

15.389A Global Entrepreneurship La Asia - Pacific

15.389A G-Lab Asia-Pacific Project Matching Overview

- Matching Process
 - Mixer
 - Application Materials
 - Bidding Strategy
 - Straw Poll
 - Results

Project Application Process

Today's Mixer

- Opportunity to:
 - Complete your team (faculty will facilitate)
 - Discuss project options with teammates and faculty
- Working session and social mixer

Application Materials

- G-Lab external site: "Apply for Project"
- Components:
 - Cover letter
 - Team names, project choices, statements, team profile
 - Resumes and photo page
- **Your audience is your client** (host company)
Download MSWord version of the application
 - Prepare statements and profile
- Submit all components by Session 5

Bidding Strategy

- Faculty make the matches
- Two fundamental principles
 - Whenever possible, we **give a team its first choice**, *provided* that the team has the skills and expertise required.
 - If more than one team selects a project as their first choice, then we give the project to the team that has **the best application and qualifications**.

Cascade effect

Matching Projects: The Cascade Effect

	1 st Choice	2 nd Choice	3 rd Choice
Team A	Project Q	Project R	Project S
Team B	Project Q	Project T	Project U
Team C	Project R	Project V	Project W
Team D	Project S	Project X	Project Y

Straw Poll

- Anonymous and non-binding
- Helps identify projects that are currently popular

Results

- Matches will be announced by Session 6
- Matched: 24 hours to accept
 - We then send to entrepreneur for approval
- Unmatched: second round of applications
- Past results:
 - **60%** get their first choice
 - **80%** get one of their top three choices
 - **100%** are ultimately happy

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