



MIT REAP

REGIONAL ENTREPRENEURSHIP
ACCELERATION PROGRAM

"A direct result has been our leveraging of the MIT REAP brand, which has clearly amplified our power to reach the key players we need to lead our regional transformation."

-Abraham Rodriguez Garcia, REAP Veracruz Team

The MIT Advantage

Innovation and entrepreneurship frame the very structure of MIT. The guiding principle and motto, "Mens et Manus," or "Mind and Hand," represents the institute's mission not only to create and develop break-through innovative ideas, but also to transform them into viable solutions to the world's problems. MIT's leading research into the drivers of entrepreneurship, the institutions supporting regional competitiveness, and the role of university-driven innovation, gives us unparalleled expertise in cultivating entrepreneurial and innovative capacities. Meanwhile, MIT's focus strong em-

phasis on scientific, engineering, and technological education has nurtured a culture in which our faculty and students have catapulted some of the most innovative solutions into our world. To begin to understand the impact of MIT's entrepreneurship and innovation, consider the 2009 published survey of active companies founded by MIT graduates: 25,800 currently active companies founded by MIT alumni that employ about 3.3 million people and generate annual world revenues of \$2 trillion, producing the equivalent of the eleventh-largest economy in the world.

MIT REAP FACULTY



Scott Stern

School of Management Distinguished Professor

Scott Stern is a renowned expert in strategic management and innovation development. Stern chairs the TIES Management Group at the MIT Sloan School of Management. Stern explores how innovation differs from more traditional economic goods, and the implications of these differences for entrepreneurship, business strategy, and public policy. He is the Director of the Innovation Policy Working Group at the National Bureau of Economic Research. Stern holds a BA in economics from New York University and a PhD in economics from Stanford University.



Ed Roberts

Founder of Martin Trust Center for MIT Entrepreneurship, David Sarnoff Professor of Management Technology



Fiona Murray

Associate Dean of Innovation, MIT Sloan
Alfred J. Siteman(1948) Professor of Entrepreneurship

Fiona Murray is an international expert on the transformation of investments in scientific and technical innovation into innovation-based entrepreneurship that drives jobs, wealth creation, and regional prosperity. Murray received BA and MA degrees in Chemistry from the University of Oxford and subsequently received her doctoral degree from Harvard University's School of Engineering and Applied Sciences.



Charlie Cooney

Robert T. Haslam (1911)
Professor of Chemical Engineering



Joi Ito

Director, MIT Media Lab



Bill Aulet

Managing Director, Trust Center for MIT Entrepreneurship

A highly accomplished business leader, Bill Aulet has a long track record of success. For over 25 years, he has raised more than \$100 million in funding for his companies and has directly created hundreds of millions of dollars in market value. He is a Senior Lecturer at the Sloan School teaching four classes. Aulet is also an advisor to the U.S. Department of Energy, the Kauffman Foundation and several investment funds in the area of Clean Energy Entrepreneurship and Innovation. Aulet also serves on the board of a number of startup companies.



Don Lessard

Epoch Foundation
Professor of International Management



Massachusetts
Institute of
Technology