

Maseeh Entrepreneurship Prize Competition (MEPC) Information Session

**Denise McKenzie
Hovig Tchalian
Rob Schoeben**

Viterbi-innovation@usc.edu

Mission and Overview

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
- \$50K grand prize
- Culminates in a finals with investors

2021 Winning Team

Watershield

Watershield created a bioinspired water barrier, made of silicone-based polymers that adhere to the skin without the use of any chemical irritants. This barrier offers cancer patients an infection-proof, shower experience.



2020 Winning Team

GrayMatter Robotics

GrayMatter Robotics develops AI-Brains to transform commercially available robots into smart assistants to improve the quality of life for industrial workers, increase productivity, and enhance the cost-competitiveness of manufacturing companies.



Recent Winners



AIRBOND: Prepreg
production technology
without an autoclave

2018



Thermal View Monitoring:
Better image guidance for
cancer ablation

2016

2019



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

2017



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

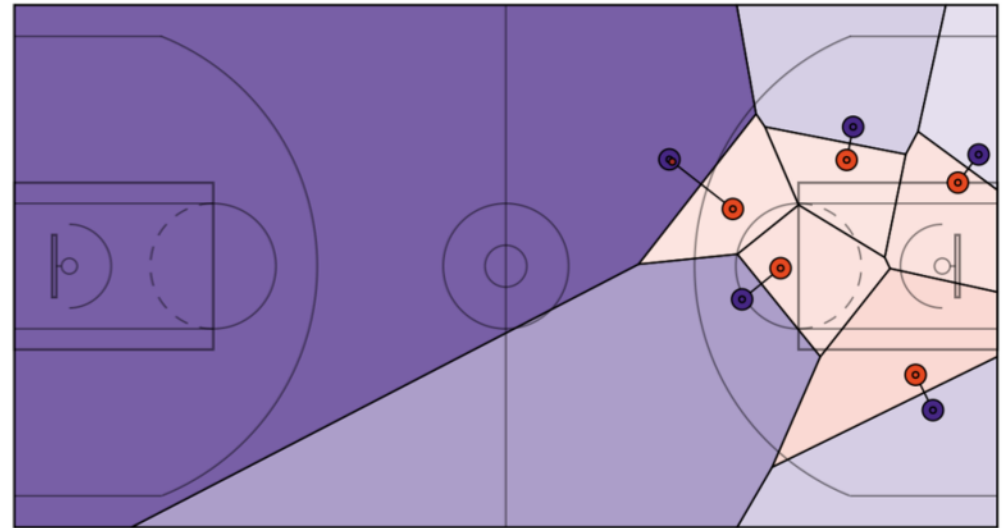
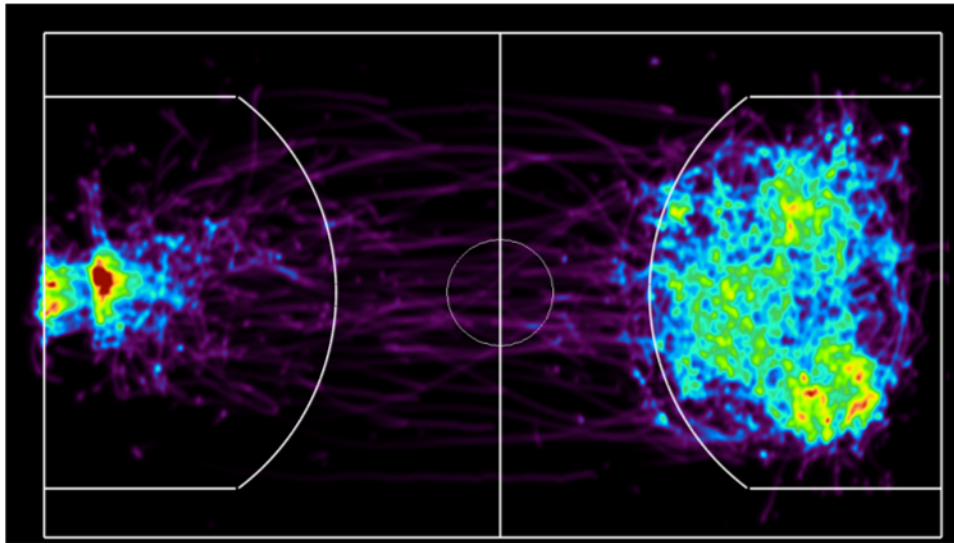
**Providing superior orthodontic
treatment using programmable memory
wire!**



***Team of
Engineers
+
Dentists***

2013 Grand Prize Winner

Second Spectrum



"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

HOT TOPICS [YAHOO](#) [APPLE](#) [FACEBOOK](#) [TWITTER](#) [GOOGLE](#) [MICROSOFT](#) [NSA](#)

CrunchGov

APPS

Comment

Tweet

534

TechCrunch
DISRUPT
SF 2013

September 9th - 11th
Limited Tickets Still Available

11 Days Left!

GET TICKETS NOW

Apple Acquires Embark, Another Mapping App With Transit Information



DARRELL ETHERINGTON



Thursday, August 22nd, 2013

Comments

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



\$50K Grand Prize

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.

Rules and Eligibility

Team Structure

- Each application *must include* a current **VSoE student** founder
- Faculty team members and alumni 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

2022 Grand Prize Winner ????

XXXXXXXXXXXXXXXXXXXXXX



***Team of
Engineers
+
????***

Competition Schedule

2021-2022 Schedule

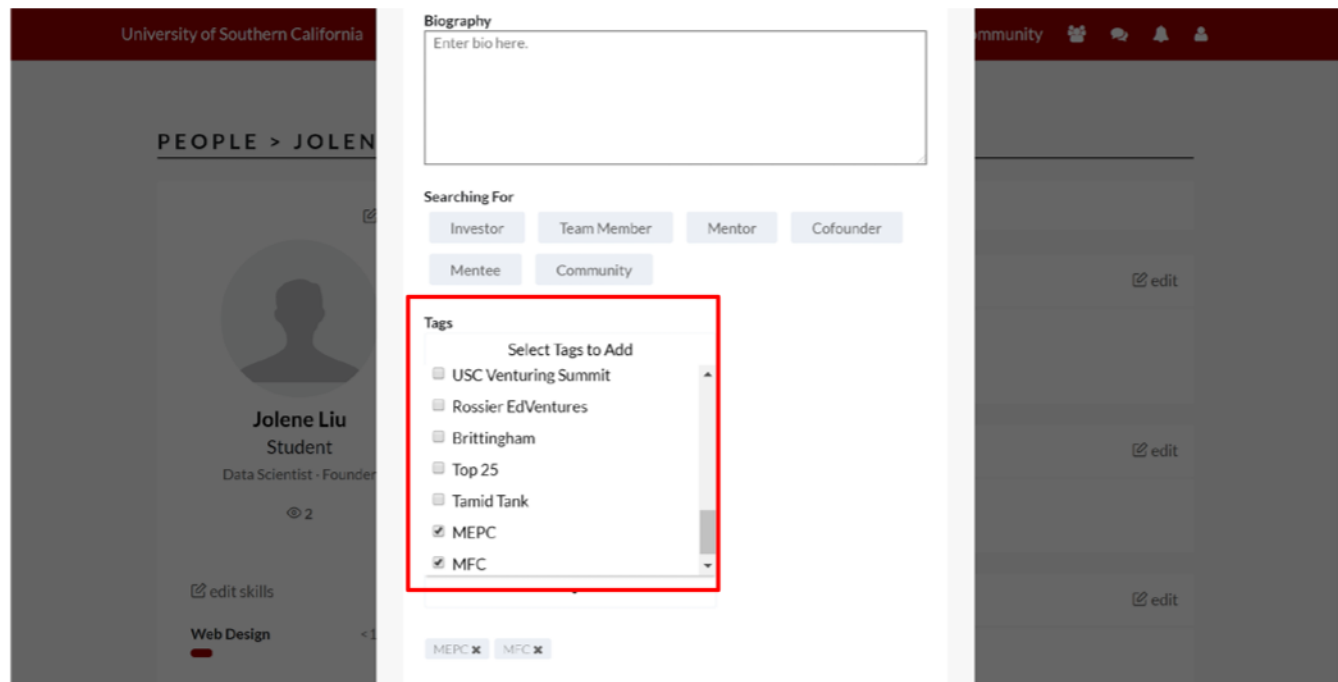
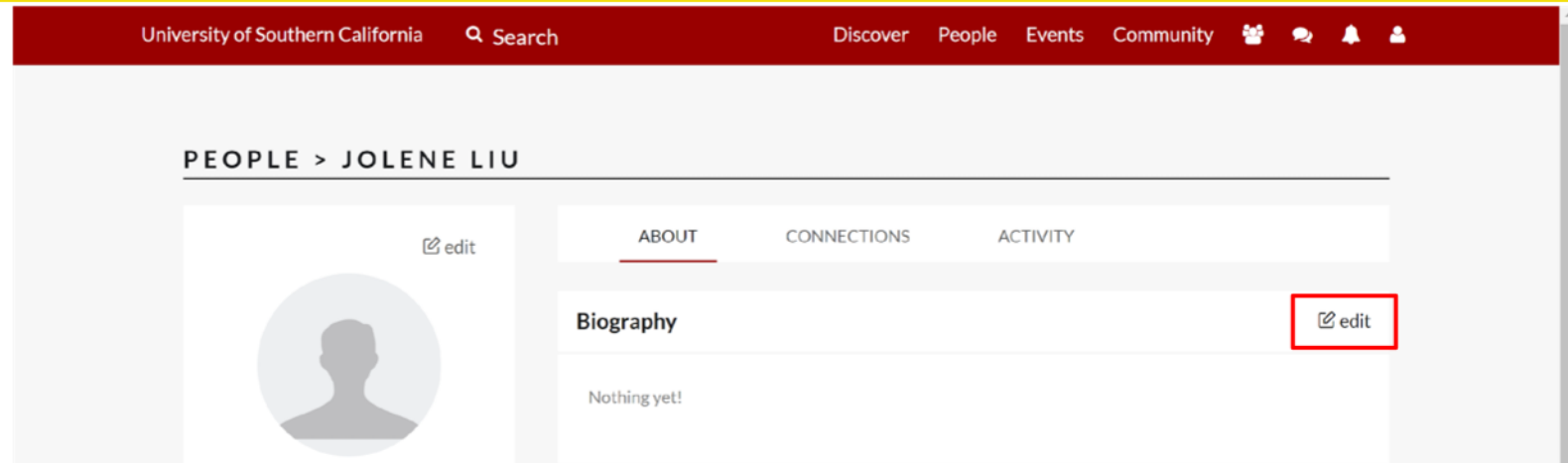
Tech Startup Networking Event	Thu, Oct 7, 2021
Application Deadline 11:59pm PT	Mon, Nov 1, 2021
Kick-off Event	Fri, Nov 19, 2021
Workshops	December – April 1
Pitch Prep / Semi-Finals	Thu, Apr 7, 2022
Final Presentations	Fri, Apr 29, 2022

Join a team!

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

- 1. Go to <https://usc.startuptree.co>
Startuptree is a platform for USC founders and their community**
- 2. Create an account and tag your profile with 'MEPC'**
- 3. (Optional) Add your project or venture to the platform so others can find it in their searches**
- 4. Refer to the full Startuptree instructions if needed**

Tagging on Startuptree



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**

Questions?

Email: Viterbi-innovation@usc.edu

Website: <https://viterbiinnovation.usc.edu/mepec/>

Application:
<https://form.jotform.com/212424330070136>

If you had to pick, which startup founder are you most like:

- Anne Wojcicki
- Elon Musk
- Mark Zuckerberg
- Other