

JOIN THE INITIATIVE

# M DIGI TAL

DRIVING OUR  
UNDERSTANDING  
OF THE  
DIGITAL ECONOMY



Digital technologies are driving change, disruption, and opportunity in business, the economy, and society. The pace of these changes and their effects are accelerating. Companies, governments, and organizations are seeking to understand these changes and find methods and strategies for coping, surviving, and succeeding in the digital age.

The MIT Initiative on the Digital Economy (IDE) is led by MIT Sloan's Erik Brynjolfsson and Andrew McAfee, co-authors of *The Second Machine Age: Work, Progress and Prosperity in a Time of Brilliant Technologies*, a research-based articulation of impacts, trends, and issues.



**BECOME A CORPORATE MEMBER**

Industry collaboration is a cornerstone of the MIT IDE, helping us to diversify our work and foster a knowledgeable and impactful community of stakeholders.

# OUR SINGULAR FOCUS IS THE DIGITAL ECONOMY



PRODUCTIVITY,  
EMPLOYMENT +  
INEQUALITY



BIG DATA +  
INFORMATION  
PRIVACY



NEW DIGITAL  
BUSINESS  
MODELS



SOCIAL ANALYTICS  
+ DIGITAL  
EXPERIMENTATION

## THE MIT IDE ENGAGES IN FIVE PRIMARY ACTIVITIES: RESEARCH, CONVENINGS, EDUCATION, VISITING FELLOWS, AND THE INCLUSIVE INNOVATION COMPETITION.

### RESEARCH

We conduct groundbreaking research – often in partnership with corporations, governments, and foundations – focused on four aspects of the digital economy: Productivity, employment, and inequality; Big data and information privacy; New digital business models; and Social analytics and digital experimentation.

### CONVENINGS

We host conferences, roundtables, lectures, lunch seminars, workshops, symposia, and other events. These gatherings bring together many groups — including academics, executives, entrepreneurs, students, investors, and policymakers — to exchange ideas, learn from each other, and provoke action.

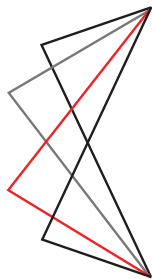
### EDUCATION

We provide students, executives, and other stakeholders with online and on-campus education about current and future transformations in the digital economy through executive education programs and MIT Sloan's Analytics Lab, an action learning course for graduate students.

### FELLOWSHIPS

We invite visitors from business and academia to work alongside our researchers so that they are able to benefit from MIT's unique approach to learning and collaboration.

### INCLUSIVE INNOVATION COMPETITION



MIT IDE  
INCLUSIVE  
INNOVATION  
COMPETITION

The MIT IDE identifies and celebrates organizations that are inventing a more inclusive, productive, and sustainable future for all. The IIC grants \$1 million in prizes to organizations that strive on behalf of working people at the middle and base of our economy.

[www.MITinclusiveinnovation.com](http://www.MITinclusiveinnovation.com)

THE MIT INITIATIVE  
ON THE DIGITAL  
ECONOMY EXPLORES  
HOW PEOPLE AND  
BUSINESSES WILL  
WORK, INTERACT,  
AND PROSPER  
IN AN ERA OF  
PROFOUND DIGITAL  
TRANSFORMATION.

WE ARE INCREASING  
KNOWLEDGE AND  
EXPANDING THE  
DIALOGUE ON THE  
DIGITAL ECONOMY.

## 2016 CALENDAR OF EVENTS

FEB- APR	MIT IDE SEMINAR SERIES
MAR 15	ON-DEMAND ECONOMY CONFERENCE
MAY 18	MIT SLOAN CIO SYMPOSIUM
MAY 19	MIT IDE ANNUAL CONFERENCE
JUN 1	LAUNCH OF MIT IDE EXEC ED COURSE ON PLATFORM STRATEGIES
JUL 15	PLATFORM STRATEGY SUMMIT
SEP- DEC	ACTION LEARNING STUDENT PROJECTS
SEP- DEC	MIT IDE SEMINAR SERIES
SEP 25 - OCT 1	IIC AWARDS CEREMONY @ BOSTON HUBweek
OCT 14-15	CONFERENCE ON DIGITAL EXPERIMENTATION (CoDE)

## MIT IDE ADVISORY BOARD

### **Carl Bass**

*President and CEO  
Autodesk*

### **Marc Benioff**

*Founder, Chairman,  
and CEO  
Salesforce*

### **Reid Hoffman**

*Executive Chairman  
and Co-Founder  
LinkedIn*

### **James Manyika**

*Director  
McKinsey & Company  
McKinsey Global Institute*

### **Eric Schmidt**

*Executive Chairman  
Alphabet*

### **Robert Solow**

*MIT Professor of Economics  
and Nobel Laureate*

### **Michael Spence**

*NYU Professor of Economics  
and Nobel Laureate*

ACCESS THE  
**IDEAS.**

JOIN THE  
**CONVERSATION.**

BECOME A  
**CORPORATE**  
**MEMBER** OF  
THE MIT IDE.

Our Members have access to MIT IDE events and activities, as well as the opportunity to connect with our community of researchers and thought leaders. IDE Members may also participate in sponsored research projects.

For a current list of MIT IDE Members, please visit us at [mitsloan.mit.edu/ide](http://mitsloan.mit.edu/ide).

**CONTACT**

David Verrill  
Executive Director  
[dverrill@mit.edu](mailto:dverrill@mit.edu)  
617.452.3216

Christie Ko  
Associate Director  
[cko@mit.edu](mailto:cko@mit.edu)  
617.253.3478



MIT  
INITIATIVE ON THE  
DIGITAL ECONOMY



MIT INITIATIVE ON THE DIGITAL ECONOMY  
MIT SLOAN SCHOOL OF MANAGEMENT  
245 FIRST ST  
ROOM E94-1521  
CAMBRIDGE, MA 02142-1347

[MITSLOAN.MIT.EDU/IDE](http://MITSLOAN.MIT.EDU/IDE) @MIT\_IDE