THE 11TH ANNUAL USC STEVENS
STUDENT INNOVATOR SHOWCASE 2017

Friday, October 13, 2017  9AM - 3PM
Now in its 11th year, the USC Stevens Student Innovator Showcase is held annually during Trojan Family Weekend at the University of Southern California. The Showcase is an annual business competition hosted by the USC Stevens Center for Innovation where USC students showcase their inventions and startup ideas from various disciplines to the entrepreneur and business community, competing for thousands of dollars in USC-sponsored funding to take their concepts further.

This year’s Keynote Speaker is Rohit Shukla. Mr. Shukla is Chief Executive Officer and Founder of Larta Institute, an internationally-recognized technology accelerator he founded in 1993 to focus on transforming ideas into enterprises that “feed the world, fuel the world, and heal the world.” To date, the Los Angeles-based organization has helped more than 10,000 companies commercialize their innovations in science and technology, particularly in agriculture and the life sciences. Mr. Shukla’s keynote talk title is “Your Entrepreneurial Journey.”

From 2007 to 2016, over $117,000 has been distributed as awards generously sponsored by the USC community and over 870 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 intellectual property (IP) stemming from over $700 million in annual research funding, in all areas of the university, including medicine, engineering, sciences, and the arts.
Thank You to Our Award Sponsors

Lunch Provided to Showcase Students by:
$10,000 USC STEVENS BREAKTHROUGH INNOVATION AWARD
Project that best demonstrates a breakthrough industry-altering approach to solving a societal problem.
Funded by the 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
Project with the most innovative idea to solve global social or environmental issues.
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

$1,600 TROJAN FAMILY CHOICE AWARD
Project voted best of show by the attendees of Trojan Family Weekend.
Funded by the Diem Shotwell Metcalfe Family Fund at the USC Marshall School of Business
Rohit Shukla is Chief Executive Officer and Founder of Larta Institute, an internationally-recognized technology accelerator he founded in 1993 to focus on transforming ideas into enterprises that “feed the world, fuel the world, and heal the world.” To date, the Los Angeles-based organization has helped more than 10,000 companies commercialize their innovations in science and technology, particularly in agriculture and the life sciences.

Shukla previously served nearly six years as director of high technology business at the Los Angeles County Economic Development Corporation, Southern California’s leading economic development organization. Before that, he was executive director of the Presidents’ Roundtable, a California-based network of chief executives from Fortune 500 U.S. aerospace and defense electronics companies.

In 2014, he was appointed to the National Advisory Council on Innovation and Entrepreneurship which advises the U.S. Department of Commerce on issues related to accelerating innovation, expanding entrepreneurship, and developing a globally competitive workforce.

Shukla has extensive experience creating commercialization assistance programs for major U.S. federal agencies, including National Institutes of Health (NIH), United States Department of Agriculture (USDA) and the National Science Foundation (NSF) and foreign governments in Asia, Europe, and the Middle East. In 2008, he was appointed by the Organisation for Economic Co-operation and Development to advise and lead a multi-country study of IP policies and practices and IP as it affects the growth of small and medium-sized enterprises. He also has established regional commercialization initiatives in and provided technology commercialization policy advice to the governments of Australia, Israel, Malaysia, and New Zealand, among others.

An internationally-recognized thought leader on innovation, commercialization, and enterprise- and technology-led economic development, he has written extensively on venture capital, sector-led innovation in wireless, telecommunications, and the life sciences, and on entrepreneurship, research-based enterprises, commercialization, and government policy.

A founder of two information technology and information processing companies, Shukla has taught entrepreneurship to managers and startup companies, and developed and taught the first graduate course on startup management at Pepperdine University’s Graziadio School of Business and Management in Malibu, California.

Shukla earned a Master’s degree in Social and Political Sciences from Cambridge University in England and a Master’s degree in Communications Arts and Sciences from Loyola Marymount University in Los Angeles. He earlier earned a Bachelor’s degree in Politics, Philosophy, and Economics from the University of Mumbai in India.
Pai-Ling Yin is an Associate Professor of Clinical Entrepreneurship and Director of the Technology Commercialization Initiative at the USC Marshall School of Business. She co-founded the Mobile Innovation Group (http://mig.stanford.edu) to research the mobile app ecosystem, from industry evolution to platform competition to entrepreneurial strategy. Professor Yin received her PhD in Economics from Stanford University. She was a professor of strategy at Harvard Business School and MIT Sloan and a research scholar at the Stanford Institute for Economic Policy Research. She has written numerous cases on technology and strategy and research papers on platform competition and innovation diffusion. She co-owns a small business, FitLAB Pilates, in Cambridge, Massachusetts.
Jennifer Dyer (USC Stevens Center for Innovation)

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 26 who manage university-owned IP stemming from over $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).

Bob Metcalfe (University of Texas)

Bob Metcalfe is Professor of Innovation and Fellow of Free Enterprise at The University of Texas at Austin. Dr. Metcalfe was an Internet pioneer starting in 1970 at MIT, Harvard, Xerox Parc, and Stanford. He invented Ethernet at Xerox Parc in 1973. There are now billions of Ethernet ports shipped each year, if you count Wi-Fi, which Dr. Metcalfe does. Dr. Metcalfe founded 3Com Corporation in 1979 to plumb the Internet. 3Com went public in 1984, hit $5.7 billion during 1999, and became part of Hewlett-Packard in 2011. In the 1990s, Dr. Metcalfe was a publisher-pundit at IDG/InfoWorld with half a million weekly readers. In the 2000s, he was a venture capitalist with Polaris Venture Partners. He joined UT Austin in 2011. Dr. Metcalfe is a member of the National Academy of Engineering and received the National Medal of Technology for his invention, standardization, and commercialization of Ethernet.
Julia Metcalfe (Facebook)

Julia Metcalfe is a product manager for Facebook’s Applied Machine Learning team, focused on data sourcing, annotation, and tooling for AI. Having been at Facebook for 7.5 years, she formerly founded and led the Product Quality Analytics team. Her organization evolved how Facebook understands fundamental advertiser needs, to enable development of high quality products in Facebook’s ‘Move Fast, Break Things’ environment. She earned a Bachelor of Science degree in International Business from the USC Marshall School of Business. She also runs ultra-marathons and is a former member of the USC triathlon team.

Bob Metcalfe and his daughter Julia Metcalfe are returning as judges 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.

David Florence (Stanton Chase International)

David Florence is a director at the global retained executive search firm of Stanton Chase International where he runs the Technology and New Ventures sectors for the Southwest USA. He is also a partner at the Santa Barbara Tech Ventures, a $100 Million IoT fund, Conference Chairman of the USC Marshall Center for Global Innovation Conference and Competition, and an Adjunct Professor at Pepperdine University and California State University, Northridge (CSUN). For over 25 years, Dr. Florence has held marketing leadership roles at GoTo.com, Lucent, Motorola, Oracle, and Sun Microsystems.

Carlos Gutierrez (Larta Institute)

Carlos Gutierrez is the Chief Strategy Officer at Larta Institute. Larta is a mission-based accelerator focused on the transformation of technology ideas into solutions that elevate economic opportunities and make lives better for people around the world. Larta partners with federal, state, and local governments, private industry, universities, and others to provide commercialization support to entrepreneurs with solutions that “feed, fuel, and heal” the world. Larta’s annual cohorts of 400+ companies span early stage ventures in healthcare, energy, materials, software, ed-tech, and agricultural technology.

Larta’s partners include the National Institutes of Health (NIH), U.S. Department of Agriculture (USDA), National Science Foundation (NSF), U.S. Department of Energy (DOE), and the National Institute for Standards & Technology (NIST). He has similarly led efforts to develop
commercialization programs with governments and innovation agencies around the world to support ecosystems of innovation and the global competitiveness of entrepreneurs in their region. He launched Larta’s Industry Advisory Board, a group that numbers 50+ senior executives and technology scouts. He has also served as a speaker and moderator at the Small Business Innovation Research (SBIR) National Conference on the commercialization of government-supported R&D and World Bank briefings on similar subject matter.

Gutierrez has a Bachelor of Science degree in Marketing and Business Administration from California State University, Northridge, and an MBA from the Marshall School of Business at the University of Southern California. Previously, Gutierrez was an early part of the management team and Director of Business Development for Firstlook.com, an idealab! venture-backed startup.

Gutierrez is bilingual in English/Spanish. He lives in Southern California and can be seen on weekends fully immersed in family activities with his wife Jeanette and their three children.

Karen Heidelberger (Deerfield)

As Chief Partnership and Communications Officer at Deerfield, Heidelberger is responsible for relationships with investors, partner companies, and other interested parties. Prior to this role, Heidelberger was a trader at Deerfield for over a decade. In this capacity, she was responsible for trading in public securities on behalf of the funds and developing and communicating market information to the firm. Prior to joining Deerfield in 2002, Heidelberger was a vice president in the Sales and Trading division of Merrill Lynch. Also at Merrill, she served as a conflicts coordinator in the Mergers and Acquisitions department. In this role she was responsible for ensuring that Merrill Lynch was clear of legal and business conflicts of interest before the firm was able to accept an assignment. Heidelberger has been on the board of the Cornell Institute for Healthy Futures since 2016. She graduated from the Cornell University, School of Hotel Administration and earned her MBA from Harvard Business School.

Seth D. Levy (Nixon Peabody)

As managing partner of the Los Angeles office and co-chair of the firm’s Life Sciences group, Seth Levy focuses his practice on intellectual property protection and commercial transactions in life sciences and healthcare. Levy works with clients to implement strategies for international intellectual property protection and enforcement, to structure business relationships around the development and commercialization of life sciences technologies, and to support clinical research programs for both nonprofit and for-profit clients. Levy has significant experience working with academic and healthcare institutions to develop and support their technology transfer programs. He also serves as outside general counsel to emerging growth companies, oftentimes those that do business with academic and healthcare institutions.
A graduate of Cornell University with a Bachelor of Science, *cum laude*, in Agricultural 
& Biological Engineering, and a J.D. from the USC Gould School of Law, Levy presents 
nationally and internationally on emerging intellectual property issues, and has received 
numerous awards and recognitions for his leadership and work in the life sciences, 
intellectual property, and legal communities.

**Michael E. Meyers (T.R. Winston)**

Michael Meyers serves as Head of Investment Banking with T.R. Winston & Company, a merchant banking firm, where he is responsible for managing T.R. Winston's venture capital and strategic advisory businesses. Meyers serves as Interim CEO of Tivorsan Pharmaceuticals, a biotechnology company that is conducting research and development on rare neuromuscular diseases and disorders, and Cell Biotherapy, Inc., an immuno-oncology company that was founded in partnership with researchers from the Norris Comprehensive Cancer Center and Keck School of Medicine at USC. Prior to joining T.R. Winston, Meyers was CEO of Arcoda Capital Management; and he served as a partner and portfolio manager with GoldenTree Asset Management. Between 2002 and 2006, Meyers was a partner and portfolio manager with Trivium Capital Management. Meyers has also served as a Managing Director and Partner of Global Biomedical Partners, a life sciences venture capital firm located in New York and Zurich. Prior, Meyers served as Director of Biotechnology and Pharmaceutical Investment Banking with Merrill Lynch & Co. Meyers began his career as a Biotechnology and Medical Device Research Associate at Hambrecht & Quist.

Meyers serves on the Board of Trustees of the Ronald Reagan UCLA Medical Center, USC’s Board of Councilors of the School of Dramatic Arts, and he is a Trustee of The JED Foundation. Meyers received an M.P.H. in Health Policy & Management from Columbia University, and an A.B. in Biology from Brandeis University.

**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, 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.
To help prepare for the USC Stevens Student Innovator Showcase, student teams received pitch and presentation coaching in a workshop on September 28, 2017 at USC taught by Patrick Henry, Assistant Professor of Clinical Entrepreneurship, USC Marshall School of Business and Luke Brown, Visiting Scholar, USC Marshall School of Business. 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**  
**Visiting Scholar at Lloyd Greif Center for Entrepreneurial Studies**  
**USC Marshall School of Business**

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.

Brown 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.

Brown earned a Bachelor of Science degree in Management with a minor in Psychology 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. Bunjë SMART
A monetization/integration platform for brand and celebrity emojis inside chat applications.
Team leader: Trey Brown, USC Marshall School of Business

2. Carbon Thumbprint
A more accurate transcutaneous CO\textsubscript{2} monitor that will not burn your baby.
Team leader: Saif Ali Azam, Keck School of Medicine of USC

3. Connecting 2 Communities
A platform that allows the homeless to input what they need, with this information stored in a database that can be accessed by organizations that serve them.
Team leader: Joshua Ogundu, USC Marshall School of Business

4. CoupleGoals
An app that uses artificial intelligence and machine learning to detect and predict conflict in romantic relationships, then provides interventions to defuse conflict.
Team leader: Adela Timmons, USC Dana and David Dornsife College of Letters, Arts and Sciences

5. Emotion Variance Analyzer (EVA)
The AI Assistant EVA, provides sentiment evaluation of customers using machine learning on emails, identifying the at-risk customers.
Team leader: Aman Mathur, USC Viterbi School of Engineering

6. EventAll
EventAll is an online platform for organizers to create custom event apps tailored to their needs, giving fans the best possible experience.
Team leader: Alvin Liang, USC Thornton School of Music
7. Happy Pill, LLC
Happy Pill provides a platform for mental health professionals to produce affiliate branded content, as well as to advertise.
Team leader: Daniella Mohazab, USC Annenberg School of Communication and Journalism

8. Infusion
Infusion is an app that helps patients plan life around chemo, and chemo around life, thus improving quality of life through treatment.
Team leader: Martin Shapiro, Keck School of Medicine of USC

9. International Student Environmental Coalition (ISEC)
ISEC is an international network of 30 countries that unites and empowers students anywhere in the world to act for climate justice.
Team leader: Kayla Soren, USC Dana and David Dornsife College of Letters, Arts and Sciences

10. Intram
Intram is an app designed to eliminate prehospital delays in stroke treatment to better patient health outcomes and reduce treatment costs.
Team leader: Manjima Sarkar, USC Viterbi School of Engineering

11. Kal-Tein
Kal-tein is a nutritional drink and bar that alleviates gastrointestinal issues experienced by oncologic patients receiving chemotherapy.
Team leader: Jack Yi, Keck School of Medicine of USC

12. Lahtt Sauce
Lahtt Sauce is an all-purpose chili oil sauce made with a proprietary blend of simple ingredients, and is ideal for dipping, stir-fry, and marinade.
Team leader: Maxine Lau, USC Marshall School of Business
13. Makora Health Initiative
Ubiquitous smartphone technology can be used in the developing world to monitor the health needs of otherwise unreachable populations.
Team leader: Peggy Ebner, Keck School of Medicine of USC

14. MedMind
MedMind makes it easier than ever before for cancer patients to manage their drugs and side effects and take control of their options.
Team leader: Nina Singh, USC Viterbi School of Engineering

15. Modular Ears
Modular Ears features a patented new technology that enables users to change the circuit module of the earphones to create personalized sound.
Team leader: Tony Chiu, USC Dana and David Dornsife College of Letters, Arts and Sciences

16. Nom Noms
Nom Noms sells healthy meal kits at half the price of current services while maintaining industry-standard margins and reducing food waste.
Team leader: Madison Eckert, USC Dana and David Dornsife College of Letters, Arts and Sciences

17. QCeq
QCeq makes genetic sequencing far more accessible by providing a highly affordable alternative to expensive quality control systems.
Team leader: Puja Patel, USC Dana and David Dornsife College of Letters, Arts and Sciences

18. Rubedo Pharmaceuticals
Rubedo seeks to develop a nanoparticle-based blood substitute for medical applications on the battlefield and during civilian emergencies.
Team leader: Jordan Despanie, USC School of Pharmacy
19. Spoiler Alert
An app that alerts you of your grocery items nearing expiration and recommends smart recipes that utilizes those items.
Team leader: Linda Xu, USC Viterbi School of Engineering

20. The Huff Cough Trainer
The Huff Cough Trainer: a technologically-driven solution to improve the home care of children with cystic fibrosis.
Team leader: Brian Horwich, Keck School of Medicine of USC

21. ThinkNow ConneKt
ThinkNow ConneKt provides marketers the tools to go beyond binary targeting efforts and help advertisers cut through the digital clutter.
Team leader: Mario Xavier Carrasco, USC Marshall School of Business

22. Threshold 5
Threshold 5 is a virtual reality (VR) adventure simulation for patients with clinical anxiety to teach them to model the thought process in a trigger situation.
Team leader: Avinash Kaur, USC Viterbi School of Engineering

23. Tommy Bot
Tommy Bot is a chatbot hosted on Messenger that answers student queries about USC, such as building locations, events, and dining hall menus.
Team leader: Mimi Tran Zambetti, USC Iovine and Young Academy

24. Vibraille
A device that converts text from a computer/phone to a braille-like format which can be read with a tactile hand.
Team leader: Luke Vincent Naman, Keck School of Medicine of USC