Now in its 12th 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.

Since 2007, nearly $150,000 has been awarded and more than 950 students from all USC schools have competed. USC students will compete for over $30,000 at this year’s USC Stevens Student Innovator Showcase.

About USC Stevens Center for 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.

We honor the memory of Robert (Bob) Shotwell, longtime benefactor of the USC Stevens Student Innovator Showcase, who passed away on September 6, 2018, at age 97. Bob was instrumental in helping to establish the Student Innovator Showcase and we greatly appreciate the support provided by the Diem Shotwell Metcalfe Family Fund over the years. Bob was an inspiration to all who met him and we were fortunate to have him serve as a judge at several of our Student Innovator Showcases. His entrepreneurial spirit, enthusiasm, and persistence – becoming, at age 84, the oldest graduate in the history of the USC Marshall School of Business – were felt far beyond the USC campus. We extend our condolences and our thanks to his daughter Robyn Metcalfe, son-in-law Robert Metcalfe, and granddaughter Julia Metcalfe.
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<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>
</tr>
<tr>
<td></td>
<td><strong>BREAK</strong></td>
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<tr>
<td>12:00 PM</td>
<td>Keynote Speaker: Michael E. Meyers</td>
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<tr>
<td>12:45 PM</td>
<td>Finalist Fast Pitch Round Begins</td>
</tr>
<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>
</tr>
</tbody>
</table>

**Thank You to Our Award Sponsors**

![USC Marshall Logo]

**Lunch Provided to Showcase Students by:**

![AMI USC Logo]
$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 AWARD
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

$4,000 GLOBAL IMPACT AWARD
Project with the most innovative idea to solve global social or environmental issues.
Funded by a Donation from Daniel Floersheimer through the USC Marshall School of Business

$4,000 ALLEN CLAIR NELSON INNOVATION AWARD
Project most likely to have a transformational impact by making previous solutions obsolete.
Funded by a Donation from Allen Clair Nelson through the USC Viterbi School of Engineering

$2,500 VENTURE VALIDATION AWARD
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
Renée Smith-Maddox, Ph.D. is Clinical Professor and Associate Dean, Diversity, Equity, and Inclusion (DEI) at the University of Southern California Suzanne Dworak-Peck School of Social Work. She teaches social change and innovation courses (both online and on-the-ground) for the Doctor of Social Work and the Master of Social Work (MSW) programs. She is co-founder of The Social Impact Fast Pitch for the Department of Social Change and Innovation. This competition is designed for MSW students to develop and communicate their innovative ideas, programs, or proposals to solve a grand challenge in social work.

She is also a faculty affiliate with the Virtual Academic Center and the Center for Race & Equity. As Associate Dean, Dr. Smith-Maddox provides leadership and oversight for strategic priorities and initiatives. In this capacity, she creates and leads intergroup dialogues with faculty, staff, and students to listen, to reflect on, and express diverse perspectives to enhance campus climate, ensure equitable practices, and create an inclusive culture. As a DEI advocate, she serves as a Diversity Liaison, Faculty Diversity Recruitment Advisor, Chair, Provost’s Diversity and Inclusion Council, and Co-Chair for the Campus Climate Committee. Her primary professional and research interests include: social innovation labs, stakeholder collaborative approaches, and efforts that increase institutional capacity.

Anthony Maddox
Professor of Clinical Education and Engineering
USC Rossier School of Education
USC Viterbi School of Engineering

Anthony B. Maddox, Ph.D. is Professor of Clinical Education and Engineering at the USC Rossier School of Education and the USC Viterbi School of Engineering. He is a science teacher educator and Founding Co-Director of the Center for Engineering in Education (CEE). CEE’s goals are to strengthen K-12 science education teaching and learning by accommodating engineering thinking, explore and deploy technologies that advance personalized learning, and create USC Rossier EdVentures, an educational technology ecosystem. CEE is building a culture of entrepreneurship within Rossier, encouraging women and individuals from underrepresented groups to launch edtech ventures. The Center partners with the Viterbi School and the USC Marshall School of Business Blackstone Launchpad. Dr. Maddox is a Licensed Professional Engineer and previously was an executive with the Los Angeles Urban League, managing a place-based neighborhood initiative in South Los Angeles. He was an engineering professor at Northeastern University, program director at the National Science Foundation, and has held technical positions at the Jet Propulsion Laboratory, Thinking Machines Corporation, and the U.S. Department of Homeland Security.
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, a dedicated healthcare fund, 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.

Michael E. Meyers joins us today as Keynote Speaker and as Judge at the 12th Annual USC Stevens Student Innovator Showcase.
Jennifer Dyer
(USC Stevens Center for Innovation)

Jennifer Dyer is the Executive Director of the USC Stevens Center for Innovation, the technology transfer office at the University of Southern California.

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).

Robert Metcalfe (University of Texas)

Bob Metcalfe is Professor of Innovation and Entrepreneurship, and Murchison Fellow of Free Enterprise at The University of Texas at Austin. He 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 standard 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 publisher-pundit-CEO at IDG/InfoWorld and had a column with half a million weekly readers. In the 2000s, he was a venture capitalist with Polaris Venture Partners. He joined UTAustin 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)

While currently on sabbatical, Julia Metcalfe led the Product Quality Analytics team at Facebook, responsible for the stability and quality of the Facebook ads and business platform. Her team changed 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 earned a Bachelor’s degree in International Business from the USC Marshall School of Business. She also runs ultra-marathons and is a former competitive triathlete.

Karen Heidelberger (Deerfield)

As Chief Partnership and Communications Officer at Deerfield, Heidelberger is responsible for relationships with investors, partner companies and institutions, 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 is 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 M.B.A. from Harvard Business School.

James Kaiser (HOYA)

James Kaiser is the Strategist for HOYA’s Corporate VC Group and the only member to be based outside Japan. His responsibilities include investing in startup companies to expand HOYA’s areas of interest within the Life Care segment. Prior to this role at HOYA, he has over 15 years’ experience working in the R&D labs of academia, startups, and Fortune 500 companies that he leverages to evaluate the potential and maturity of an investment target’s technology. HOYA Corporation is a diversified, multinational company and leading supplier of innovative and indispensable high-tech and healthcare products. HOYA is active in two main business segments: The Life Care segment encompasses health care areas such as eyeglass lenses and the operation of contact lens retail stores, as well as medical related areas such as intraocular lenses for cataract surgery, medical endoscopes, surgical equipment and artificial bones and implants. HOYA’s Information Technology
Judge focused on electronics products for the semiconductor industry and LCD panels, glass disks for HDDs and optical lenses for digital cameras and smartphones. The HOYA Group comprises over 100 subsidiaries and affiliates and over 34,000 people worldwide.

William Slattery (Deerfield)

Bill Slattery is a Partner on the Private Transactions team at Deerfield, which he joined in 2000. He began his professional career studying immune system complications associated with End Stage Renal Disease. Prior to joining Deerfield, Slattery was a senior healthcare analyst between 1990 and 2000 at Amerindo Investment Advisors overseeing biotechnology investments. He has held various positions in research including those at National Medical Enterprises, Johnson & Johnson, and HMSS. Bill has a degree in Biology from State University of New York at Albany and completed coursework in Immunology at the Graduate School-New Brunswick, Rutgers University.

Caleb Smith (Salem Partners)

Caleb Smith joined Salem Partners in 2007 and is focused on sourcing, evaluating and structuring transactions in the healthcare & life sciences sectors. While at Salem, he has been directly involved with companies such as Exemplar Pharma (sold to Allergan), Femasy (private), Neos Therapeutics (Nasdaq: NEOS), OncoNano Medicine (private), Sebacia (private) and ZS Pharma (sold to AstraZeneca). Before joining Salem, Smith was a director at Harvey & Company, a leading merchant banking firm based in Newport Beach. 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.

John Wetherell (Pillsbury)

John Wetherell, Ph.D., Pillsbury’s San Diego Intellectual Property leader, has 25-plus years’ experience closing IP deals and securing U.S. and international patents for biotechnology companies. Dr. Wetherell handles IP acquisitions, licensing and transactional due diligence; prosecutes patents; performs patent infringement and validity analyses; drafts freedom-to-operate opinions; and provides strategic IP counsel. As Pillsbury’s Life Sciences & Pharma co-leader, Dr. Wetherell applies his microbiology/immunology research background to help clients obtain patents in medical diagnostics, nanotechnology, molecular biology, pharmacology and related fields. He also heads the firm’s Stem Cell Outlook and Planning Effort, a multidisciplinary team that advises clients in
our Judges

This promising technology sector.

Dr. Wetherell’s experience at Pillsbury includes leading the team representing the Cystic Fibrosis Foundation in a record-setting $3.3 billion sale of drug rights to Royalty Pharma following an intensive IP due diligence effort. He also achieved a favorable arbitration panel ruling for University of Kansas following years of litigation in a case involving inventorship credit on National Institute of Health-owned patents covering cancer drug formulations. Wetherell also represented underwriters Roth Capital Partners, Canaccord Genuity, Oppenheimer & Co. and Craig-Hallum Capital Group in the $76.5 million stock offering by Lannett Co., a pharmaceutical manufacturer and distributor. He has completed over 50 pharma license monetization deals with Morgan Stanley, a major client.
To help prepare for the USC Stevens Student Innovator Showcase, student teams received pitch and presentation coaching in a workshop 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, and College Zoom.

Luke Brown
Visiting Scholar at Lloyd Greif Center for Entrepreneurial Studies
USC Marshall School of Business

Luke Brown is the founder and CEO of Eruppd, a SaaS platform for online arbitrage. This is his fourth entrepreneurial venture, with his previous companies in the banking, telecommunication, and distribution industries. He also serves as an advisory board member for more than a dozen companies.

Prior to founding Eruppd, Luke spent seven years as a management consultant with an investment bank, focusing on raising capital and strategic growth initiatives for companies with $3-50 million in yearly revenue, primarily in the technology, healthcare, and e-commerce sectors. Before that, he was the Director of Client Services for Tony Robbins and Chet Holmes at Business Breakthroughs International.

Since 2014 he has been a Visiting Scholar at the Lloyd Greif Center for Entrepreneurial Studies in the Marshall School of Business at the University of Southern California. He teaches business planning using the Business Model Canvas and Lean Startup methods. He has worked with students in the USC Stevens Student Innovator Showcase, USC Entrepreneur Club, USC Summer Accelerator, New Venture Seed Competition, and Blackstone Launchpad. In addition, he was a mentor at South by Southwest Vegas to Venture.

Luke earned a Bachelor of Science degree in Management with a minor in Psychology from Pepperdine University, a certificate with distinction in Venture Capital from the Foundry Group, and a certificate in Internet Marketing from HubSpot’s Inbound Marketing University.
Student Teams

1. **Adoptimize**
Adoptimize is an animal shelter optimization technology that saves thousands of animal lives while reducing costs for city shelters.
Team leader: Jessica Schleder, USC Marshall School of Business

2. **Anonymity**
Anonymity is an online platform and smart directory system connecting non-governmental organizations (NGOs) with potential clients.
Team leader: Yuwei Gu, USC Suzanne Dworak-Peck School of Social Work

3. **Atria Connect**
Providing developing areas with low-cost medical devices from research labs and industry, and the necessary education on how to use them.
Team leader: David Mittelstein, USC Keck School of Medicine

4. **Best Foot Forward**
Best Foot Forward provides modern, functional, and accessible diabetic footwear that patients actually want to wear.
Team leader: Morgan Lee, USC Keck School of Medicine

5. **Blush**
Blush is a User-Generated-Content modeled social media app that encourages users to share and discover local businesses, who in turn get a marketing platform.
Team leader: Cynthia Gao, USC Viterbi School of Engineering

6. **Chip In**
Chip In is a platform to help friends and family members conveniently put their money together in one place.
Team leader: Arthur Price, USC Marshall School of Business
7. Greet
Greet makes connecting with friends and groups instantaneous, while keeping all information defined by a single contact identity.
Team leader: Joseph Turtel, USC Dornsife College of Letters, Arts and Sciences

8. Hired Byte
Hired Byte is a mobile application for job seekers to match to better fitted job openings through the use of AI and psychology.
Team leader: Andrew Mossighi, USC Dornsife College of Letters, Arts and Sciences

9. Homing Beacon Map
Homing Beacon Map provides a solution for helping first responders locate people who need to be rescued more efficiently and accurately.
Team leader: Harsh Waghela, USC Viterbi School of Engineering

10. IUSA
A business-to-business technology based labor management tool. We facilitate the process of doing business with independent contractors.
Team leader: Alexander Rincon, USC Marshall School of Business

11. Kyoku
Kyoku creates personalized fitness supplements that are tailored to the body type and fitness goal of each user.
Team leader: Ryan Roddy, USC Marshall School of Business

12. Lighthaus
Lighthaus is an earthquake early warning system for households, capable of providing up to 90 seconds of warning prior to a major quake.
Team leader: Sean Gibbons, USC Marshall School of Business
13. Mello

Mello is an intelligent diffuser for the home that creates blends in real time based on the user's changing moods and environmental factors.

*Team leader: Suraya Shivji, USC Iovine and Young Academy*

14. NGsure

A simple, cheap nasogastric feeding tube design that, without electronics or imaging, can confirm tube placement in the stomach.

*Team leader: Andrew Yock, USC Viterbi School of Engineering*

15. Petitas Los Angeles

Petitas LA is a clothing brand for young, petite professional women with the mission to empower and inspire them. #petitewomen #bigdreams

*Team leader: Thea Knobel, USC Marshall School of Business*

16. Plasticity

Plasticity is a video game that explores the impact of single-use plastics on our environment through the story of a young girl named Noa.

*Team leader: Timothi Lim, USC School of Cinematic Arts*

17. PocketSTETH

PocketSTETH is a digital stethoscope that plays and records heart beat sounds up to 20 times louder than traditional stethoscopes in real time.

*Team leader: Orr Shauly, USC Keck School of Medicine*

18. Postscript

Postscript is a powerful, easy-to-use SMS platform for Shopify stores. Send campaigns, create automations, and drive new revenue.

*Team leader: Alexander Beller, USC Thornton School of Music*
19. Remember Me

Remember Me is a movement to preserve memories of our loved ones using innovative technology.
Team leader: Japheth Maico, USC Leonard Davis School of Gerontology

20. Seek Software, Inc.

A connected software platform that powers the health economy.
Team leader: Jordan Smallwood, USC Marshall School of Business

21. Stockton Urban Revitalization Fellowship (SURF)

SURF is a program designed to be a pathway to reverse the brain drain and train fellows to be the next generation of leaders in Stockton.
Team leader: Nicholas Sanchez, USC Price School of Public Policy

22. Top

Top is the first student planner that can automatically schedule, prioritize, and track assignments and exams.
Team leader: Seun Deleawe, USC Viterbi School of Engineering

23. Wordable

A wearable that introduces words to children as they move, providing an immersive experience for enhanced language and cognitive development.
Team leader: Kush Gaur, Keck School of Medicine of USC

24. Yobs

Yobs leverages BSP to build intelligence over HR unstructured data. We assist HR with building diversity, predicting performance and culture fit.
Team leader: Federico Dubini, USC Marshall School of Business