

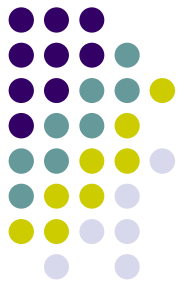
# Fellows Forum



## Milestone 4: Sustainability

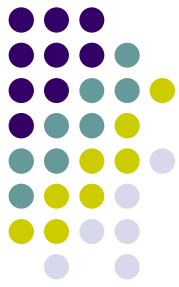
Jonathan Varsanik  
& two anonymous MIT students  
Brian Moore  
Julianne Palazzo

# Fellows Forum



- Academic and career focused network
- Two Components
  - Challenges
    - Access via web and SMS
  - Goals
- Start with a prototype for focus group of fellows

# What does Sustainability mean for us?

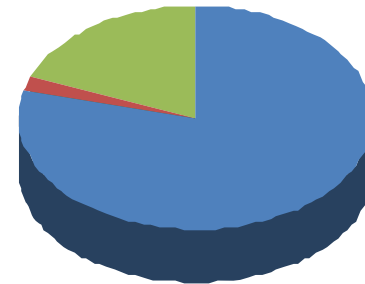


Will our *concept* work for the Telmex community?

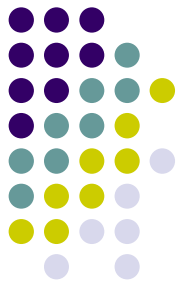
- Fellows
- Telmex Foundation

Our task is to make sure our blueprint improves the current networking climate

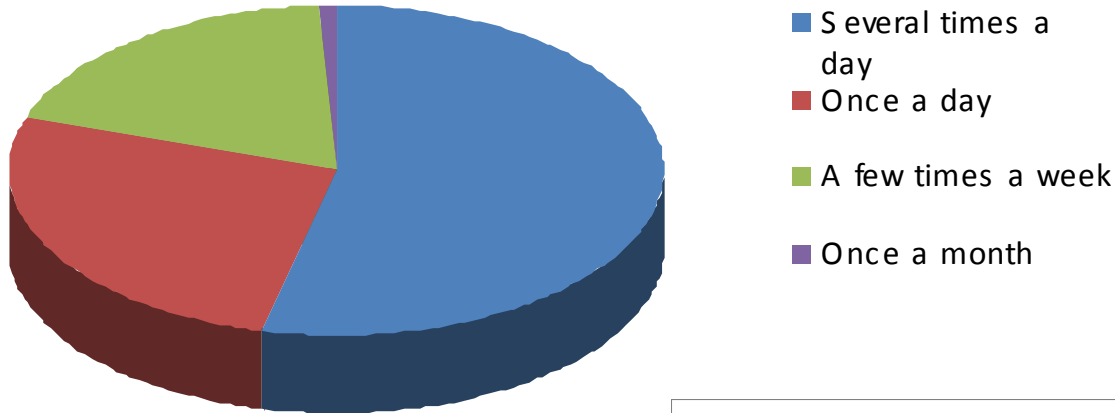
Would you be interested in being part of an exclusive social site for the community Fellows Telmex?



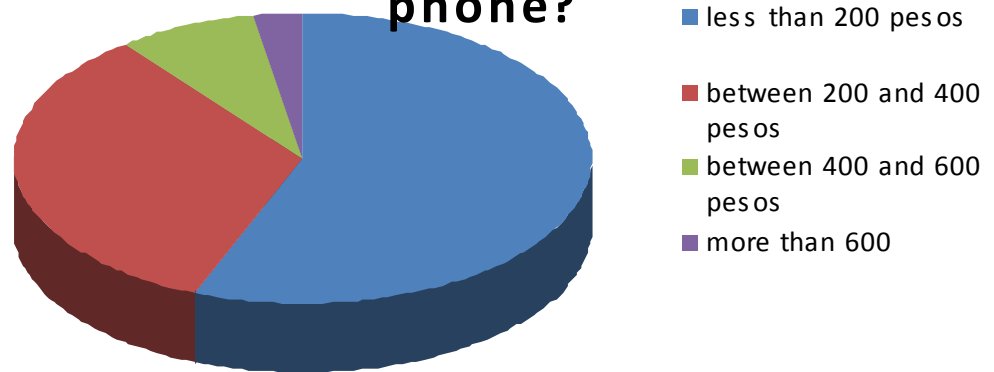
- Yes
- No
- Maybe

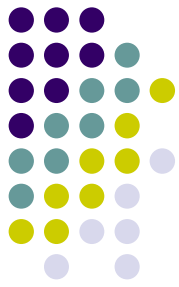


## How often do you connect to the Internet?



## On average, how much do you spend each month on cell phone?





# Technology

- Components of Prototype:
  - Website
  - SMS Gateway
  - Data management – Server
- Mostly working with off-the-shelf technologies, thus simple to understand
- **Fellows**: Will the SMS feature be used in conjunction with the website? This is something we will be testing.
- **Telmex Foundation**: Provide managers for server and website. Real problem comes with sustaining challenge.



# Financial

- This is a service under an established foundation
- Operational Costs – server management, labor for interactuando.org plus our own website...covered by Telmex Foundation
- Student Costs – texting...is this viable?
  - Clickatell – commercial enterprise specializing in SMS gateway connectivity and bulk messaging services
- FUTURE – advertising on website to generate revenue; self-sustaining network?



# Human

## FELLOWS:

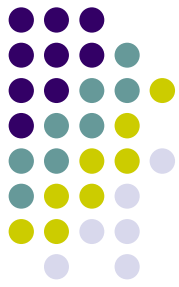
- Frequent conference calls
- Focus group will test our experimental prototype
- Focus group will critique elements of prototype
- Final test to entire community

Our concerns...

How are students responding to each trial?

How will we reduce apathy?

We want to make Telmex fellows feel that they are part of a special unit



# Human

## FOUNDATION:

- Issue of self-interest and image.
- Build partnership with Telmex so that it improves its status as a reputable scholarship organization
- Steady and continuous correspondence until all elements are in place

Our concerns...

Will the Foundation execute our plans?

How will our plan help the Foundation build its status?

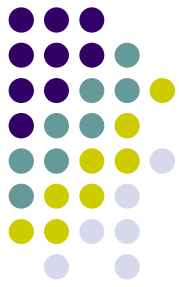
Competition/Reputation  
Future scholarships



# Operational



- This Semester –
  - 1) Test out challenge both on website and through SMS with focus group
  - 2) Implement improved prototype to entire Telmex community and gauge response
  - 3) Document response and level of interaction
  - 4) Does the idea work?



# Operational

- For future NextLabbers and Telmex –
  - 1) If the idea works – make sure technology can be expanded and explained to Telmex
  - 2) Find ways to involve Alumni and incorporate Goals
  - 3) Transition entirely to separate website, local SMS gateway, and local servers
  - 4) Committee within Telmex to oversee social networking?

# Questions?

MIT OpenCourseWare  
<http://ocw.mit.edu>

MAS.965 / 6.976 / ES.S06 NextLab I: Designing Mobile Technologies for the Next Billion Users  
Fall 2008

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