THE 10TH ANNUAL USC STEVENS
STUDENT INNOVATOR SHOWCASE 2016

Friday, October 7, 2016 9AM - 3PM
Now in its 10th year, the USC Stevens Student Innovator Showcase is held annually during Trojan Family Weekend. The Showcase is our annual business competition where USC students showcase their inventions and startup ideas from various disciplines to the entrepreneur and business community, competing for thousands of dollars in sponsored funding to take their concepts further.

This year our Honored Guest and Keynote Speaker is Mark Stevens. Mr. Stevens is one of Silicon Valley's top venture capitalists and benefactor to the USC Stevens Center for Innovation. Mr. Stevens’ Keynote will address “The Future of Entrepreneurship.”

From 2007 to 2015, over $86,000 has been distributed as awards generously sponsored by the USC community and over 800 students from all USC schools have competed. This year, USC Stevens Student Innovator Showcase student teams will compete for over $30,000.

About USC Stevens Center for Innovation

MISSION: To maximize the translation of USC research into products for public benefit through licenses, collaborations, and the promotion of entrepreneurship and innovation.

The USC Stevens Center for Innovation is the technology transfer office for the University of Southern California. We facilitate the transfer of research, enabling inventors and companies to benefit society through products that develop from university innovations. USC Stevens manages university-owned IP stemming from nearly $700 million in annual research funding, in all areas of the university, including medicine, engineering, sciences and the arts.
## Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>9:00 AM</td>
<td>Student Innovator Showcase Begins</td>
</tr>
<tr>
<td>11:00 AM</td>
<td>Student Innovator Showcase Ends</td>
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<tr>
<td>12:00 PM</td>
<td><strong>BREAK</strong></td>
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<tr>
<td>12:00 PM</td>
<td>Keynote Speaker - Mark Stevens: “The Future of Entrepreneurship”</td>
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<tr>
<td>12:45 PM</td>
<td>Finalist Fast Pitch Round Begins</td>
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<tr>
<td>2:45 PM</td>
<td>Finalist Fast Pitch Round Ends</td>
</tr>
<tr>
<td>2:45 PM</td>
<td>Winners Announced and Awards Ceremony</td>
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</tbody>
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**Thank You to Our Award Sponsors**

- [USC Marshall](#)  
  - Dem Shotwell Metcalfe Family Fund
- [DANIEL FLOERSHEIMER](#)
- [Lloyd Greif Center](#)  
  - USCMarshall School of Business
- [USC Marshall Center for Global Innovation](#)
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**Lunch Provided to Showcase Students by:**

- [AMI USC](#)
$10,000 MOST INNOVATIVE
Project shows the most innovative approach to problem solving overall, and has the most potential to alter its industry.
*Funded by USC Stevens Center for Innovation*

$10,000 BEST BUSINESS CONCEPT
Project with the best business model to be financially viable in the marketplace.
*Funded by the Diem Shotwell Metcalfe Family Fund at the USC Marshall School of Business*

$5,000 GLOBAL IMPACT
Awarded to the project which has the greatest global reach to benefit society and a demonstrated plan for scalability and sustainability.
*Funded by a Donation from Daniel Floersheimer*

$2,500 MOST POTENTIALLY DISRUPTIVE
Project most likely to completely transform its marketplace by making previous solutions obsolete.
*Funded by the USC Marshall Center for Global Innovation*

$2,500 VENTURE VALIDATION
Project closest to market with the most progress gaining market traction including securing investors, funding and marketing.
*Funded by The Lloyd Greif Center for Entrepreneurial Studies at the USC Marshall School of Business*

$1,200 TROJAN FAMILY CHOICE AWARD
Project voted best of show by the attendees of Trojan Family Weekend.
*Funded by USC Stevens Center for Innovation and the Diem Shotwell Metcalfe Family Fund at the USC Marshall School of Business*

$999 value SMALL BUSINESS STARTER KIT
One year gifted to all team members of the USC Stevens Student Innovator Showcase.
*Funded by Dun & Bradstreet, Inc.*
Mark Stevens is the managing partner of S-Cubed Capital, his family investment office based in Menlo Park, California. He is also a special limited partner and former managing partner of Sequoia Capital, a leading technology venture capital firm, which is known for backing successful Silicon Valley icons such as Apple Computer, Cisco Systems, Electronic Arts, Nvidia, Yahoo!, and Google. Mark joined Sequoia in 1989, focusing on information technology investments. He currently serves as a director of Nvidia, the world’s leading graphics technology company; Second Spectrum, a sports data analytics software company and Innovium, a next generation data center technology supplier.

Prior to Sequoia, Mark worked at Intel Corporation from 1982 to 1987 and at Hughes Aircraft from 1980 to 1982. He earned a B.S. in electrical engineering and a B.A. in economics (both magna cum laude) in 1981, and an M.S. in computer engineering in 1984, all from USC. He also earned an M.B.A. from Harvard University in 1989. Mark is a past president of the Western Association of Venture Capitalists and a past chairman of the Stanford University DAPER Venture Fund. He has been a faculty member as a lecturer at the Stanford Graduate School of Business since 2010. Mark also serves on the investment committee of Santa Clara University. He is a director of the U.S. Olympic and Paralympic Foundation (USOPF) and is an owner and executive board member of the Golden State Warriors basketball team. Since 2011, he has served as a trustee at Menlo School and is co-chair of its current capital campaign. Additionally, he is a member of the Board of Councilors of the USC Viterbi School of Engineering and serves on the Board of Dean’s Advisors for the Harvard Business School. Mark has served on the USC Board of Trustees since 2001.

Mark and his wife Mary's $50 million gift in March 2016 endowed the USC Mark and Mary Stevens Neuroimaging and Informatics Institute, which will accelerate greater understanding of the human brain. Their $22 million gift in 2004 established what is now known as the USC Stevens Center for Innovation, a university-wide center that empowers USC’s faculty and students to commercialize their ideas. The couple also committed $10 million to create the Stevens Student-Athlete Academic Services floor in the new John McKay Center sports facility, and has made a significant gift to the new USC Caruso Catholic Center.

Children:
Scott, Sean, Samantha
Jennifer Dyer is the Executive Director of the USC Stevens Center for Innovation, a university-wide resource that facilitates the transfer of research, enabling inventors and companies to benefit society through products that develop from university innovation. She leads a team of 27 who manage university-owned IP stemming from nearly $700 million in annual research funding in all areas of the University including medicine, engineering, sciences and the arts. USC Stevens focuses on the licensing of technologies, expanding industry collaborations, supporting startups and entrepreneurial programs for students and faculty.

Dyer has more than 20 years of experience and a strong record of success in technology commercialization, including serving as Director of Technology Development at The Scripps Research Institute (TSRI). At TSRI, she contributed to growth in both licensing activity and corporate sponsored research, including the management of major funding relationships with Novartis, Johnson & Johnson and PPG. Her experience at TSRI includes supervising 800 licensing negotiations for equity, royalties and other financial terms, formation of 30 startup companies and the completion of more than 300 research funding agreements.

Dyer joined USC Stevens from Life Technologies Corporation (now ThermoFisher), where she served as a Corporate Development Consultant, leading the negotiation of key licensing deals. Prior to Life Technologies, Dyer served as Vice President of Business Development for Wellspring Worldwide.

Dyer is a Certified Licensing Professional and has a degree in Physiology from California State University, Long Beach. Since 1993, Dyer has been an active member of the Licensing Executives Society (LES) and the Association of University Technology Managers (AUTM).

Daniel Floersheimer has over 30 years of experience in the investment advisory business. He was part of the International Fixed Income Group of Bear Stearns & Co., responsible for the full range of product offerings to Institutions in central Europe, with a focus on Switzerland, Germany, Austria and Liechtenstein. Following his time at Bear Stearns, he co-founded the Eurobond Trading and Sales department for Oppenheimer & Co. Responsibilities included sourcing credit-impaired eurobonds in numerous currencies for sale to US Institutional Investors and to supply the Oppenheimer retail network. Floersheimer then joined Grayson, Burger & Co., a Greenwich based broker dealer, to focus on high net worth investors. Since founding Augmentum Advisors LLC in 2005, Floersheimer has raised capital and invested in a variety of alternative investments including Angel Investments, hedge funds and private equity.

Floersheimer is knowledgeable in a wide range of investment products both in the United States and Europe. He is a graduate of Boston College, with a degree in Finance, and lived in Switzerland for over ten years. Floersheimer currently lives in Greenwich, Connecticut with his wife and three children.
Ray Landgraf (Dun and Bradstreet)

Ray Landgraf is the Vice President of Global Business Development and head of Authentication and Verification Solutions for Dun & Bradstreet (NYSE: DNB). Landgraf is currently focused on developing, launching and scaling data-driven SAAS solutions and applications for global commerce and trade. He was previously Vice President of Business Development at Reply! and MerchantCircle (acquired by Reply!), an Associate at Viking Asset Management, a boutique private equity firm, and an Associate Vice President at Fisher Investments, a global asset management firm managing over $50B. He is an active investor and advisor in several private technology companies (including Malbec Labs which was acquired by Facebook). He holds a B.S. in Business Administration with a Corporate Finance emphasis from the USC Marshall School of Business.

Robert Shotwell & Julia Metcalfe (Facebook)

Robert Shotwell and his granddaughter Julia Metcalfe are a judging team at the USC Stevens Student Innovator Showcase, which the Diem Shotwell Metcalfe Family Fund has generously supported for several years. The Diem Shotwell Metcalfe Family Fund at the USC Marshall School of Business was established by the family in 2007 to encourage and support innovative ideas among USC students.

Robert Shotwell commands over 50 years of sales and marketing experience as an entrepreneur and executive for national and multi-national firms ranging from small to medium sized companies to those listed on the Fortune 500. Over the course of his career, he has developed and implemented more than 15 major business plans for software and hardware companies and led turnaround strategies during periods of major technological disruption and economic turbulence. An innovative marketing professional, Shotwell is responsible for a number of ground breaking firsts, including the first coin-operated copy machine and related devices, and implementing just-in-time manufacturing in the software industry, while an executive at Olivetti Underwood, Inc., then a leading calculator and typewriter company based in New York. Shotwell, along with son-in-law, Robert Metcalfe, co-founded the wildly popular “PopTech,” an annual technology conference held in Camden, Maine that brings together a global community of innovators from many fields to share insights and work together to create lasting change.

In 2005, at the age of 84, Shotwell received his Bachelor’s degree from the USC Marshall School of Business, 60 years after his intended graduation date. In 1943, while a senior at USC and a few credits short of earning his degree, he was drafted into the U.S. Army to serve in World War II. Shotwell is still active in business and community service in his 90s.

Julia Metcalfe leads the Product Quality Analytics team at Facebook, responsible for the stability and quality of the Facebook ads and business platform. Her team is changing how Facebook understands fundamental advertiser needs by developing data-driven insights that help focus the organization on building trustworthy products. She founded the Product Quality Analytics team and has scaled the team from 2 to 30 people over the past 6 years, evolving the discipline from operations to analysis and product management. She received a B.A. in international business from the USC Marshall School of Business. She also runs ultra-marathons and is a former competitive triathlete.
OUR JUDGES

Drawing from his 20 years of business experience and management roots from the Big Four, Donald Murray founded Resources Global Professionals (RGP) in June 1996 with funding from the Venture Board of Deloitte & Touche LLC, where he served as a Partner. After a management buy-out led by Murray and two other founders, RGP went public in December 2000. As Chairman of RGP, Murray focuses on the company’s strategic vision, employment culture and brand as well as significant business and geographic development. Murray has built a high-caliber management team and consultant base, primarily made up of Big Four professionals with superior credentials and substantial industry experience. Under his leadership, RGP has cultivated an impressive and diverse client base.

Murray serves on the Leadership Board of the USC Marshall School of Business and the USC Marshall Center for Global Innovation. He is a member of the American Institute of Certified Public Accountants and the California Society of Certified Public Accountants (inactive). Additionally, he has been a supporter of Human Options, a shelter for victims of domestic violence. He also served on the Board of Healthy Smiles for Kids of Orange County, a community-based non-profit organization shaped to meet the oral health needs of children and families in Orange County, California.

Murray earned his Bachelor of Science degree in Business Administration and Accounting from California State University, Los Angeles and his Master’s in Business Taxation from the University of Southern California.

Murray (Resources Global Professionals)

Michael Meyers is Managing Director and Head of Investment Banking at T.R. Winston & Company, with over 25 years of experience in health care investment banking, venture capital and asset management. Prior to joining T.R. Winston, Meyers was the CEO and Chief Investment Officer of Arcoda Capital Management LP, a global healthcare asset management firm. Prior to founding Arcoda in 2007, Meyers was a Partner and Portfolio Manager with GoldenTree Asset Management LP, a $22 billion multi-strategy asset manager. Between 2002 and 2006, he was a founding Managing Partner, Portfolio Manager and Sector Head of Healthcare of Trivium Capital Management LLC. Between 2000 and 2003, Meyers was a Managing Director, Partner and member of the Board of Global Biomedical Partners AG, a life sciences venture capital firm located in New York and Zurich, Switzerland, that was acquired by HBM Bioventures in 2003. Prior, Meyers was Director and Relationship Manager, Biotechnology and Pharmaceutical Investment Banking with Merrill Lynch & Co. He was also a Vice President of Health Care Investment Banking with Cowen & Company. Meyers began his career as a Biotechnology and Medical Device Research Associate at Hambrecht & Quist in New York.

Meyers holds an M.P.H. in Health Policy and Management from Columbia University, and an A.B. in Biology from Brandeis University.

Meyers currently serves as a Trustee of The JED Foundation, on the Board of Councilors of the University of Southern California's School of Dramatic Arts, and as a member of the Board of the Ronald Reagan UCLA Medical Center and UCLA Health System. Meyers is the proud father of a Sophomore Trojan, Rachel, and in 2015 he founded an immuno-oncology company with leading researchers from the USC Norris Comprehensive Cancer Center and the Keck School of Medicine of USC, in collaboration with the USC Stevens Center for Innovation.

Meyers (T.R. Winston)
Caleb Smith (Salem Partners)

Caleb Smith joined Salem Partners in 2007 and is focused on sourcing, evaluating and structuring transactions in the healthcare and life sciences sectors. Before joining Salem Partners, Smith was a director at Harvey & Company, an Orange County-based merchant bank. While at Harvey, Smith sourced and evaluated deals for middle-market private equity funds and strategic buyers. Prior to Harvey & Company, he was a consultant with Public Health Foundation Enterprises and performed clinical research at Los Angeles County + USC Medical Center. Smith graduated with a Bachelor of Science from the University of Southern California.

Andy Wilson (Rexter)

Andy Wilson is co-founder/CEO of Rexter, a venture-backed software startup focused on sales team productivity. Previously, as founder of Momentum Ventures, he led more than a half dozen SoCal tech startups and invested in almost a dozen others. In addition to being the CEO of Rexter, Wilson serves on the corporate boards and advisory boards of several prominent Southern California startups. He has extensive board experience in not-for-profit and community organizations and serves as Pasadena City Councilmember for District 7. He is on the board of Pasadena Water & Power and serves on the Economic Development & Technology Committee for Pasadena. He is co-founder & development chair of Innovate Pasadena (www.innovatepasadena.org), which is dedicated to advancing the Eastside of Los Angeles as a vibrant innovation community. Wilson holds an engineering degree from Dartmouth College and received his MBA from Harvard Business School.
Master of Ceremonies

Peter Kuhn, Ph.D.
Dean’s Professor of Biological Sciences
Professor of Medicine and Engineering

Dr. Kuhn is a scientist, educator and entrepreneur with a career long commitment in personalized medicine and individualized patient care. He is focused on the redesign of cancer care. The first product from technology developed by Dr. Kuhn became available for cancer care in June 2016.

Dr. Kuhn is the Dean’s Professor of Biological Sciences and Professor of Medicine and Engineering, a founding member of the Michelson Center for Convergent Biosciences at USC and is leading CSI-Cancer at USC (Convergence Science Initiative). Professor Kuhn’s strategy is to advance our understanding of the human body to improve the human condition. His research is shedding new light on how cancer spreads through the body and evolves over time. This new science will lead to a personalized care strategy that is biologically informed and clinically actionable.

Dr. Kuhn is a physicist who trained initially at the Julius Maximilians Universität Würzburg, Germany, before receiving his Master’s degree in Physics at the University of Albany, Albany, New York in 1993 and his Ph.D. in 1995. He then moved to Stanford University where he joined the faculties of Medicine and Accelerator Physics. From 2002 to 2014 he established the Physics Oncology program at The Scripps Research Institute in La Jolla, California before joining the University of Southern California in 2014. He has published over 200 peer scientific articles and patents as a result of his research. He founded Epic Sciences, Inc. in 2009 to develop cancer diagnostic products. In June 2016, Epic Sciences’ first Clinical Laboratory Improvement Amendments (CLIA)-certified Laboratory Development Test became available for patient care following the publication of clinical data demonstrating its predictive power.
Student Team Training

To help prepare for the USC Stevens Student Innovator Showcase, student teams received pitch and presentation coaching in a workshop on September 23, 2016 at USC taught by Patrick Henry, Assistant Professor of Clinical Entrepreneurship, USC Marshall School of Business and Luke Brown, Guest Entrepreneur and Adviser to USC’s Entrepreneur Club, AIM Accelerator and Incubator. The USC Stevens Center for Innovation is grateful for their support of our Showcase.

Patrick Henry
Assistant Professor of Clinical Entrepreneurship
Lloyd Greif Center for Entrepreneurial Studies
USC Marshall School of Business

Patrick Henry’s expertise is in applying theories of social networking into career and business development efforts for professionals. He received Marshall’s Golden Apple Award in 2006 and 2012. He also received the Ivan C. Thompson Award for Mentoring of Students. Professor Henry has headed Maverick Angels, a group of angel investors that has invested in several Trojan Ventures. He also heads the “Annual University Venturing & Angel Summit” in which the top 20 ventures from nine local universities pitch for human and capital resources. In addition, he is a board member, investor and advisor to The Network for Teaching Entrepreneurship, Trojan Storage, Puroast Coffee & College Zoom.

Luke Brown
Guest Entrepreneur and Adviser

As an engagement partner at an investment bank, Luke Brown focuses on growth strategies for low to middle market companies with $3 million to $50 million in yearly revenue, primarily in the technology, medical, and mobile/internet sectors. He also conducts investor prep bootcamps, manages business development efforts to prospective clients, manages projects, conducts sales training for both the business development and project management teams, does public speaking, and represents the company at trade shows and other live events.

Luke started and sold three companies (one each in the financial services, telecommunication and distribution industries) and uses his experience to guide and mentor startup entrepreneurs. He has mentored entrepreneurs for SXSW V2V, SoGal Startup Bootcamp, Bitcoints New York, Kairos Summit, and USC’s Entrepreneur Club, AIM Accelerator and Incubator.

Luke earned a B.S. in management from Pepperdine University, a certificate with distinction from the Foundry Group’s Venture Deals course, was Google AdWords Certified, and is a certified online marketer from the first class of Hubspot’s Inbound Marketing University.
1. Aqus
Water filters that are affordable to the billions who need them most. Affordable access to clean water. Wherever. Whenever.
Team leader: Kevin Kassel, USC Marshall School of Business

2. Auxomel
Developing a peptide-gel prototype that can regrow superficial human tooth enamel and arrest the progression of tooth decay.
Team leader: Kaushik Mukherjee, Herman Ostrow School of Dentistry of USC

3. Canox
Canox produces the Cano board, an adjustable carbon fiber skateboard that can adjust to three different sizes (skateboard, penny board and longboard) to fit every need of daily use.
Team leader: Zhongyi Ji, USC School of Architecture

4. Cradle Chair
The intelligent chair records a user’s sitting posture through multiple sensors and provides real-time, useful feedback to correct an unhealthy posture.
Team leader: Ali Marjaninejad, USC Viterbi School of Engineering

5. Crowd.Game
Crowd.Game has created a brandable, large scale, interactive crowd gaming platform for live events, like sports games, conventions, or eSports.
Team leader: Benjamin Skaggs, USC School of Cinematic Arts

6. Drops
Drops lets you round up any debit or credit card purchase and donate the spare change to the charity of your choice.
Team leader: Shea Rouda, USC Dana and David Dornsife College of Letters, Arts and Sciences
7. EFATHA Preprocessor

EFATHA is a preprocessor for speech recognition systems. It separates all speakers individually from audio consisting of multiple speakers.
Team leader: Hirak Modi, USC Viterbi School of Engineering

8. EnerSurge

A software-based, subcomponent power monitoring and management system that is superior in accuracy, resolution, and cost.
Team leader: Matthew Dinh, USC Viterbi School of Engineering

9. Feel Image

The product helps the visually challenged to feel the image which is in front of them by rising solenoids taking the shape of those contour.
Team leader: Kirupa Shankar Krishnakumar, USC Viterbi School of Engineering

10. FlexSpecs

Affordable, continuously self-adjustable corrective eyeglasses that eliminate the need for personalized prescriptions.
Team leader: Joycelyn Yip, USC Viterbi School of Engineering

11. HEALER: Saving Homeless Youth from HIV

HEALER assists homeless shelters by picking the most influential homeless youth as attendees for interventions organized by the shelters.
Team leader: Amulya Yadav, USC Viterbi School of Engineering

12. Health Stories for Kids

Health Stories For Kids is a publishing company producing medical education material through narrative medicine.
Team leader: Brian Wu, Keck School of Medicine of USC
13. HexCare
HexCare is building a HIPAA-compliant data management platform for health systems and researchers.
Team leader: Alex Wormuth, USC Viterbi School of Engineering

14. INHALE
We first make air quality visible. Than personal. Finally we fix it. Subscribe to better air with INHALE.
Team leader: Kyle Walden, USC Marshall School of Business

15. MedZango
Text MedZango how you feel and we will organize it just the way the doctor ordered - because better data means better care!
Team leader: Benjamin Rostoker, USC Marshall School of Business

16. Perfit
Take a few pictures of yourself to generate a 3D model of your body and try clothes on virtually.
Team leader: Ali Jalal-Kamali, USC Viterbi School of Engineering

17. Reefer Loyalty
Reefer is the first loyalty and referral platform for marijuana dispensaries.
Team leader: Brian Zatulove, USC Marshall School of Business

18. RIZZARR
RIZZARR is a social publishing platform that aims to inspire millennials to share their thoughts to make an impact.
Team leader: Ashley Michelle Williams, USC Annenberg School for Communication and Journalism
Share is an app that allows you to instantly share photos with everyone around you. You can also share photos privately to an event.
Team leader: Rigo Garcia, USC Marshall School of Business

20. Speranza Health
Speranza Health is a nonprofit organization that leverages mobile health to help patients and providers manage chronic conditions.
Team leader: Martin Shapiro, Keck School of Medicine of USC

21. The Surgeon’s Media Library
GIBLIB is an online platform for surgeons to share medical lectures and surgical videos.
Team leader: Brian Conyer, USC Marshall School of Business

22. Terra Limpa
Terra Limpa is committed to rebuilding Angola’s agricultural legacy by developing smallholder farms in areas affected by landmines.
Team leader: Suzana Amoes, USC Marshall School of Business

23. Toolbot
Versatile modular gadgets for autonomous photography and videography.
Team leader: Amirnader Ghazvini, USC Viterbi School of Engineering

24. We-Sci
Expediting scientific discovery via community-based research supply sharing.
Team leader: Mary Donhoffner, USC Dana and David Dornsife College of Letters, Arts and Sciences