

## The Official Newsletter of the Ashdown Community

### Message from the Editor

Dear Ashdown,

Spring break has come and gone, but things are as busy as ever. Get the insider perspective from Xun Huan and Hemant Chaurasia about organizing the MIT 100K Competition, and learn from Jean-Marie Dumont about the MIT K+12 project ! As usual, refresh your memories with our ever rotating resident helpful information from Kristin O'Halloran.

Sincerely,

Anne-Raphaelle Aubry  
Ashdown Newsletter Officer

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### Contact the Editor

Please direct any comments or queries about "3am" to Anne-Raphaelle ("Anne") at [aubry@mit.edu](mailto:aubry@mit.edu)

## What I Learned from the MIT \$100K – Xun Huan & Hemant Chaurasia

### My Story – X. Huan

What do I do, with a PhD in engineering? What is my life going to be?

Academia and industry are not the only options for PhD graduates; there is another--- entrepreneurship. The entrepreneurial spirit flows in the blood of MIT students: current active MIT-alumni companies combine to have a GDP that ranks as the 11th largest economy in the world! That's bigger than Australia! Being a traditional engineering student with little background and knowledge about the business world, I decided to investigate what all the fuss is about, by joining a student group---the organizing committee of the MIT \$100K Entrepreneurship Competition.

The MIT \$100K ([www.mit100k.org](http://www.mit100k.org)) is a student-run organization that gives entrepreneurial students the resources, network and learning opportunities needed to start successful ventures. It achieves this by organizing three contests in each academic year: the Elevator Pitch Contest, the ACCELERATE Contest, and the Business Plan Contest (where the grand prize is \$100K =  $10^5$ ). Since its inception 22 years ago, it has given birth to over 160 startups that have gone on to raise \$1.3 billion in venture funding, build \$12+ billion in market cap and create thousands of jobs. (*cont'd next page*)

*Winners of the first annual MIT \$100K ACCELERATE Contest, Feb 2012. On either side are Andrea Ippolito and Dennis Jiang, ACCELERATE Co-Directors. 2<sup>nd</sup> from the left is Dr. Tom Leighton, Co-Founder of Akamai and MIT \$100K alum, to present the inaugural \$10,000 Daniel M. Lewin Prize and \$2,000 Audience Choice award to SolidEnergy. SolidEnergy is a student startup developing a battery technology that will dramatically improve the safety and energy density of rechargeable batteries, with immediate applications in the drilling industry and several other areas.*

# MIT \$100K

# LAUNCH

## BUSINESS PLAN CONTEST

### By the Numbers – H. Chaurasia

1989

MIT \$10K founded in the MIT School of Engineering

\$350,000

Prize money awarded to MIT \$100K teams this year

\$12,000,000,000

Current market value of MIT \$100K alumni companies

160

Number of MIT \$100K alumni companies

1,000

Participants in this year's Business Plan Contest

20%

Global internet traffic delivered by Akamai, a \$100K alumni company based in Cambridge with revenue >\$1b



## What I Learned from the MIT \$100K – Xun Huan & Hemant Chaurasia

(cont'd) Sounds like a great organization! Not knowing what I was getting into, I went to the source of the big bucks, and joined the Sponsorship team of the MIT \$100K. My main tasks were to email and call potential sponsors, and try to convince them to sponsor our event. This was certainly a big change from my programming tasks of solving the Navier-Stokes equation. Nonetheless, the experience was extremely valuable, as I have developed a network of key contacts with industry leaders, VC and angels, and even lawyers. I had opportunities to practice my pitching skills against people I potentially will pitch to again in the future.

Being on the organizing team also provided me the chance to train my management and leadership skills. I moved to become the website team lead for the Business Plan Contest. In addition to coordinating tasks within my own team, it was also crucial to communicate effectively with other teams. Disagreements and controversies inevitably arise, and the skills of compromising, negotiating, and defending your own views were needed in order to efficiently reach consensus and decisions.

One of the biggest rewards of being on the organizing committee of the MIT \$100K is overseeing the growth of participating teams. We were there when they first pitched their idea in October, wrote their executive summary and built a prototype over IAP, and developed a full-blown business plan in March-April. By the end of the academic year, they have received mentoring and feedback from potential investors, solidified their goals and plans, developed prototypes of their product, and most importantly, gained the experience of what entrepreneurship is all about.

I was just a bystander this year, but I definitely will experience entrepreneurship first-hand through next year's competition! ■

### \$100K Hall of Fame – H. Chaurasia

Like my labmate Xun, I am really excited about entrepreneurship and currently serve as an organizer for the \$100K. I have been hugely inspired by the stories of so many amazing startups that began right here at MIT, so I'm going to highlight a few of my favorites here.



\$100K Finalists in 1998, a group of MIT math researchers claimed they could make the internet run a lot faster. 14 years later, they are doing exactly that for 20% of global internet traffic, earning over \$1b in revenue.



\$100K Finalists in 1995, Harmonix was founded by two MIT students from EECS and the Media Lab. They are most famous for creating Guitar Hero, and their company was bought by MTV Networks in 2006 for \$175 million.



Sanergy won the \$100K in 2011 for building sustainable sanitation in urban slums – or as they put it, “turning shit into gold” – aiming to improve life for 2.6 billion people who don't have access to adequate sanitation.



Terrafugia: yes, a flying car! If that doesn't impress you then nothing will. Founded by a team of MIT Aero-Astro students, Terrafugia was a \$100K Runner Up in 2006. Their production prototype recently made its first flight.



SmartCells were winners of the \$100K in 2003, for a new SmartInsulin product that improves the treatment of diabetes. In 2010 the company was acquired by Merck for \$500 million.



Ksplice won the \$100K in 2009, for their startup offering a way to install OS security updates without the disruption of having to reboot your system. The company was recently acquired by Oracle.

So many great impactful startups, and one important lesson: if they can do it, so can you! ■

Have you ever thought of making a video to convey your knowledge about science to young kids? Well, MIT + K12 is your opportunity!!

The goal of this program, initiated by MIT last year, is to provide kids and teenagers with educational videos made by motivated engineering students. This responds to surveys recently done by the Lemelson-MIT Program showing that most kids and teenagers have a very low value of the role of engineers on society. For instance, according to their survey on Teen's View of Society's Top Contributors [Ref: The 2010 Lemelson-MIT Invention Index], engineers only come in 5<sup>th</sup> position, behind Teachers, Doctors, Scientists and Military, making it just above Politicians. One of the reasons for this low impact of engineers on Society is that most teenagers have never had the occasion to meet and talk with an engineer, and they probably only have a vague idea of what their job consists in.

Now, what if motivated student engineers could teach these teenagers about what they do and convey their excitement about science?

MIT K12 also follows the trend of short educational videos made by Salman Khan through the Khan Academy. Over a few years, Salman has produced about three thousand videos covering all sorts of fields such as mathematics, history, healthcare, etc. These videos, where you only get to see what the narrator writes through his tablet, are set up in a very conversational way, and are meant to engage the listener into a pseudo one-to-one conversation rather than merely listening to a professor's lecture. The Khan Academy is now receiving a huge audience from all over the world, with about 40 million page views per month at the end of 2011<sup>1</sup>.

However, what the Khan Academy videos cannot do is set up nice experiments to demonstrate the different concepts of science teenagers are exposed to. And that's when MIT can contribute to US education! Our institute has all these facilities and means that can be used to produce fun experiments for teenagers. Besides, and definitely the most important aspect, we have motivated students to produce them!

With this very purpose, MIT + K12 offers \$1,000 to students willing to make a 5 minute long video addressing a topic related to K12 education. The video has to meet some quality criteria, both on substance and on the presentation itself. However, MIT + K12 will also provide you with professional tools (such as camera, light, tablets, access to video editing software, etc.) and assistance to get the best out of your video!

The next session of video assignments will take place during the summer. To learn more about the project and browse listing of video topics, please visit <http://k12videos.mit.edu/>. Examples of previous videos made by the students can be found at :

<http://www.youtube.com/user/MITK12Videos/videos>.

Also, if you are interested in making such a video, make sure to email [k12videos@mit.edu](mailto:k12videos@mit.edu) and ask to be added to the mailing list to be kept aware of the upcoming rounds of videos

<sup>1</sup> Rethinking Education Sal Khan: 3 MIT Degrees, 85,487,485 Lessons Delivered, Conference given at MIT on November 17<sup>th</sup>

## Resident Helpful Information

- Kristin O'Halloran

**Outgoing Mail-** There is USPS mail pick-up Mon-Sat (time is variable). There is a drop-off in the lobby of Ashdown. Residents can also leave packages to be picked up at the desk for either return/send. The package would have to be ready for mailing (labeled) or you would have had to arrange for pick up (where the company picking up is bringing the label to Ashdown). The companies that come to Ashdown are: UPS, FedEx Ground, FedEx Express, DHL, and USPS. We cannot say your package will be picked up the same day as every carrier does not come every day.

**Interoffice Mail-** There is a drop-off for interoffice (on-campus) mail in the lobby of Ashdown.

### **Proof of Residency**

If you need proof of residency for the Department of Motor Vehicles (DMV), you should go to the Graduate Housing Office (ph. 617-253-5148), 201 Vassar St, Bldg W59 Room 200 (2<sup>nd</sup> Fl). They will be able to provide a letter for you on MIT letterhead. You may want to ask them to include your date of birth as well.

To walk there: Go out front lobby door, cross street at cross-walk (towards The Warehouse, 230 Albany St), head down alley between The Warehouse and the loading dock facing you, walk across train tracks (with care!), through the parking lot facing you, take a right when you reach the next street (Vassar St.) and Housing is just there on your right. **Hours:** M-F, 9am-5pm

### **Notary Public**

Normally, any bank can help you. You can go to the Bank of America in the Stratton Student Center (W20, 84 Mass Ave, 1<sup>st</sup> Floor). You do not need an account in order to be helped.

**Hours:** M-F, 9am-4pm, closed on Saturday and Sunday

### **Phone Numbers and Emails for your Reference**

Denise Lanfranchi, House Manager, 617-253-2963, [dlan@mit.edu](mailto:dlan@mit.edu)

Ashdown Front Desk, 617-253-2961, [ashdown-desk@mit.edu](mailto:ashdown-desk@mit.edu)

Ashdown Executive House Committee, [ahec@mit.edu](mailto:ahec@mit.edu)

Terry and Ann Orlando, House Masters, 617-225-9195, [orlando@mit.edu](mailto:orlando@mit.edu), [aorlando@mit.edu](mailto:aorlando@mit.edu)

Yuriy and Katie Roman, Assistant House Masters, 617-253-1494, [yroman@mit.edu](mailto:yroman@mit.edu), [kroman@mit.edu](mailto:kroman@mit.edu)

MIT Medical, Urgent Care, 617-253-1311, Bldg E23

MIT Mental Health/Counseling,

Daytime, 7am-7pm, 617-253-2916

Evenings & Overnight, 7pm-7am, 617-253-4481

Walk-in Urgent, M-F, 2pm-4pm (E23, 3<sup>rd</sup> Fl)

MIT Campus Police, 617-253-1212 or x100 from wall-mounted phones

Cabs

Checkered Cab, 617-497-1500

Cambridge Cab, 617-498-0006

Cambridge Taxi, 617-492-7900

Metro Cab (van service offered), 617-782-5500

## Resident Helpful Information

- Kristin O'Halloran

### Vending Machines

Vending machines are found on the 1<sup>st</sup> Floor of Building 4.

Refund info:

Coke Machine- email Mike Myers (Dining) at [myersm@mit.edu](mailto:myersm@mit.edu)

Snack Machine- call 1-800-343-6049

Ashdown's Coffee Machine- email Gwen Gettliffe at [gvg@mit.edu](mailto:gvg@mit.edu)

## Citizen's Corner: Submission Guidelines

***NEW: AMC Ticket or 10\$ Amazon Gift Certificate for unsolicited submissions !***

Do you have a flair for writing?

Do you have an experience you would love to share? A cause you want to speak out for? An event you would like publicized and reported?

The ears of Ashdown are thirsting to hear your story!

The "Citizen's Corner" is a section of "3am" aimed at reflecting the lives and perspectives of Ashdown residents. All Ashdown residents are invited to contribute, and all kinds of material are welcome. In the past, we have received everything from overseas exchange program stories to essays about environmentalism. We are especially keen on the views of international students comparing the way of life (in terms of culture, atmosphere, education system etc.) here to the ones they were used to.

### Guidelines in a nutshell:

- Submissions should be between 100 and 1500 words.
- No politically sensitive, religiously sensitive or pornographic material.
- Pictures to accompany text are welcome.
- Email title: "3AM SUB: <title of submission>".
- Email Anne-Raphaelle Aubry ("Anne") at [aubry@mit.edu](mailto:aubry@mit.edu).

