Viterbi Innovation Competitions
Information Session
September 27, 2017

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Mission and Overview

Maseeh Entrepreneurship Prize Competition (MEPC):
• Support engineers to bridge gap between ideas/research and marketplace

Min Family Engineering Social Entrepreneurship Challenge (MFC):
• Catalyze engineering innovation needed to address global problems

ABC Innovation Undergraduate Prize (ABC):
• Support undergraduate students to use innovation to develop solutions in three areas – atoms, bits, and cells

Annual Business Model Competitions (MEPC & MFC):
• NSF Innovation Corps “I-Corps” business workshops
• Seasoned mentors
• $150K in implementation grants, awards, and prizes
Team Rules

MEPC and MFC

- Each application *must include* an enrolled **VSoE student** founder
- Faculty team members also welcome

ABC

- All team members must be undergraduate students
- Each application *must include* an enrolled **VSoE student**

All

- Members from other USC schools encouraged to join teams
- Members from other schools and outside communities as well
- The maximum number of team members is five
15-20 teams will be selected
  • Each team gets $500 Customer Discovery Grant

~6 entrepreneurship workshops
  • Customer discovery, business model canvas, intellectual property, start-up financials, pitching

1+pool mentors
  • Expert mentors at workshop
  • Dedicated mentor matched at semi-finals
  • Pool of additional mentors also available

4-5 finalists
  • Compete for $100K+ cash prizes and legal services

Multiple winners
  • Top teams announced at Viterbi Awards
2016 Winners

MEPC: NoseKnows
The company has created an app to make it far easier to recover runaway dogs and other pets.

MFC: FlexSpecs
The goal of their project is to produce inexpensive eyeglasses with adjustable lenses that require no prescription.

“These are the Academy Awards for USC Viterbi startups,” Dean Yannis C. Yortsos
2017 Winners

MEPC: Thermal View Monitoring

An image guidance system that gives surgeons a real-time, 3-D temperature map they can use to identify cancerous cells during thermal ablation therapy.

MFC: HonestFi

Partners with NGOs, small businesses and community members to reduce the cost of banking transactions for those under financial strain.
New 2018 Min Family Challenge

Harvey, Irma, Jose, Maria: No, the 2017 hurricane season is not normal

This year’s Min Family Challenge will focus on natural disaster relief, recovery and rebuilding efforts for the victims and to mitigate the impact of future disasters. MFC this year will generously support a small set of student teams for field research and development of their technical solution.

By Maggie Astor, New York Times
Published: September 20, 2017
Special Events and Resources

- Oct. 9 Disaster relief talk: An insider’s look
- Houston trip 1st week of January
- ESRI’s ArcGIS platform and gallery datasets
- Special workshops on field research and social entrepreneurship

After Harvey Leaves, Houston Faces Years of Rebuilding

by JON SCHUPPE
Details for ABC

Categories

- **Atoms** – physical products
- **Bits** – digital including mobile & web apps
- **Cells** – biomedical or bioengineering

Workshops

- Customer discovery, business model canvas, intellectual property, pitching
- All three technology areas

Mentors

- MBA students with science and engineering degrees
- Office hours with mentors

Winners

- Winner in each category
- Each winner receives $1000
<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>Application Deadline</td>
<td>11:59pm PT</td>
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<tr>
<td>Kick-off Events</td>
<td>Mid November</td>
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<tr>
<td>Biz Workshops</td>
<td>December - March</td>
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<tr>
<td>Pitch Prep / Semi-Finals</td>
<td>March</td>
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<tr>
<td>Final Presentations</td>
<td>Early April</td>
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<tr>
<td>MEPC</td>
<td>Tues, Oct 31, 2017</td>
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<tr>
<td>ABC</td>
<td>Sun, Nov 5, 2017</td>
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<tr>
<td>MFC</td>
<td>Sun, Nov 12, 2017</td>
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Join a team!

If you have an idea and need a team...
Or want to find a team with an idea...

https://co.founder.center/login_cofounders
Questions?

Email: Viterbi-innovation@usc.edu

http://viterbiinnovation.usc.edu/mepc-entrepreneurship/

http://viterbiinnovation.usc.edu/min-family-challenge/

http://viterbiinnovation.usc.edu/abc-innovation-prize/