The Nuts and Bolts of New Ventures/Business Plans
MIT Course 15.S21 (26th Year)

Joe Hadzima
(MIT S.B., M.S. in Management; Harvard Law)
Senior Lecturer, MIT Sloan School
Managing Director, Main Street Partners LLC
jgh@mit.edu

Joost Bonsen
Lecturer, MIT Media Laboratory
Former Lead Organizer, MIT $100K Competition
jpbonsen@mit.edu

TAs:
Jay Sherman and Marc Chalifoux
Sloan MBA Students
(nutsandbolts-ta@mit.edu)
nutsandbolts.mit.edu

January 2015
Session 3

- Session 1: Introduction; Finding Your Customer
- Session 2: Business Models; Presentation Skills
- Session 3: Financing Sources; Financial Projections
- Session 4: Founders’ Journey; Legal Issues
- Session 5: Negotiation Skills; Organizational and People Issues
- Session 6: Pitfalls and Plan Execution
Financing Sources

- Different Sources for Different Types and Stages of Ventures
- <Chart on $ and %>
- They were chosen to give you an overview and set of introductory resources
- kickstarted, Sbri, customer, angel, mci, professional, nre, feld video,
“I’m a VC – Who Are You?”

- What Do VCs Do? Here is a Fun Spoof by the Foundry Group:
  
  ![Image](https://www.youtube.com/watch?v=wzpHB_otvYc)

- [https://www.youtube.com/watch?v=wzpHB_otvYc](https://www.youtube.com/watch?v=wzpHB_otvYc)
- Feld.com blog
Our Guests

- **Julianne Zimmerman**
  - Early Stage Investor
  - Serial Entrepreneur Executive
  - Twice Finalist in NASA astronaut selection process

- **Peter Parker**
  - BioTech Entrepreneur and Investor
  - Ampersand Ventures
  - Co-Founder LabCentral
Next Monday – Start6

Come hear two startup giants:

Robert Langer
Institute Professor, serial entrepreneur

MONDAY, Jan. 26, 2015
3:00 PM in MIT Room 34-101
Pre-talks Refreshments at 2:30 PM
34-101 lobby (50 Vassar St entrance)

“Inventing Breakthrough Technologies and Creating Start Up Companies” — Robert Langer at 3:00 PM

“A Fireside Chat with followup Q and A” at 4:00 PM
— Drew Houston (with Anantha Chandrakasan)

Drew Houston
‘05, Dropbox Co-Founder and CEO
Next Time

- “Financing Sources” with Peter Parker and Julianne Zimmerman
- “Financial Projections” with Charlie Tillett
- Check nutsandbolts.mit.edu for details and readings – also see the Stellar website for the Course Reader
  https://stellar.mit.edu/S/course/15/ia15/15.S21/
- The Stellar link is on the bottom of the nutsandbolts.mit.edu home page.
Presentation Skills

- Presenter: Bob Jones