Invention to Impact!

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USC Viterbi
School of Engineering
The mission of the Viterbi School Office of Technology Innovation and Entrepreneurship is to launch ventures with significant social and economic impact based on USC faculty, students, and technologies.
The Los Angeles start-up scene
Transformation of Los Angeles
Leveraging Silicon Beach
Google buys 12 acres in Playa Vista, vastly expands presence in L.A.

ARMY TO STATION UP TO 70 RESEARCHERS AT USC'S INSTITUTE FOR CREATIVE TECHNOLOGIES

S. Army researchers are moving into Los Angeles’ sprouting technology hub in Playa Vista, aiming to make what will become their largest outpost outside Maryland into a key source of ideas on data analysis, robotics and virtual reality.
Silicon Beach

Los Angeles booms as a startup hub

A cheaper location for tech companies takes off

Nov 5th 2016 | From the print edition

Better than surfing down Sand Hill Road

SCilicon Beach is growing....
Student incubation at VSOE

- Curriculum
- Co-location
- Competitions
- Community
Philosophy

STRUCTURE

CULTURE

E = MC²

THEORY

LAB

SYNTHESIS
Curriculum - ISE 585: Strategic Management of Technology

- This is the gateway to many of our programs!
- Learn about approaches in both startups and large companies
- Highly experiential
- Meet angel, venture, and corporate investors
- Automatic admission to all Viterbi Startup Garage events in 2017-8 and residency in the Garage
- Instructor: Andrea Belz

Tu/Th 3:30-4:50 pm – GFS 223
Curriculum - ITP minor: Digital entrepreneurship

- Partnership with Lloyd Greif Center/ Marshall School of Business
- Director: Mike Lee, ITP
- Mix of business and technology classes
Curriculum - Health, Technology, and Engineering (HTE)

- Partnership with Keck School of Medicine
- Classes with teams of MD and PhD engineering students
- Designed to link clinical problems with engineering solutions
Co-location – Viterbi Startup Garage

- Marina Del Rey
- Home for investor screenings
- Fall: Home of multiple events
- Winter: Home of Synchrotron extra-curricular program (1 evening/week)
- Summer: Home of Summer Smasher program – immersive student experience
- Residence requires participation in the customer discovery course
- Automatic privileges for ISE 585
Co-location - Hacker House

- Kerckhoff Hall (Adams Blvd.)
- All VSOE organizations may use this for meetings as needed
- Contact Prof. Trina Gregory – trinagre@usc.edu
Community –
Viterbi Student Innovation Institute (VSI2)

- Students to key thinkers in the entrepreneurial world
- Links VSOE students with Marshall students

Stay tuned for first session – mid-Sept.
Part of info session on MEPC and Min competitions
Curriculum/ Community - Project PALISADES

- Promote, Accelerate, and Launch Innovation in Security, Aerospace, and Defense Sectors
- Special events to learn about innovation in security and defense
- Spring 2018 - Register for CS 599: Hacking for Defense - and learn about real national security issues
- Interested? Email Matt Gratias – gratias@usc.edu
Competition - The Real Deal at USC

- Gen. (ret.) David Petraeus co-hosts pitch session
- 30-40 leading investors/entrepreneurs
- VSOE-affiliated companies have attracted several $M in investment here
- Interested? Email Matt Gratias: gratias@usc.edu
Competition - Coulter Foundation Program

- Designed for translation of biomedical innovation to the marketplace
- Required workshops on customer discovery, regulatory affairs, reimbursement strategies
- Annual program managed through BME
Competitions - MEPC and Min Family Challenge

- Maseeh Entrepreneurship Prize Competition – flagship competition to support entrepreneurship
- Min Family Challenge – engineering solutions to societal problems
- Both programs:
  - Customer discovery classes with experienced mentors
  - Compete for final prizes

**Deadline: early October**
Competition - Innovation Corps ("I-Corps")

- Support to commercialize technologies developed in universities
- $50,000 grant from National Science Foundation
- Must have intellectual property (no apps)
- ISE 585 or ZAP! can be used to qualify
- ZAP! also enables you to present at annual Technology Scouting Workshop (speakers from Boeing, Google, Dow, NASA, NTT DoCoMo, more...)
Competition – New ABC Innovation UG Prize

- Perfect for VSOE UG clubs!
- Competition cycle opens: Jan. 2017
Competition - Viterbi Venture Fund

- Launched in 2016
- Requires evidence of customer discovery to participate
- Incubation at VSG part of investment
Help us launch a new platform to support your community!

- Co.Founder.Center is our new virtual hub where you can connect with founders and access industry experts

  Join now!

  https://co.founder.center/login_cofounders

- Sign in and search for the “USC Viterbi Innovation” community

- Ask our team (viterbi-innovation@usc.edu) for help!
To learn more

- Register for ISE 585: Tu/Th 3:30-5 GFS 223

- Sign up for office hours, learn about ITP minor, or use Hacker House: Prof. Trina Gregory: trinagre@usc.edu

- Join our mailing list and get competition deadlines, speaker dates, and other good info: http://viterbiinnovation.usc.edu/connect/

- Find co-founders and mentors: https://co.founder.center/login_cofounders

- Sign up for an event to join IN-LA (including the process for I-Corps grants): http://lanode.org/zap/

- Project PALISADES and the next Real Deal: Email Matt Gratias at gratias@usc.edu

- Garage residence and other questions: Viterbi-innovation@usc.edu