

# **Maseeh Entrepreneurship Prize Competition (MEPC) Information Session**

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# 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**

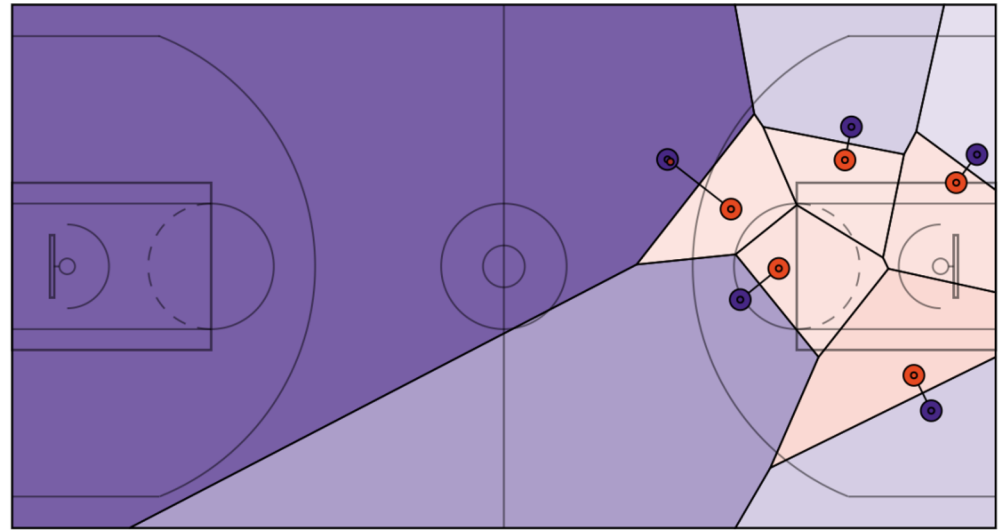
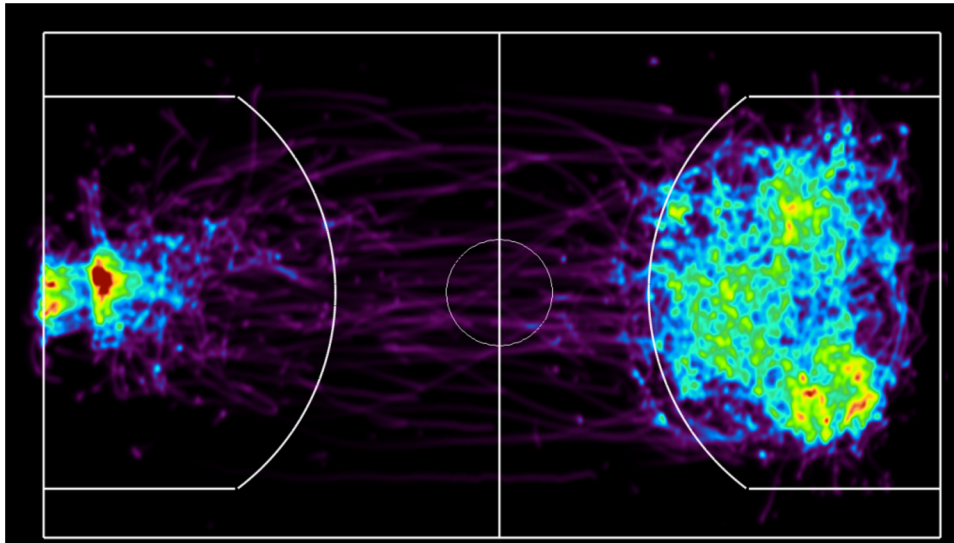
**Providing superior orthodontic  
treatment using programmable memory  
wire!**



***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

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APPS

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## 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**

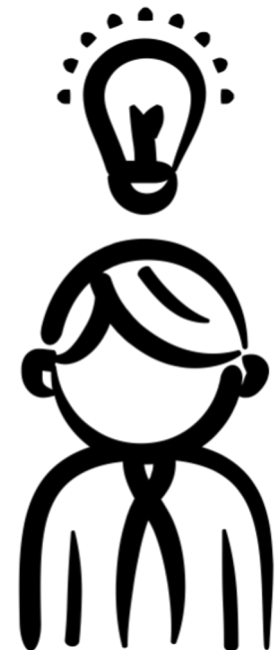
- Dedicated mentor matched at kick-off
- Expert mentors at workshop
- Pool of additional mentors also available

## **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.

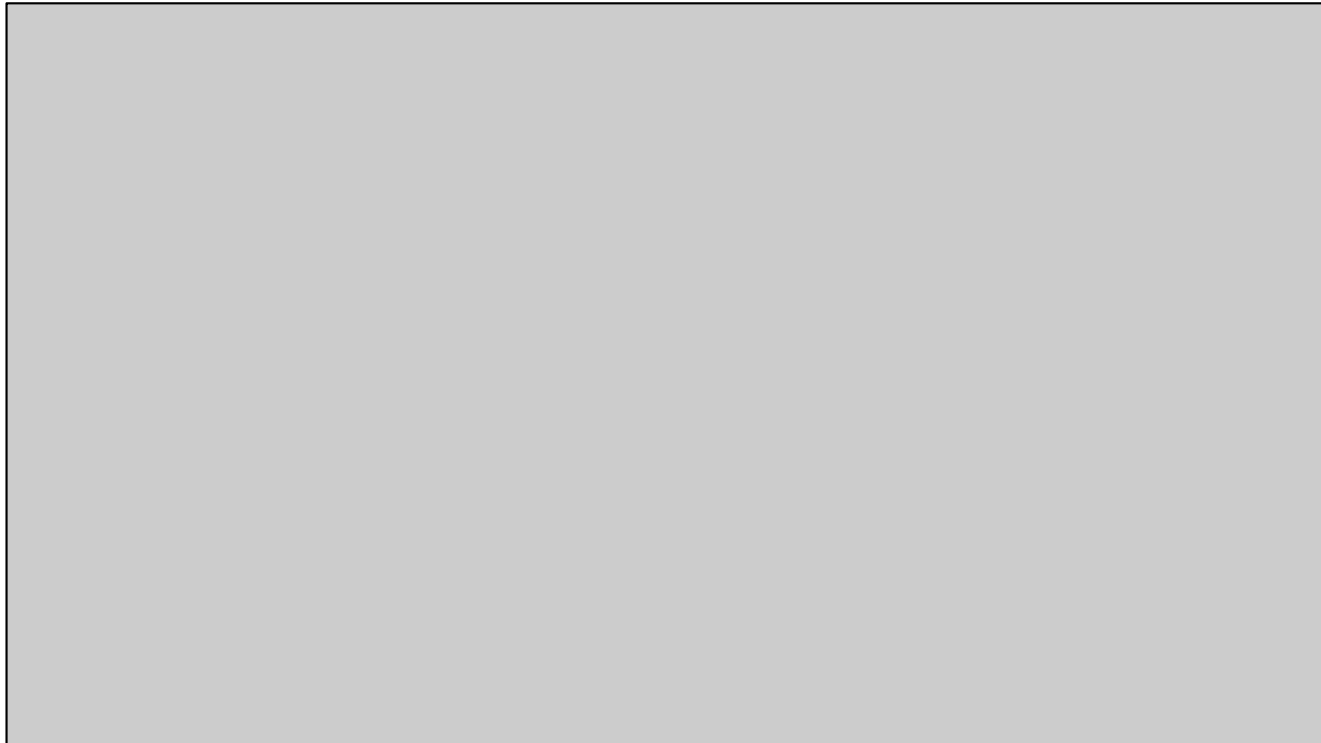
# Rules and Eligibility

## 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 ????

XXXXXXXXXXXXXXXXXXXX



***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

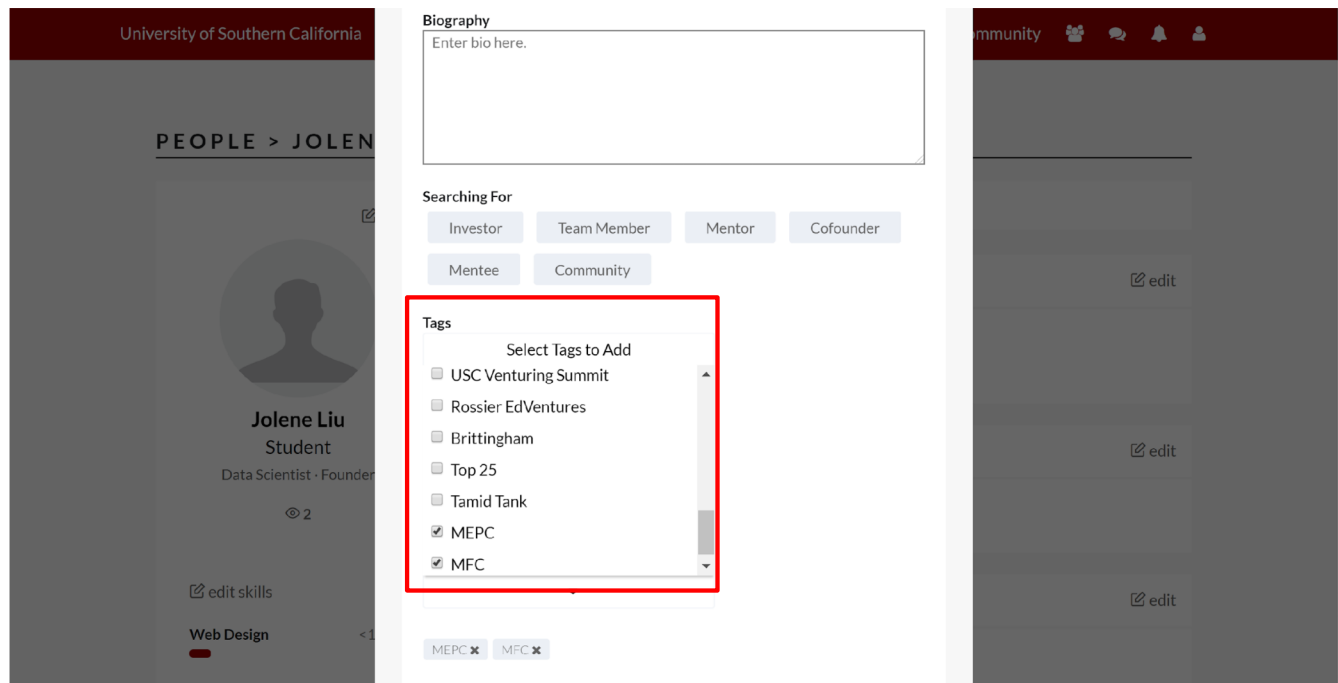
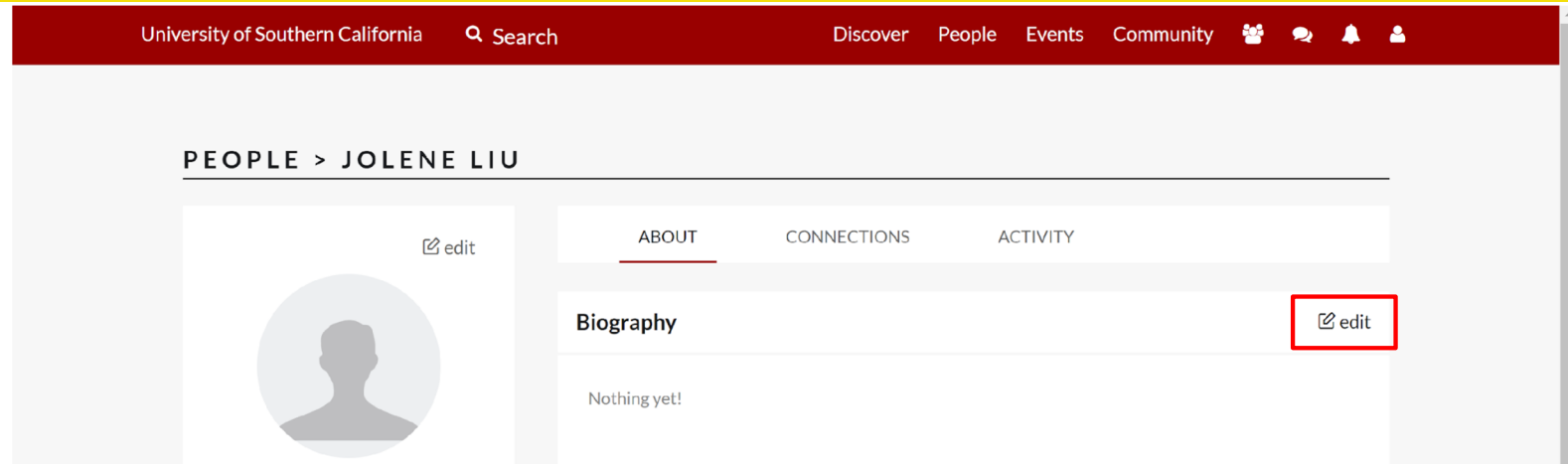


# Join a team!

**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](mailto: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