

MIT SLOAN MANAGEMENT REVIEW

INTERNATIONAL LICENSING PROGRAM

FIPP, NOVEMBER, 2019

ABOUT MIT SMR



GOALS

- GROWTH IN REACH AND IMPACT
- REVENUE GENERATING
- MARKETS SYNC WITH MIT SLOAN PARTNERSHIPS IF POSSIBLE
- CURTAIL START UP AND MAINTENANCE COSTS

Initial strategy:
publishers



current strategy:
alternative





DIGITRANS 2019
THE DIGITAL TRANSFORMATION FORUM
30-31 OCTOBER 2019
ADDRESS DUBAI MALL HOTEL, UAE

Presented by
Khaleej Times
MIT Sloan Management Review

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A ROADMAP TO REDEFINING INNOVATIONS

REGISTER NOW

LEARNINGS

- PARTNER FOR BEST RESULTS
- HAVE AN ONBOARDING PROCESS
- BE PREPARED FOR STEADY COMMUNICATION AND REQUESTS
- LOOK FOR MINIMUM DEAL SIZE
- THERE WILL BE FLAKINESS
- EMERGING ECONOMIES ARE VOLATILE