projects, papers, and presentations from classes.

- Customized to meet your needs
- Workshops, not lectures
- Hard work, not homework



Cohort Selection Considerations

Must-have:

- Team **has a startup idea** that they are dedicated to working on during IAP
- Team must have at least **one student enrolled** in an MIT degree program
 - Postdocs are also welcome!
- Teams prepared to make a **full-time commitment** to working on their idea for 3 weeks
 - Includes weekly in-person commitments in Cambridge
- Team is *hungry* and **ready to work hard** over IAP!

Nice-to-have:

- It helps if your team is already working on the venture and has **demonstrated traction**
- The strongest applications have **2-5 founder-level team members**
 - Solo founders are welcome to apply but are less likely to be accepted

NEW THIS YEAR: The Biggest Fuser



To maintain your spot, you will need to **earn a certain number of points** each week.

Continuing teams will be honored in a **Banana Ceremony** at the end of the week.

If you are **showing up** and **putting in the work**, you WILL advance. If not, you can try again next year!

Points will be awarded for...

PMR (most important)!!!!

Mentor office hours

Workshops and panels

1:1s with EIR Coaches

Fuse-iest Moment

And more!



+ StartMIT Speakers & Workshops!

1:1 Coaching with EIRs



Hear from and work with experienced entrepreneurs. EIRs and Guest EIRs are available throughout the program to push you and your venture forward!



Mentor Office Hours



Get industry-specific advice from experienced mentors in the Martin Trust Center community.



Workshops and Panels

Opt-in workshops and panels to get the structure and content you need for your business.

Example Workshops:

- Primary Market Research
- Interviewing Tactics
- Fuse Alumni Panel



Bunch Meetings

You'll be part of a small group of teams during IAP that will meet weekly to help and hold each other accountable.

What happens during a bunch:

- Peer-facilitated
- Share what you accomplished since last meeting
- Specific goals going forward
- Bring challenges the group can help you with
- Anything else that's on your mind

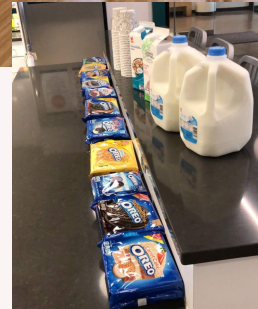


Social & Cohort Building

We invest in building the cohort by hosting social outings and events and we expect you to do the same throughout IAP.

Example Events:

- Cookies and cocoa
- Ice skating
- Bowling



Fuser Experience: A Typical Week



- Monday** 1:1 with EIR Coach; do PMR
- Tuesday** Founder panel; more PMR
- Wednesday** Bunch meeting; PMR
- Thursday** Mentor office hours; even more PMR
- Friday** Banana Ceremony; still more PMR

- + Ad-hoc support as needed
- + Cohort lunches & socials



Application Process



Applications Open October 29th

- 1-Minute Video
- Team Information
- Idea Overview

Applications Close November 18th,
11:59 PM

Apply Online: orbit.mit.edu

The screenshot shows the 'Team information' form. The navigation bar at the top includes 'Eligibility', 'Team info', 'Fundraising', and 'Team members'. The form is titled 'Team information' and includes a progress indicator '0% complete'. The instructions are 'Fill the below information to create your team'. The form has five numbered sections: 1. Team name (with a placeholder 'It's okay if you change it later'), 2. How long has the team (or at least 2 team members) worked together? (with an empty input field), 3. The team (or part of the team) has worked on this specific idea in the following courses and/or programs (with a list of checkboxes including 'None', '15.390 New Enterprises', '15.378A Venture Creation Tactics', 'Fuse', '15.378B GSD', 'Legatum', 'Sandbox', '100K Competition', and 'Fintech Challenge'), 4. Industry (with a placeholder 'Select your industry'), and 5. Tags (with a placeholder 'Select all the tags that apply to the idea.' and a list of checkboxes including 'SaaS', 'B2B', and 'B2C').

The screenshot shows the 'Team members' form. The navigation bar at the top includes 'Eligibility', 'Team info', 'Fundraising', and 'Team members'. The form is titled 'Team members' and includes a progress indicator '0% complete'. The instructions are 'Add at least 2 and maximum 5 co-founders'. The form has a list of team members: 'Paul' (Main contact • MIT member), 'Alfredo' (MIT member), and 'Neelesh' (MIT member). There is an 'Add member' button. A modal window titled 'Invite team member' is open, showing a profile for 'Paul Cheek' (Entrepreneur in Residence) with an 'Invite' button. Below the modal, there is a list of other team members: '1st Year MBA', 'Paul Cheek' (Entrepreneur in Residence), and 'Julia Chen' (2nd Year Finance (Course 15-3)).

Key Dates



October 29

Applications Open

November 18

Applications Close (11:59 PM)

Last November

Notifications Sent

Early December

Confirmation Required

January 7

Fuse Begins

January 24

Fuse Ends

MIT Fuse Team



Ben Soltoff



Macauley Kenney



Ylana Lopez

+ Guest EIRS, Mentors, and Alumni!

MIT Fuse

The Trust Center PMR Sprint

**Applications Close:
November 18th**

Apply! orbit.mit.edu

Questions? mitfuse@mit.edu





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Consider Fuse if you are looking for.....

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- **Concentrated time to do PMR**
- **1:1 EIR coaching**
- **Unstructured working environment**
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- **Class credit**
- **Team members**
- **Cross-campus community building**



Thank You!



Questions? mitfuse@mit.edu

entrepreneurship.mit.edu

