

# APPLIED INCLUSIVE BUSINESS: SCALING TECHNOLOGY IN LOW INCOME MARKETS

Live Virtual Course Agenda | June 14–22, 2021 | [professional.mit.edu/aib](https://professional.mit.edu/aib)

All times are US Eastern Daylight Time. Schedule and speakers are subject to change.

	MONDAY, JUNE 14	TUESDAY, JUNE 15	WEDNESDAY, JUNE 16	THURSDAY, JUNE 17
9:00–10:30 AM	<b>What is Inclusive Business? Why does it matter?</b> Emile Schmitz	<b>What do we know about the BoP and Value Proposition</b> Emile Schmitz	<b>4 Models for Distribution at the BoP</b> Emile Schmitz	<b>Revenue Models for IB</b> Emile Schmitz
10:30–11:00 AM	BREAK			
11:00 AM–12:30 PM	<b>Your idea and why does it matter?</b> Emile Schmitz and Jason Jay	<b>Designing a BoP Marketing Strategy and Participant Case Workshop</b> Emile Schmitz	<b>Best Practices and Pitfalls Supply Chains at the BoP</b> Steve Graves and Jarrod Goentzle	<b>Balancing Impact and Profits</b> Emile Schmitz
	HOMEWORK			

	MONDAY, JUNE 21	TUESDAY, JUNE 22
9:00–10:30 AM	<b>Feedback from the Field: BoP Validation</b> BoP Inc.	<b>Building an IB Friendly Organization</b> Sher Vogel and Amanda Epting
10:30–11:00 AM	BREAK	
11:00 AM–12:30 PM	<b>Scalability</b> Saida Benhayoune	<b>Participants Case Pitch</b> BoP Inc.
	HOMEWORK	VIRTUAL CELEBRATION