



MIT

Fuse

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***HELL
YEAH!***



What is MIT Fuse?



MIT Fuse is a primary market research (PMR) sprint over IAP!

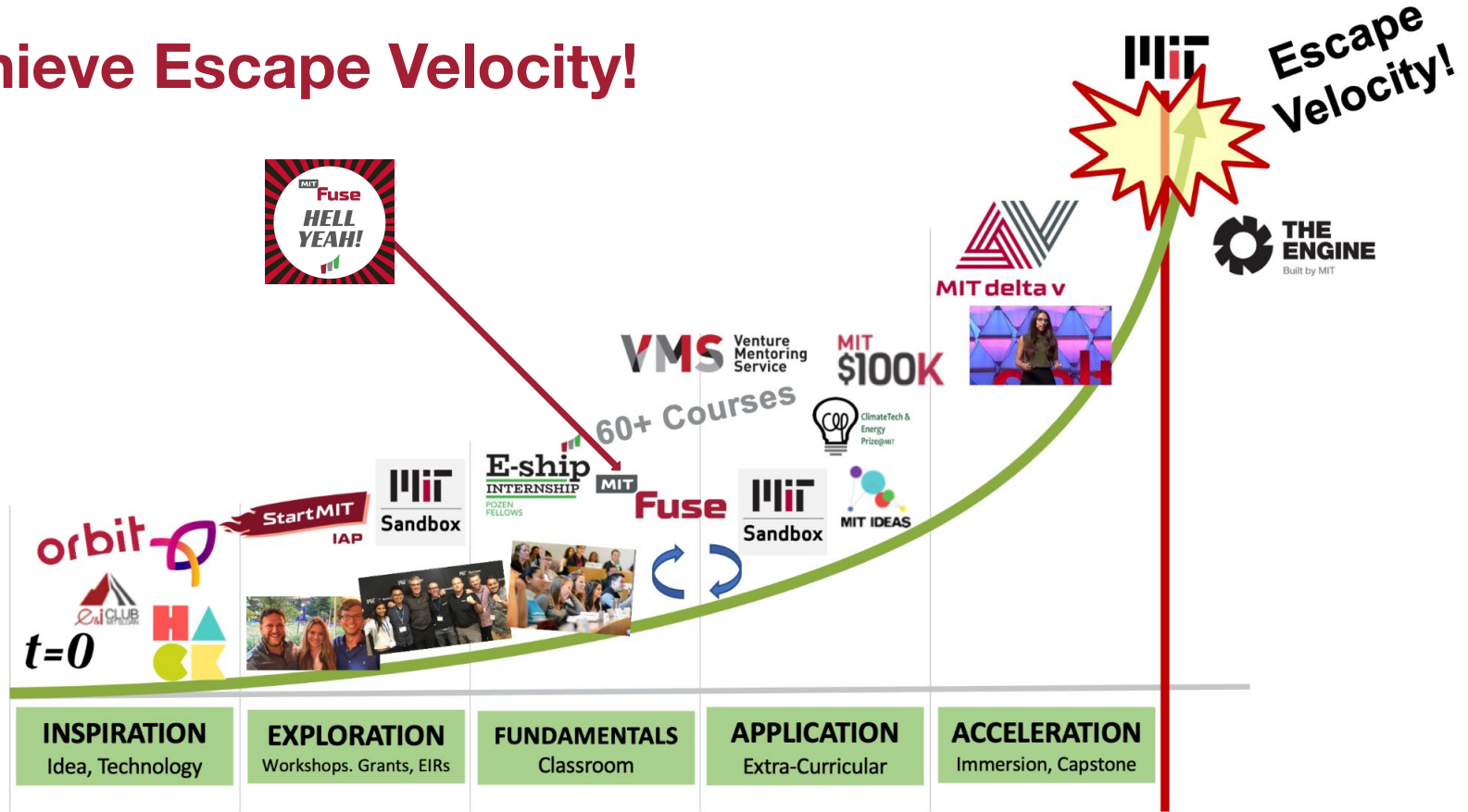
Answer three questions:

1. Am I working on the right idea?
2. Am I working with the right team?
3. Is the life of an entrepreneur right for me?

Prepare your team to apply to



Achieve Escape Velocity!



Ethos

Build your startup during the academic year without the distractions of projects, papers, and presentations from classes.

- Customized to meet your needs
- Workshops, not lectures
- Hard work, not homework



Cohort Selection Considerations



Must-have:

- Team **has a startup idea** that they are dedicated to working on during IAP
- Team must have at least **one student enrolled** in an MIT degree program
 - Postdocs are also welcome!
- Teams prepared to make a **full-time commitment** to working on their idea for 3 weeks
 - Includes weekly in-person commitments in Cambridge
- Team is *hungry* and **ready to work hard** over IAP!

Nice-to-have:

- It helps if your team is already working on the venture and has **demonstrated traction**
- The strongest applications have **2-5 founder-level team members**
 - Solo founders are welcome to apply but are less likely to be accepted

NEW THIS YEAR: The Biggest Fuser



To maintain your spot, you will need to **earn a certain number of points** each week.

Continuing teams will be honored in a **Banana Ceremony** at the end of the week.

If you are **showing up** and **putting in the work**, you WILL advance. If not, you can try again next year!

Points will be awarded for...

PMR (most important)!!!!

Mentor office hours

Workshops and panels

1:1s with EIR Coaches

Fuse-iest Moment

And more!



+ StartMIT Speakers & Workshops!

1:1 Coaching with EIRs



Hear from and work with experienced entrepreneurs. EIRs and Guest EIRs are available throughout the program to push you and your venture forward!



Mentor Office Hours



Get industry-specific advice from experienced mentors in the Martin Trust Center community.



Workshops and Panels

Opt-in workshops and panels to get the structure and content you need for your business.

Example Workshops:

- Primary Market Research
- Interviewing Tactics
- Fuse Alumni Panel



Bunch Meetings

You'll be part of a small group of teams during IAP that will meet weekly to help and hold each other accountable.

What happens during a bunch:

- Peer-facilitated
- Share what you accomplished since last meeting
- Specific goals going forward
- Bring challenges the group can help you with
- Anything else that's on your mind

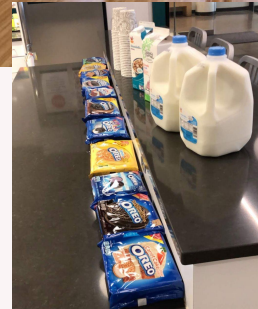


Social & Cohort Building

We invest in building the cohort by hosting social outings and events and we expect you to do the same throughout IAP.

Example Events:

- Cookies and cocoa
- Ice skating
- Bowling



Fuser Experience: A Typical Week



- Monday** 1:1 with EIR Coach; do PMR
- Tuesday** Founder panel; more PMR
- Wednesday** Bunch meeting; PMR
- Thursday** Mentor office hours; even more PMR
- Friday** Banana Ceremony; still more PMR

- + Ad-hoc support as needed
- + Cohort lunches & socials



Application Process



Applications Open October 29th

- 1-Minute Video
- Team Information
- Idea Overview

Applications Close November 18th,
11:59 PM

Apply Online: orbit.mit.edu

The screenshot shows the 'Team information' form. The navigation bar at the top includes 'Eligibility', 'Team info', 'Fundraising', and 'Team members'. The form is titled 'Team information' and includes a progress indicator '0% complete'. The instructions are 'Fill the below information to create your team'. The form has five numbered sections: 1. Team name (with a placeholder 'It's okay if you change it later'), 2. How long has the team (or at least 2 team members) worked together? (with an empty input field), 3. The team (or part of the team) has worked on this specific idea in the following courses and/or programs (with a list of checkboxes including 'None', '15.390 New Enterprises', '15.378A Venture Creation Tactics', 'Fuse', '15.378B GSD', 'Legatum', 'Sandbox', '100K Competition', and 'Fintech Challenge'), 4. Industry (with a placeholder 'Select your industry'), and 5. Tags (with a placeholder 'Select all the tags that apply to the idea.' and a list of checkboxes including 'SaaS', 'B2B', and 'B2C').

The screenshot shows the 'Team members' form. The navigation bar at the top includes 'Eligibility', 'Team info', 'Fundraising', and 'Team members'. The form is titled 'Team members' and includes a progress indicator '0% complete'. The instructions are 'Add at least 2 and maximum 5 co-founders'. The form has a list of team members: 'Paul' (Main contact • MIT member), 'Alfredo' (MIT member), and 'Neelesh' (MIT member). There is an 'Add member' button. A modal window titled 'Invite team member' is open, showing a profile for 'Paul Cheek' (Entrepreneur in Residence) with a profile picture and an 'Invite' button. Below the modal, there is a list of other team members: '1st Year MBA', 'Paul Cheek' (Entrepreneur in Residence), and 'Julia Chen' (2nd Year Finance (Course 15-3)).

Key Dates

October 29	Applications Open
November 18	Applications Close (11:59 PM)
Last November	Notifications Sent
Early December	Confirmation Required
January 7	Fuse Begins
January 24	Fuse Ends

MIT Fuse Team



Ben Soltoff



Macauley Kenney



Ylana Lopez

+ Guest EIRS, Mentors, and Alumni!

MIT Fuse

The Trust Center PMR Sprint

**Applications Close:
November 18th**

Apply! orbit.mit.edu

Questions? mitfuse@mit.edu





Applications Close November 18th!

Apply Online: orbit.mit.edu

Consider Fuse if you are looking for.....

- 3 weeks to focus on your idea
- Concentrated time to do PMR
- 1:1 EIR coaching
- Unstructured working environment
- A cohort of dedicated founders

Consider Start MIT if you are looking for.....

- Time to consider different ideas
- Structured content
- Time to explore entrepreneurship
- Class credit
- Team members
- Cross-campus community building



Thank You!



Questions? mitfuse@mit.edu

entrepreneurship.mit.edu

