To Prospective Global Entrepreneurship Lab Host Organizations:

Thank you for your interest in the MIT Sloan Global Entrepreneurship Laboratory (known as G-Lab). This letter will give you a brief overview of G-Lab and the value our G-Lab teams have delivered to a broad spectrum of organizations around the world over the past 10 years. Information is also available at http://g-lab.mit.edu, the course website.

G-Lab is a unique and highly popular course at the MIT Sloan School of Management. It blends traditional classroom learning, focused on global business policy and practice, with an international internship. Student teams work with host organizations around the world in essentially a 4-month, mini-consulting project. Hosts set the project focus and negotiate with their teams to agree the scope, schedule and deliverables. That is, our teams work on the problems host organizations want to fix.

Logistics
G-Lab teams are typically composed of 4 second-year MBA students. G-Lab's reputation attracts the best students from across Sloan and MIT, however, and our enrollment includes graduate students from the MIT Media Lab and from executive and joint engineering degree programs (i.e., Sloan Fellows and Leaders for Global Operations programs).

The G-Lab schedule is as follows: our classes begin meeting in early September. We post the internship projects on an internal website, using information provided by the host organizations from the attached application. Students form their own teams, mindful of building a strong mix of resumes and skill sets. Where appropriate, we ask teams to have at least 1 fluent local language speaker on the team. After an application and matching process, team assignments are announced in early October.

Teams then begin project work, talking with their hosts by phone and email, fixing scope and deliverables, and beginning their research on campus. The heart of the internship occurs in January (when classes are not in session at MIT): the teams travel to their host organizations and work for 3 to 4 weeks, full-time, on-site, in country. At the end of the internship, teams formally present their conclusions to senior management, and deliver written reports and backup data detailing their analysis.
Host Obligations
Host organizations receive optimal results when the CEO and senior management have spent focused time and energy on the project and with the team. This is especially true when the teams are onsite. Please seriously assess the ability of your organization’s senior management to commit the time necessary to gain maximum benefit from a G-Lab team.

As for cost, hosts do not pay the students any salary or compensation. (MIT policy prohibits full-time students from receiving compensation for course-related work.) Thus, the only cost to host organizations is an obligation to provide economy-class airfare plus modest but safe lodging for the team members while they are on site.

G-Lab Capabilities and Locations
The range of possible topics for G-Lab projects is virtually unlimited. In the past, teams have worked on internationalization strategies, new market entry analysis, capital-raising (domestic and foreign) strategies, marketing analysis, pricing research, product development, commercialization of technology, competitive landscape assessment, customer relationship strategies, and a number of other concerns. Host organization needs are the sole drivers of project focus.

We have sent teams to countries as diverse as Vietnam, Uruguay, China, Brazil, India, Chile, Kenya, Argentina, Mexico, New Zealand, the UAE, and South Africa. Our teams have also worked with host organizations from an extremely broad range of sectors and stages. While G-Lab teams have particular depth in technology startups as well as consumer goods, professional services and manufacturing firms, they have also worked with global social entrepreneurship enterprises, emerging market investment funds, and family firms undergoing generational shifts.

In 2010-11, G-Lab will focus particularly on Latin America, the Asia-Pacific region, Africa, and the Middle East. We are eager to recruit from throughout these regions and to add new sectors to the G-Lab mix as well.

In our follow-up surveys, host organizations repeatedly report to us the high value of the services our teams deliver, the quality of their analysis and insight, and a surprisingly high return on organizations' nominal investment. Students take very seriously their obligation to represent the brand of MIT with the highest degree of professionalism. Host organizations' high, consistent level of satisfaction is the best evidence that G-Lab teams are meeting that obligation.

Next Steps
Please go to the G-Lab website – http://g-lab.mit.edu – to learn more and see previous years’ content.

If you would like to be a host company for 2010-11 G-Lab, please complete the brief application, available at http://g-lab.mit.edu/apply. The application provides critical information that will be used by G-Lab student teams to shape their project preferences and by the faculty to generate the best match among teams and hosts. Please submit it
at your earliest convenience, and certainly by **August 23, 2010**. We will consider your application carefully, to ensure a good fit between your organization’s needs and the likely skills of the students.

Your firm’s application will be posted, along with all other submitted applications, on a MIT website restricted to G-Lab students. Each year we have fewer teams than host organizations. *Please take the time to describe your organization and the project thoughtfully, so that students can fully appreciate the opportunity.*

Please contact us directly at glab-faculty@mit.edu with any questions or ideas you have. On behalf of the students of G-Lab, we look forward to working with you and your organization this fall.

Very truly yours,

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