

USC Viterbi

School of Engineering
*Technology Innovation
and Entrepreneurship*

THE USC VITERBI SCHOOL OF ENGINEERING OFFICE OF TECHNOLOGY
INNOVATION AND ENTREPRENEURSHIP PROUDLY PRESENTS:

THE MASEEH ENTREPRENEURSHIP PRIZE COMPETITION FINALS

APRIL 27, 2022

4:00 PM PDT

A Special Thanks to Our Generous Sponsor:



ORDER OF EVENTS

WELCOME

INTRODUCTION TO THE
COMPETITION

TEAM PITCHES

CONCLUSION

FINALIST TEAMS

APSY

Creating the next-gen AI to build affordable elegant custom apps.

Tooraj Helmi & Paulina Vargas

INSPECULA

On a mission to end preventable cervical cancer death.

Victoria Lawton, Rachel Brockman & Kelly Wong

MICROMATERNA

Reducing preventable childbirth-related deaths through the improved diagnosis of preeclampsia in low resource settings

Nicolas Enriquez, Sabrina Sy, Vy Ho, & William "Kristian" Vu Bostic

FINALIST TEAMS

NULLANET

Ultra-low-power AI for the intelligent edge.

Massoud Pedram, Mahdi Nazemi, Arash Fayyazi & Amirhossein Esmaili

PLAYBOOK

Design for VR in VR without taking off your headset or writing a line of code.

Jean-Daniel LeRoy, Ryan Mitchell, Steph Ng & Skylar Thomas

UNITHRIFTS

Creating a model of circular consumption at institutions of higher education with sustainability and affordability at the forefront.

Patricia Garcia

JUDGES BIOS

REBECCA WILSON

Rebecca Wilson joined Rhapsody Venture Partners as an Associate in May 2021, where she spends most of her time sourcing and diligencing startups. She received her PhD in chemical engineering at USC in 2019. During this time she co-founded a materials startup, AesculaTech, which came in second place in both the Maseeh Entrepreneurship Prize Competition and the New Venture Seed Competition at USC. After graduate school, she joined a biomaterials startup out of MIT as the Director of Materials Engineering through which she participated in the IndieBio accelerator.



JESSICA SALINAS

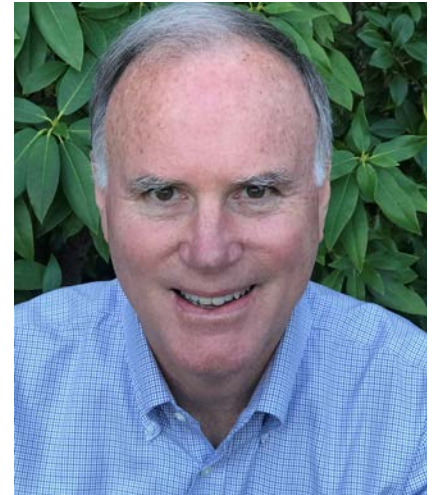
Jessica Salinas is Chief Investment Officer at New Media Ventures. As Chief Investment Officer, Jess is responsible for the cultivation of early-stage deal flow and portfolio management, building mission-driven partnerships, and leading the growth and direction of the investment team. Previously, she was a Partner at an impact fund moving the world towards zero poverty, zero disease and zero pollution. Jessica serves on the Board of Words Uncaged, which provides programming for incarcerated and formerly incarcerated individuals in LA, and Plug in South LA. Jessica received her BA in Communication from Stanford and her MS in Social Entrepreneurship from USC Marshall School of Business.



JUDGES BIOS

DAVID LANE

David Lane has been an institutional venture capitalist for over 30 years. He is an active angel investor and currently a Partner at a seed focused VC fund named 1Flourish Capital. David has co-managed over \$2B during his career. He started his investment career managing capital for Harvard University's endowment. Prior to David's venture capital career, he worked at IBM in sales and Hughes Aircraft Company as an electrical engineer. He has a B.S. Electrical Engineering from USC and an MBA from Harvard Business School.



DRAKE REHFELD

Drake is a Principal at Day One Ventures. Before Day One, Drake founded Demeanor.co (Y Combinator S18). Demeanor was acquired by NTWRK, a video-based shopping app where he led product. Drake previously worked in product management and machine learning computer vision at many companies including Team 10 and Snap. Drake loves to help founders in product, growth, and UX, and spends time thinking about consumer and influencer platforms. He received B.S. in Computer Science and Business Administration from USC.



JUDGES BIOS

JENNA BRYANT

Launched in 2020, Embedded Ventures is a next generation venture capital firm investing in dual-use space startups beyond launch. Co-Founders Jenna Bryant and Jordan Noone both have atypical industry experiences and strong passions for the communities they represent. The firm invests in the pre-seed and seed stage startups focused in space operations, digital engineering, and advanced manufacturing. To date, Embedded Ventures has announced investments in Chromatic 3D Materials, Inversion, KittyCAD and Skyryse. Jenna moved to Los Angeles from Alabama to complete her BS degree in Apparel Design. Post-graduation, she took a job that was originally meant to be temporary, specializing in recruiting "hard to fill" engineering roles for early-stage startups in L.A. This led to an unexpected permanent shift for Jenna, who has now spent the last decade first as a tech recruiter, then as a Venture Capitalist. Jenna has invested in and helped build some of the most notable early-stage startups in the country from the ground up.



SPECIAL THANKS TO OUR MENTORS

Kim Chi Bui

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