Maseeh Entrepreneurship Prize Competition (MEPC) Information Session

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Maseeh Entrepreneurship Prize Competition (MEPC):
• Engineering school’s flagship business pitch competition
• Inspire engineers to tackle today’s biggest challenges
• Help bridge gap between ideas/research and marketplace

Program in a nutshell:
• NSF Innovation Corps “I-Corps” business workshops
• Seasoned mentors in commercialization
• $150K in implementation grants, awards, and prizes
• Culminates in a finals with investors
Recent Winners

Thermal View Monitoring: Better image guidance for cancer ablation

2018

2017

2016

Apeiron: Technology that extracts graphene from natural gas, resulting in zero-emission energy

Nose Knows: App to make it easier to recover runaway dogs and other pets using individualized nose imprints
2015 Grand Prize Winner
Brain Injury Research Systems

Providing fast and effective concussion screening on the side-lines!

Team of Engineers, Doctors + Nurses
2014 Grand Prize Winner
Comfort Correct

Providing superior orthodontic treatment using programmable memory wire!

Team of Engineers + Dentists
“We turn numbers into insight,” creating meaning from spatial temporal data collected from motion-tracking cameras

**Investors – Mark Stevens and Andy Rappaport**

**Customers – LA Clippers**
Even if you don’t win...

David Hodge – 2011/2012 CSBA graduate, MEPC 2010

Apple Acquires Embark, Another Mapping App With Transit Information

Thursday, August 22nd, 2013
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

- Dedicated mentor matched at kick-off
- Expert mentors at workshop
- Pool of additional mentors also available

4-5 finalists and multiple winners

- Compete for $100K+ cash prizes and legal services

Connection

- Top team showcased at Viterbi Awards
Grand Prize
MEPC offers a grand prize of $50,000 to launch your startup.

Free Legal Services
Four finalists will win $50K in free legal services – $20K for first place, $15K for second place, $10K for third place, and $5K for fourth place.

Customer Discovery Grants
All admitted teams will receive $500 to conduct customer discovery.
New Side Prize: Amazon Voice Prize

To inspire and enable next generation of curious minds to invent the next big thing in conversational AI

Eligibility

Concept includes voice capabilities or voice integration
Same as MEPC, must have at least one VSoE student.

Access

- Special Amazon-led technical works to help integrate voice capabilities into your start-up
- Extra funding for customer discovery and implementation
- Devices and equipment
- Amazon technical mentors

Cash Prizes

1st place: $7500
2nd place: $5000
3rd place: $1000

Key Dates

Oct 13 Application deadline via MEPC
Jan 22 Special Technical Workshop
April X Finals

Apply though either MEPC or ABC. Check I want to compete for Amazon Voice prize on your application
Rules and Eligibility

Team Structure

- Each application *must include* an enrolled VSoE student founder
- Faculty team members welcome
- 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
2019 Grand Prize Winner
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XXXXXXXXXXXXXXXXXXXXXXXX

Team of Engineers
+
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<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>Application Deadline</td>
<td>Sun, Oct 14, 2018</td>
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<tr>
<td>11:59pm PT</td>
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<tr>
<td>Kick-off Events</td>
<td>Tues, Nov. 6, 2018</td>
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<tr>
<td>Workshops</td>
<td>November - March</td>
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<td>Pitch Prep / Semi-Finals</td>
<td>March</td>
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<td>Final Presentations</td>
<td>Early April</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://tinyurl.com/MEPCfindcofounder
Get involved!

- Think like an entrepreneur!
  - Getting started - **Take classes**
  - Short immersion - **Join the Summer Smasher**

- Got an idea?
  - **Join competitions** – finals spring; compete next fall
  - Find a home base - Apply for residence in **Viterbi Startup Garage**

- Need funds to explore your idea?
  - Learn about the market - Apply for **I-Corps programs**
  - Develop a prototype (for university research only) - Apply to **Mousetrap Fund**
  - Learn nuts and bolts - Participate in the **Synchrotron accelerator**
  - Ready for action - Apply to the **Viterbi Venture Fund**
  - Ready for prime time! - **Apply to the Real Deal**