Now in its 9th year, the USC Stevens Student Innovator Showcase is held annually during Trojan Family Weekend. Student teams are selected to participate in the Showcase based on their demonstrated success at creating scholarship with consequence by coming up with creative, viable solutions to global problems. During the daylong event held at USC’s University Park Campus, student teams present and pitch their innovations, inventions and startup ideas in all disciplines for cash awards that can help to develop their ideas further.

Since 2007, $61,200 has been distributed as awards generously sponsored by the USC community and over 750 students representing a wide range of USC schools have competed.

About USC Stevens Center for Innovation

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

The USC Stevens Center for Innovation is a university-wide resource for USC innovators in the Office of the Provost. Designed to harness and advance the creative thinking and breakthrough research at USC for societal impact beyond traditional academic means, we focus on the licensing of technologies, expanding industry collaborations and supporting startups.
Thank You to Our Award Sponsors

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Schedule

9:00 AM  Student Innovator Showcase Begins
11:00 AM  Student Innovator Showcase Ends

BREAK

12:15 PM  Finalist Round: 3-Minute Fast Pitches
2:00 PM  Finalist Round Ends
2:00 PM  Keynote Speaker - Jon Kraft:
  “The Entrepreneurial Journey: Characteristics
  and Case Studies”
2:30 PM  Winners Announced and Awards Ceremony

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With Appreciation To

Blackstone LaunchPad

USC Coulter Translational
Research Partnership Program
$7,000 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

$7,000 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

$599 value SMALL BUSINESS STARTER KIT
One year gifted to all team members of the Student Innovator Showcase.

Funded by Dun & Bradstreet, Inc.
Jennifer Dyer is the Executive Director of the USC Stevens Center for Innovation, which supports intellectual property management, patenting, licensing, mentoring, startups and translational funding. Dyer has over 20 years of experience in technology transfer, including serving as Director of Technology Development at The Scripps Research Institute (TSRI). At TSRI, her work included supervising 800 licensing negotiations, formation of 30 startup companies and more than 300 research funding agreements. Most recently, Dyer served as a Corporate Development Consultant for Life Technologies and prior to Life Technologies, she served as Vice President of Business Development for Wellspring Worldwide.

Jon Kraft has over 25 years of experience as an entrepreneur in software and consumer digital media, and is currently Managing Partner at LiftOff, a start-up studio and accelerator, and an adviser for several early stage companies. He is also Co-founder and Chairman of Thrively, a family website that helps kids discover and pursue their passions in life. He was most recently Chief Operating Officer and a member of the founding team at UberMedia, Idealaab’s prominent Internet start-up and currently the world’s leading independent developer of mobile social apps. Before that, he was Co-founder and Chief Operating Officer for Big Stage Entertainment, Inc., an advanced avatar platform company recognized by Forbes in 2009 as one of America’s 20 Most Promising Companies, and sold to Image Metrix (IMGX:OTC) in 2010. Jon previously served as Co-founder and CEO of Pandora Media, the largest and fastest growing online radio product in the world with over 150 million registered users in the U.S. (NYSE: P). Jon was also a Co-founder of Stanford Technology Group, an innovator in the relational OLAP market, funded by Sequoia and Hummer Winblad, and acquired by Informix Corporation in 1995. Jon served four years as Chairman of the Technology Council of Southern California. Jon holds a B.A. from Stanford University.

Jim Beddows has been a global entrepreneur practicing innovation management across various industry verticals for General Electric (GE), PepsiCo/KFC, Disney, Fox, Microsoft, 2ergo (a Microsoft partner company) and PARC. He has directly contributed to the generation of over $2.7 billion in retail revenues launching digital and the first mobile services across Disney, Fox and Microsoft. He has an M.B.A. in general management, an M.A. in East Asian Studies and a B.A. in Economics from the University of Virginia.
The beginning of Charles’ development career can be traced back to the early 1990s when his dad brought home his first personal computer. Out of pure curiosity, he began to tinker with it and managed to write his first program, a calculator, using Basic on a 286. After a long and comfortable stint with the government as a network administrator, Charles obtained a Bachelor’s degree. He mustered up the courage to leave his cushy IT job to pursue a career more closely related to his passion: computer science. Today, Charles manages two vibrant teams of engineers for Dun & Bradstreet as Engineering Manager. He was fortunate enough to onboard with the company in its infancy and has experienced its growth through the point of acquisition.

Lance Eliot is a partner at a major consulting firm, and known for his thought leadership and accomplishments as a serial high-tech entrepreneur. With over 25 years of industry experience, including stints as a CIO/CTO, he has successfully launched and sold several businesses. He previously hosted the popular radio show Technotrends, which was also heard as an in-flight program on American Airlines flights. Author of over 200 articles and columns, and author/co-author of three books, he frequently speaks at major industry events and has made appearances on CNN. He also serves as Senior Adviser to the Vice Chair of the Congressional Committee on Science & Technology. Holder of a Ph.D. from USC, and an M.B.A. and Bachelor’s in computer science from California State University Long Beach, he formerly served on the faculty of the USC, where he also founded and ran an artificial intelligence research lab. He serves on several boards, including the USC Marshall Alumni Association Board (Orange County and Los Angeles), and provides community service via his participation as an adviser/judge for OCTANe’s LaunchPad.

Carlos Gutierrez is the Chief Strategy Officer at Larta. He oversees all aspects of client and partner development and strategic positioning of the organization. He is responsible for initiating, securing and growing client relationships and alliances in the U.S. and around the world to build Larta’s network and stature as a leading innovation hub. He also develops initial program content/design and contributes to ensure successful execution of client initiatives in the areas of technology commercialization, technology transfer and advisory services related to innovation policy and technology-led economic development. Previously, Carlos was an early part of the management team and Director of Business Development for Firstlook.com, an idealab! venture-backed startup digital media company whose investors included Kleiner Perkins Caufield & Byers, Goldman Sachs, Intel Capital and Cox Communications. Carlos has a Bachelor’s degree in Marketing and Business Administration from California State University, Northridge, and an M.B.A. from the USC Marshall School of Business.
OUR JUDGES

Julia Metcalfe leads the Product Quality Analytics team at Facebook, responsible for the stability and quality of the Facebook ads platform. Her team is changing how Facebook understands fundamental advertiser needs, focuses the organization on building trustworthy products, and prioritizing decisions with data. She founded the Product Quality Analytics team on those principles and has scaled the team from 2 to 24 people over the past 5 years, evolving the nature of the work 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 multi-stage ultramarathons and is a former competitive triathlete.

Lan Luo is an Associate Professor of Marketing at the USC Marshall School of Business. She holds a Ph.D. in business from the University of Maryland. Lan studies new product development and marketing implications of new product launches. Her research has been published in Journal of Marketing, Journal of Marketing Research, and Marketing Science, among other journals. Professor Luo is the recipient of the John D.C. Little Award, the Donald R. Lehmann Award, and is a finalist for the Paul E. Green Award. Each is a major research award in the field of marketing. She has also been granted the Dean’s Research Excellence Award at the Marshall School of Business. In 2011, Professor Luo was named as a Marketing Science Institute (MSI) Young Scholar, awarded once every two years to scholars mostly likely to be “potential leaders of the next generation of marketing academics.” She also received Marshall’s Golden Apple Award for her teaching excellence at the USC Marshall School of Business.

Tom McGovern has served as Managing Director of Idealab since January 2012 and sits on various private company boards. Prior to this most recent role, Tom held various CEO positions with Idealab operating companies Snap, Perfect Market and Petsmart.com. Tom joined the Idealab family in 1999 from Warner Bros. where most recently he was Senior Vice President of International Consumer Products. In 1996, Tom co-founded the Internet Mall, one of the Internet’s earliest marketplaces which went public as Shopnow. Before Warner Bros., Tom was a management consultant with Management Horizons, a strategy consulting division of PricewaterhouseCoopers. Tom started his career in the audit division of Price Waterhouse, earning his C.P.A. while serving high technology clients in the San Francisco Bay Area. Tom holds an M.B.A. from the Harvard Business School and a B.S. from the University of Colorado.

Julia Metcalfe (Facebook)

Lan Luo (USC Marshall School of Business)

Tom McGovern (Idealab)
Mark Young (Fandango)

Mark Young leads strategy and business development for Fandango, the nation’s leading moviegoer destination and a subsidiary of NBCUniversal. Mark is focused on providing insights into consumer and technology trends and capitalizing on them to grow all lines of Fandango’s business. Mark also oversees distribution and co-marketing of mobile services, commerce and video with third-party partners such as mobile network providers, handset manufacturers, connected devices, social media and digital video platforms, app stores and retailers. Mark joined NBCUniversal from Comcast Interactive Media (CIM) where he led mobile strategy and business development across a portfolio of digital properties, as well as co-led the strategy and go-to-market launch of Xfinity’s initial video service on iOS (iPad & iPhone) and Android devices. Prior to Comcast, Young was at The Walt Disney Company for seven years, of which the last three years he served as the vice president of strategy and business development for The Walt Disney Internet and Mobile Group. Prior to Disney, he was the vice president of business development and partner management for mobile data services pioneer Moviso/Infospace, and an executive at IBM’s Innovation Center where he advised studios and media companies on digital asset distribution and management. He is a member of CTIA’s leadership Council and the Center of Technology Management at USC.

Albert Napoli, USC Marshall School of Business Lloyd Greif Center for Entrepreneurial Studies

Albert Napoli has had over 25 years of experience in managing and starting small businesses in Southern California. He has also provided consulting services to businesses in a wide variety of industries including technology and digital media. In 2005, Albert joined the Greif Center faculty where he has taught classes in Small Business Management, Entrepreneurial Family Business and the Greif Center’s summer high school program. Albert has a Bachelor’s degree in Finance and Economics from USC and an M.B.A. from the USC Marshall School of Business.
To help prepare for the USC Stevens Student Innovator Showcase, student teams received pitch and presentation coaching in a workshop on October 9, 2015 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. USC Stevens 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 was member of the Board of Directors of the Association for Corporate Growth, Los Angeles Chapter, and the President's Circle in the Town Hall of Los Angeles. He currently heads the Referral Engine Company which teaches social networking as a business development tool to professionals in organizations like Bank of America, Deloitte & Touche, White & Case, Comerica Bank and Smith Barney/Citibank.

Luke Brown,
Guest Entrepreneur and Adviser

As an engagement partner at an investment bank, Luke focuses on strategic growth initiatives for low to middle market companies with $3 million to $50 million in yearly revenue, primarily in the technology, medical and 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, Bitcoins New York, Kairos Summit, and USC's Entrepreneur Club, AIM Accelerator and Incubator.

Luke earned a B.S. in management from Pepperdine University, was Google AdWords Certified, and is a certified Internet marketer from the first class of Hubspot’s Inbound Marketing University.
1. Aeon Corporation: A Sustainable Drone Network

Aeon Corporation’s innovative waste management system will provide humanity with a cleaner earth. This system will clean day-to-day waste.

2. Athelas

Athelas is a low-cost, portable blood-imaging device that uses microfluidics and microscopy to diagnose medical conditions automatically.

3. ArthroSmart

ArthroSmart: a wearable sensor platform to collect real-time joint movement data for improved athletic performance and better joint rehabilitation.

4. Cool Anesthesia

Development of an innovative intra and extra oral pre anesthetic cooling device and technique to inhibit injection pain.

5. Diagnoptix

Diagnoptix’ concept uses optical scanning methods to quickly detect MRSA – an antibiotic-resistant “superbug” afflicting many hospitals in the US.

6. e-handshake

e-handshake helps people to connect easily in the digital world.
7. Gear Frontier

Gear Frontier is a video game where you physically build your car and then plug it into a computer and battle your friends online.

8. Home Field

The Home Field app connects players and coaches for real-time sports lessons and physical therapy through your mobile device.

9. iAssay: Revolutionizing Point of Care Medical Diagnostics

Developing the world’s first open platform point-of-care tester, reducing healthcare costs, improving patient outcomes and capturing key data.

10. KINCT Inc.

A platform that helps local people with free time and skills connect with those in need of their skills quickly and efficiently.

11. Labyrinth AUTOelectronics

RFID-based vehicle identification: vehicle details can be exchanged during a collision and making it easier to track down transgressors.

12. Let’s Play!

Let’s Play is a mobile/web application that approaches the issue of motivation and productivity from a game design/social perspective.
13. Loanmentum

Loanmentum aggregates multiple data sources to perform due diligence on borrowers for lenders in the hard money market.

14. Mathemagician: Gamified Interactive Digital Personalized Mathematics Education

Utilizing the latest UI (user interface) and AI technology, we gamified math education and research to be professionally easy and fun.

15. OptDx

OptDx is an image pattern recognition software that screens infants for retinopathy of prematurity (ROP) which can cause blindness.

16. PooperSwooper

Portable pooper scooper that takes away the unpleasant feeling of cleaning up pets waste by sealing the waste and staying clean at all times.

17. MEDBOT

Design and development of a microcontroller-based automated system for accessible medication dispensation and distribution.

18. Q-Cigarettes: Quit Together

The Q-Cigarettes app satisfies a major public health need by delivering combined nicotine replacement and counseling from a single source.
19. QCast: Collaborative Party Playlists
QCast is a cross-platform, multi-service collaborative playlist app that democratizes music listening everywhere, from road trips to parties.

20. Ryde Bikes: Redefining Your Everyday Commute
Ryde is a bike share platform where bike owners can list their bikes and users can conveniently and cheaply rent a bike using a mobile app.

21. Paradigm Shift
Semi-automatic physiotherapy device for post-stroke patients: development of a semi-automatic physiotherapy device to help patients regain muscle control.

22. SuppNow
SuppNow is the first nutrition supplement vending kiosk to offer the top supplements right now, at the right price, right outside your gym.

23. UCMJ Answers, Legal Service Subscription Plans for Military Personnel
We protect the rights of military service members through access to premium, niche legal services in exchange for a monthly subscriber fee.

24. Water Watch
Our product is a network of flow meters fitted to residential pipes, allowing home owners to quantify and improve their water usage.