

APPLIED INCLUSIVE BUSINESS: SCALING TECHNOLOGY IN LOW INCOME MARKETS

Live Virtual Course Agenda | June 14–22, 2021 | 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	What is Inclusive Business? Why does it matter? Emile Schmitz	What do we know about the BoP and Value Proposition Emile Schmitz	4 Models for Distribution at the BoP Emile Schmitz	Revenue Models for IB Emile Schmitz
10:30–11:00 AM	BREAK			
11:00 AM–12:30 PM	Your idea and why does it matter? Emile Schmitz and Jason Jay	Designing a BoP Marketing Strategy and Participant Case Workshop Emile Schmitz	Best Practices and Pitfalls Supply Chains at the BoP Steve Graves and Jarrod Goentzle	Balancing Impact and Profits Emile Schmitz
	HOMEWORK			

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