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
• $50K grand prize
• Culminates in a finals with investors
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.
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

**2019**
- AIRBOND: Prepreg production technology without an autoclave

**2018**
- Thermal View Monitoring: Better image guidance for cancer ablation
- Apeiron: Technology that extracts graphene from natural gas, resulting in zero-emission energy

**2017**

**2016**
- 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
**$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
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xxxxxxxxxxxxxxxxxxxxxxxxx

Team of Engineers
+
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## 2021-2022 Schedule

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>Tech Startup Networking Event</td>
<td>Thu, Oct 7, 2021</td>
</tr>
<tr>
<td>Application Deadline</td>
<td>Mon, Nov 1, 2021</td>
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<tr>
<td>11:59pm PT</td>
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<tr>
<td>Kick-off Event</td>
<td>Fri, Nov 19, 2021</td>
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<tr>
<td>Workshops</td>
<td>December – April 1</td>
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<tr>
<td>Pitch Prep / Semi-Finals</td>
<td>Thu, Apr 7, 2022</td>
</tr>
<tr>
<td>Final Presentations</td>
<td>Fri, Apr 29, 2022</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…

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**
Email: Viterbi-innovation@usc.edu

Website: https://viterbiinnovation.usc.edu/mepc/

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