MIT Market

student projects + crowdfunding + fantasy league

MIT Market is a trading platform based on digital currency where anyone with an MIT account can invest in a student's project. Students have creative ideas, skills, and the desire to pursue side projects, but often drop them amid the busyness of MIT life. By opening projects up to everyone in the community, MIT Market generates buzz among friends and weaves projects into students' social lives. Seed funding further supports students. Sponsors, such as tech and VC firms, provide capital for the market and serve as judges at a campus-wide finale.

Support Centers

- Martin Trust Center
- MITERS hackerspace
- TechX Student Relations

resources

Digital Currency Initiative

- launch awareness and grow engagement on campus
- pursue experimentation

partnership

Project Sources

- UROP
- \$100K, Clean Energy Prize
- 2.009, Action Learning Lab

ecosystem

MIT Market

Semester start

- students form teams and identify projects
- teams apply to list shares
- teams create campaign webpages
- each investor is issued
 1000 digital credits

Trading season

- teams sell shares to investors for credit
- investors trade shares
- teams spend \$1 for every
 100 acquired credits
- teams publish updates
- live leaderboards

Semester end

- project showcase finale
- teams given bonuses by sponsors and audience
- project share value = credits + bonuses
- top teams and investors awarded cash prizes

funding

Corporate Sponsors

- publicity and recruiting
- propose project ideas
- early access to promising teams

projects

Student Teams

- money for building projects
- idea validation and feedback
- social recognition
- peer encouragement

trading

Anyone at MIT

- invest in projects
- stay current on ventures
- network with teams
- support friends