Office of Technology Innovation and Entrepreneurship

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*Financial interest in Fluid Synchrony LLC & Senseer LLC
Commercialization is another way to achieve *impact* for your research portfolio

- Research results in 3P’s: Publications, PhDs, and Patents
- Do you have provisional patents, patent applications, or issued patents?
- Consider intellectual property protection before publishing
Commercialization is a contact sport

- Many pathways to commercialize inventions or other technologies from your research program
- Unless you are one of the rare few who have training in this area, be prepared for an adventure into the unknown
- Commercialization is unlike the merit-based world of academia – many things will take more time than you realize
  - Documenting your invention
  - Interacting with technology transfer office
  - Interacting with patent attorneys
  - Making sure the invention has a market
  - Fundraising beyond the university
- But commercialization can be very rewarding

Choose your battles and how you spend your time wisely
Vibrant tech startup scene in Los Angeles
The Viterbi School Office of Technology Innovation and Entrepreneurship (OTIE) will:

• Educate engineers on strategies to invent, develop, integrate, and sustain technologies that address significant needs
• Launch ventures with meaningful social and economic impact based on USC faculty, staff, students, and technologies
• Promote an ethical and inclusive technology innovation and entrepreneurship ecosystem

We are separate from USC Stevens Center for Innovation which is our technology transfer office. All intellectual property flows through USC Stevens.
10,000 foot view of OTIE

Viterbi
USC and Central Los Angeles

Viterbi Startup Garage
South Bay and Beyond

IN-LA Node/I-Corps Hub*
Southern California and Regional/Nationwide

*Future effort
We are here to help you

• Core activities
  – Competitions: ABC, MEPC, MFC, Mousetrap
  – Courses and programs: EHP – Innovation track, VSEE in ENGR 102, ENGR 100, ENGR 461/499, ENGR 493
  – Co-curricular activities: MEPC, MFC, Summer Smasher
  – K-12: TIE Summer program
  – VSG and VVF

• Related Viterbi activities
  – Courses: CE 499 Innovation in Engineering Design for Global Challenges, CSCI 599 Innovation in Defense Applications
  – Programs and certificates: ITP Digital Entrepreneurship minor, Marshall Technology Commercialization certificate
  – Student organizations: Code the Change, Corpus Callosum, Design for America, Hack SC, LavaLab, Spark SC, Athena Hacks, and more!
Maseeh Entrepreneurship Prize Competition (MEPC)

• Flagship competition
• $50,000 grand prize
• Participate in workshops to help launch your startup
• Free legal services to top teams
• Must have Viterbi student involved
Min Family Challenge (MFC)

- Focus: support student use of engineering and technology to develop sustainable and effective solutions for global problems, positively affecting the greater society
- Alignment with NAE Grand Challenges and the United Nations 2030 Sustainable Development Goals
- $50,000 grand prize
- Participate in workshops and seminars
- Free legal services to top teams
- Must have Viterbi student involved
Support programs for faculty

• Educational programs and competitions
  – For you and/or your entrepreneurial students

• Showcase participation
  – Professional coaching and opportunities to present to investors

• Mousetrap Fund
  – Funds “last mile” technology development; look for future cycles

• NSF Innovation Corps (I-Corps) grants
  – Get $50k from NSF to validate your concept in the marketplace!
Year-round program – currently in virtual mode
“International waters” – can be your startup’s home
Additional programs to support your team, including student interns
Conference facility, etc. as needed
Faculty spinoffs from USC, CHLA, UCI, UCLA, Caltech, Purdue as residents or associates
**NSF Innovation Corps ("I-Corps")**

- Support to commercialize technologies developed in universities
- $30,000 grant from our Node
- $50,000 grant from the National Science Foundation
- Must have intellectual property (no apps)
- ZAP! training can be used to qualify for the national program
- ZAP! also enables you to present at annual Technology Scouting Workshop (speakers from Amazon, Boeing, Google, Dow, NASA, Virgin Orbit, J&J JLABS, and more!)
- [http://lanode.org/zap/](http://lanode.org/zap/)
The OTIE team

Dave Eastman – Viterbi Startup Garage & NSF I-Corps Node Director

Programs, Teaching, Competitions*, and Ecosystem

Competitions*
The OTIE team

Trina Gregory – Associate Director, Min Family Challenge, ABC Prize, Viterbi Student Entrepreneurship Education

Programs, Teaching, Competitions*, and Ecosystem

Competitions*
Alice Liu – Assistant Director, Maseeh Entrepreneurship Prize Competition, Engineering Honors Program, High School Program

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Ellis Meng – Vice Dean for Technology Innovation and Entrepreneurship

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Farzin Samadani – Hacking for Defense course

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Susan Angus – Min Family Challenge

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Gianluca Lazzi – Maseeh Prize

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Pai-Ling Yin – Maseeh Prize

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The OTIE team

Precious McClendon – Program Coordinator, NSF I-Corps Node TA

Operations, Budget, and Facilities

Programs, Teaching, Competitions*, and Ecosystem

Competitions*
The OTIE team

- Programs, Teaching, Competitions*, and Ecosystem
- Competitions*
- Operations, Budget, and Facilities

Jason Ordonez – Program finances, Research administrator
Questions?

Seed

Nurture and Develop

Validate

Launch

Accelerate

Summer Smasher

- VSEE: entrepreneurial mindset in Freshman Academy
- ENGR 100, 461, 493, 499; ISE 585; H4D; and other courses
- Summer Smasher: immersive experience with start-ups
- TIE Summer Program

- Competitions (incl. MEPC, MFC, ABC Prize, Mousetrap, NAE)
- External pitch competitions
- Engineering Honors Program – Innovation Track
- Seminars
- Office Hours

- NSF I-Corps Programing (incl. ZAP, BOOM, LAUNCH, BLITZ, National I-Corps)
- Summer Innovation Fellowship

- Synchrotron, VSG accelerator program
- Technology Scouting Workshop
- Faculty seminars

- Full-time residency at the Viterbi Start-up Garage
- Viterbi Venture Fund

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