

A black and white photograph of the MIT Sloan School of Management building, a large multi-story structure with a grid of windows. In the foreground, there is a blurred figure of a person walking, suggesting motion. A large, semi-transparent red rectangle is overlaid on the right side of the image, containing white text. The text is arranged in two main sections: a large title and a smaller subtitle below it. The overall scene is a mix of architectural detail and human activity.

MARTIN TRUST CENTER FOR MIT ENTREPRENEURSHIP

**BILL AULET
MD & PROFESSOR OF THE PRACTICE**

WHERE ARE THE OPPORTUNITIES?

The New York Times

Opinion | OP-ED COLUMNIST

Start-Ups, Not Bailouts



Thomas L. Friedman APRIL 3, 2010

Here's my fun fact for the day, provided courtesy of Robert Litan, who directs research at the Kauffman Foundation, which specializes in promoting innovation in America: "Between 1980 and 2005, virtually all net new jobs created in the U.S. were created by firms that were 5 years old or less," said Litan. "That is about 40 million jobs. That means the established firms created no new net jobs during that period."



TRADITIONAL ENTREPRENEURIAL PERSONAS



Ready to go

Chris Nolte MBA '15

*co-founder
TapTape*



VP, Tidal



**Exploratory/
Curious**

Devin Cook MBA '15

*Co-Founder & MD,
MIT Inclusive
Innovation
Challenge*



**Corporate
Entrepreneur**

Lucia Kamm MBA '15

P&G



Trip Advisor



*co-founder
Flexetail*



**Entrepreneurship
Amplifier**

Esteban Lubensky MBA '15

*Executive President,
GMS*



SUCCESS = PEOPLE NOT STARTUPS

- ✓ Create “Anti-Fragile” humans
- ✓ Develop people who “grow when exposed to volatility, randomness, disorder, and stressors and love adventure, risk, and uncertainty.”
- ✓ Teach that adversity is an opportunity and makes us stronger



HOW WE DO THIS

THE 4H'S OF ENTREPRENEURSHIP EDUCATION

HEART
SPIRIT



HEAD
KNOWLEDGE



HAND
CAPABILITY



HOME
COMMUNITY



A NEW TYPE OF ENTREPRENEUR



Sean Sutherland, MBA 2020

- Williams College
- Oliver Wyman, Robin Hood
- Impact-driven



- MIT E&I Track
- Class: Intro to Entrepreneurship
- Clubs: \$100K & Impact Investing
- Support: CDO
- Place/Community: Trust Center



Internship



SELF DISCOVERY: WHICH PATH TO TAKE?

Jungle



Dirt Road



- ✓ De-risked
- ✓ Difference
- ✓ Development

Highway



A NEW TYPE OF ENTREPRENEUR - SKILLS



Sean Sutherland



Skills to Succeed:

- New Enterprises (What to do)
- Entrepreneurial Strategy (Choices)
- REAL (Who to work with)
- US Lab (Implementation)



Internship

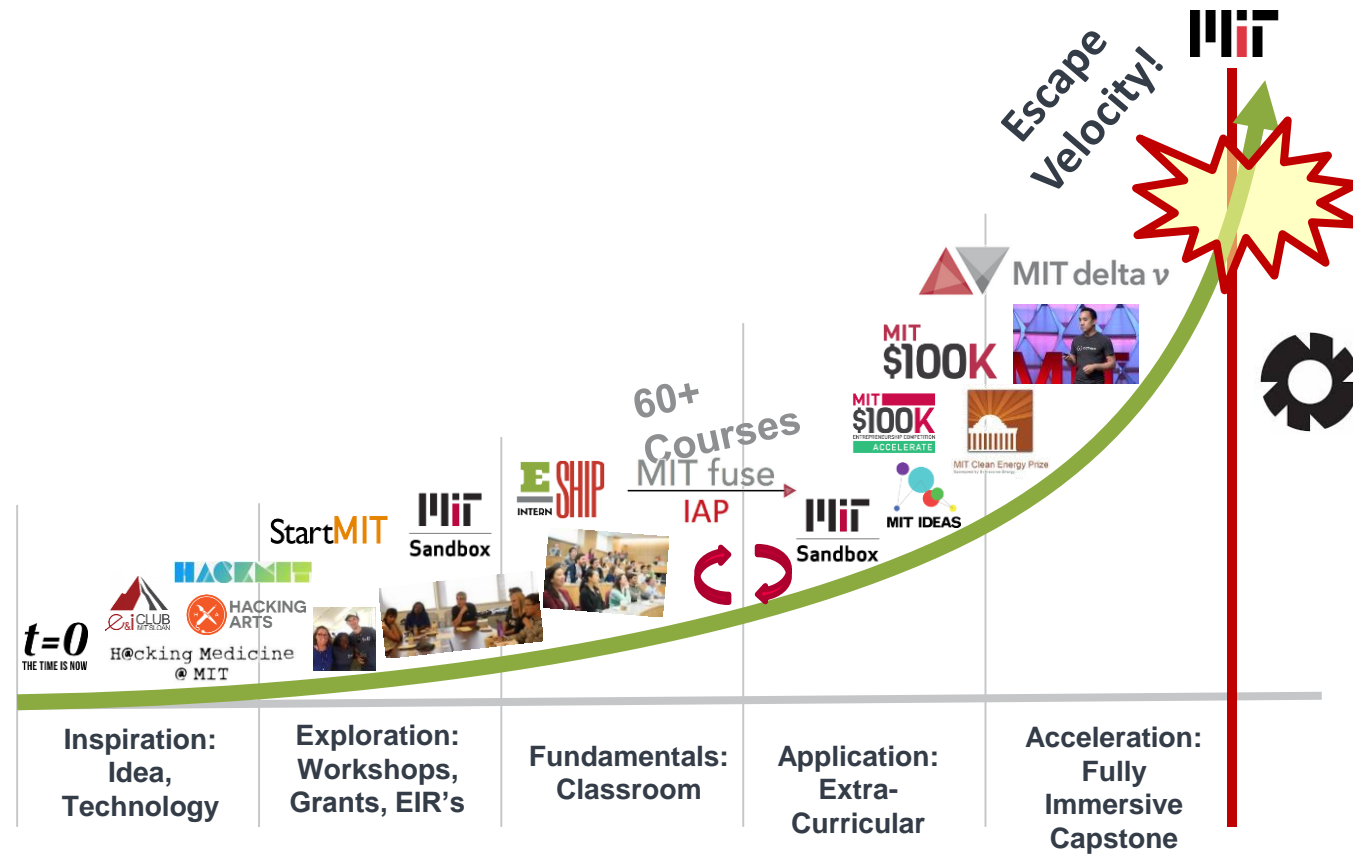


NEW ENTREPRENEURIAL PERSONA: JOINER

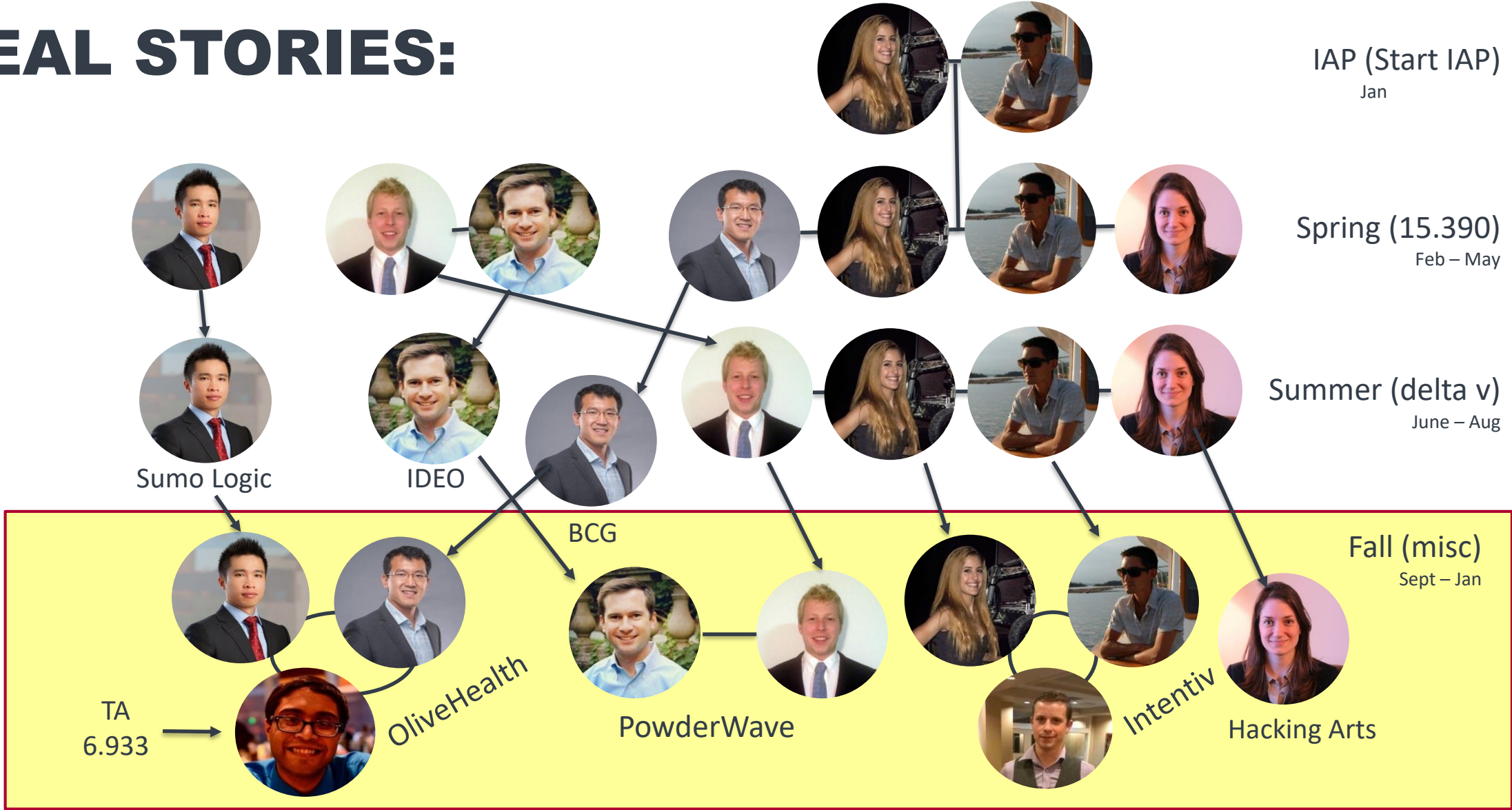
- ✓ Takes initiative to find and develop opportunities
- ✓ Interested in companies, beyond seed stage funding, of 20-30 employees
- ✓ Likely will be the only MBA hire that year
- ✓ Energized by ambiguity & challenge (no job description exists)
- ✓ However, wants some direction... and a paycheck, mentorship, initial velocity

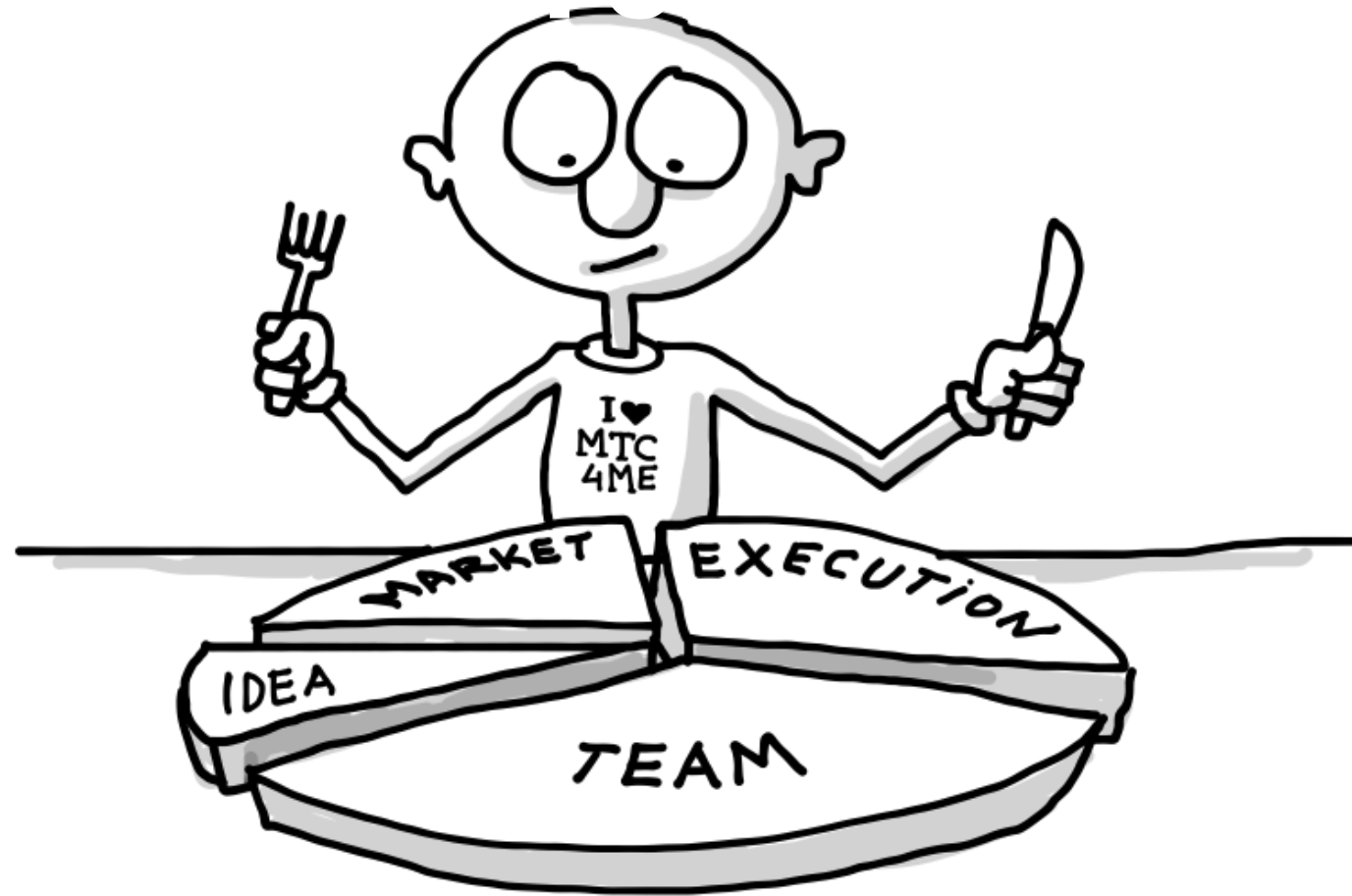


THE MTC4ME ENTREPRENEURSHIP RAMP



REAL STORIES:





THE ENTREPRENEURSHIP SUCCESS PIE



SUMMARY

- ✓ **Our goal is to create entrepreneurs not startups**
- ✓ **This is more than knowledge, it is heart, head, hands & home – and this is valuable in more than just startups**
- ✓ **Educational institutions like MIT have unique mission, talent, content, content, agents and DNA to do this – and the world needs it more than ever**

