Engineering Innovation and Entrepreneurship @ Viterbi

Ashish Soni

Founding Director

Background

- Founding Director of Viterbi Student Institute for Innovation (VSi2)

- Founding Director of Viterbi Startup Garage (VSG)

amazon

ebaY

YAHOO!

Google

intel

hp

Microsoft

CISCO

tumblr.

Dropbox

f

They were all started by Engineers

How many of you want to start a company some day?

Living in unprecedented times... pace of change and innovation is faster than ever before
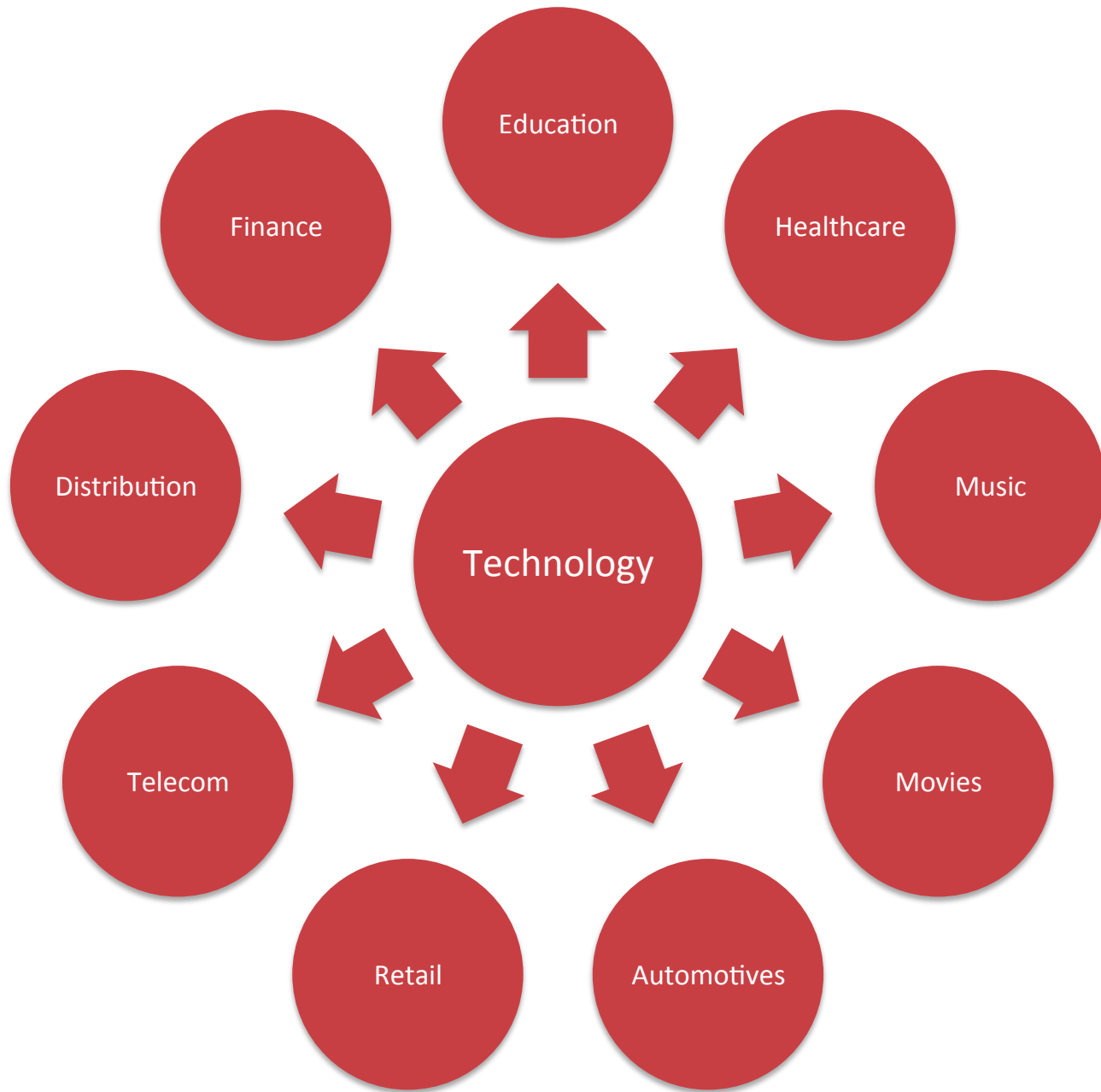
THE WALL STREET JOURNAL.

ESSAY

Why Software Is Eating The World

By MARC ANDREESSEN

August 20, 2011

This week, Hewlett-Packard (where I am on the board) announced that it is exploring jetti
more heavily in software, where it sees better potential for growth. Meanwhile, Google pla
Mobility. Both moves surprised the tech world. But both moves are also in line with a trend

What % of ALL internet traffic is Netflix?

+ A -

Netflix accounts for 1/3 of nightly home Internet traffic, Apple's iTunes takes 2%

By AppleInsider Staff

Data sent from iTunes represents 1.9 percent of North American Internet traffic every night, a share beyond all other competing digital storefronts, but also well behind the bandwidth served up by Netflix.

We are living in a SMAC World

Success is still hard…

- 30,000 new startups launched
- >1Mil apps

- <u>Why is success so hard?</u>

How do I improve the odds of success?

1. Behind every successful startup is a <u>big problem</u>

2. Knowing "what" to build is equally imp to "how" to build

2.1 Iterative Co-creation of your product with your target customer

3. Don't Die

4. Imagine how you want the world to be and go create it..

We believe in the engineer as the builder, the innovator, the entrepreneur

Engineering + Innovation

Entrepreneurship

Creativity

USCViterbi
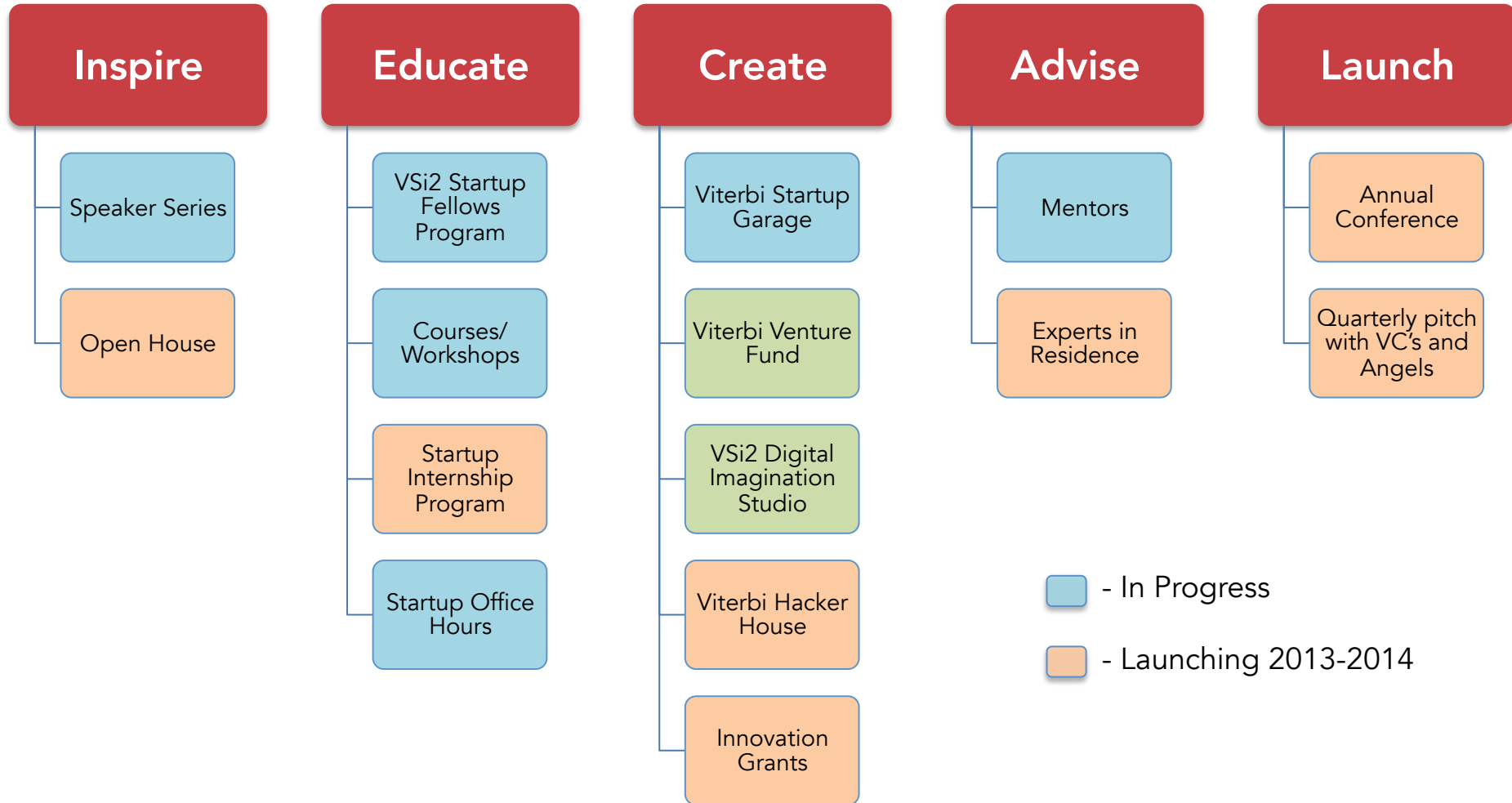School of Engineering

Ecosystem of Support through VSI2

Viterbi Student Institute For Innovation

Inspire
- Speaker Series
- Open House

Educate
- VSi2 Startup Fellows Program
- Courses/ Workshops
- Startup Internship Program
- Startup Office Hours

Create
- Viterbi Startup Garage
- Viterbi Venture Fund
- VSi2 Digital Imagination Studio
- Viterbi Hacker House
- Innovation Grants

Advise
- Mentors
- Experts in Residence

Launch
- Annual Conference
- Quarterly pitch with VC's and Angels

- In Progress

- Launching 2013-2014
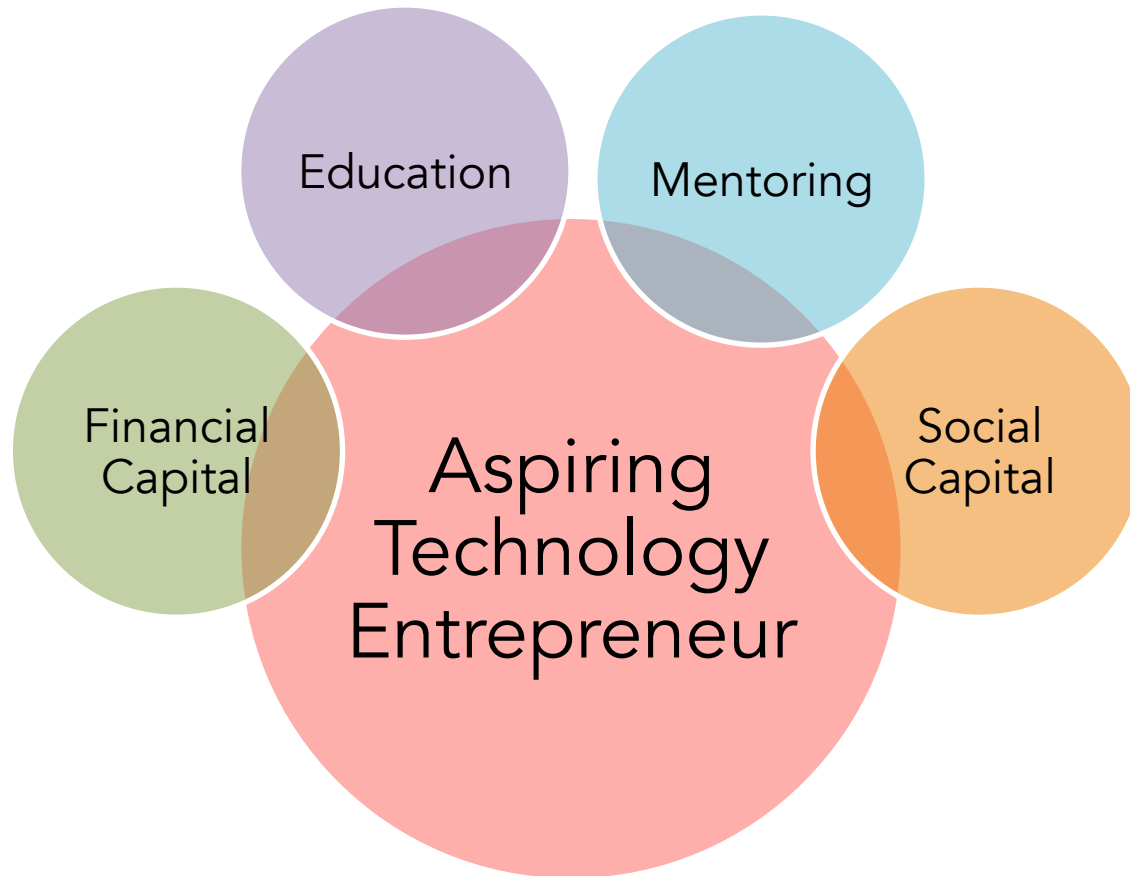
Activities and resources available based on readiness of an entrepreneur

VSi2: Education

VSi2 Speaker Series

- Evan Spiegel, CEO of Snapchat, Feb 18th
- David Hornik, August Capital
- 15 speakers this semester

VSi2 Courses

- New CS Capstone in Startups for
- Minor in Digital Entrepreneurship

VSi2: Create

USC Viterbi
School of Engineering

Hacker House

Viterbi Hacker House "Community of Doers"

- Community of builders and hackers
- Led by team of student leaders
- Open events each Wed and Thu
- <u>Wed:</u> Speaker Series
- <u>Thu:</u> Workshops and Hack Sessions

Venture Incubation Program

- <u>50 teams</u> in residence by end of the year
- Provide
  - Access to working space
  - Membership in amazing peer group of students
  - Mentorship by industry and VSi2 Staff
  - Early access to next gen devices

VSi2 Digital Imagination Studio

Digital Imagination Studio

- Imagine and prototype the future
- Projects that look at exponential innovation

4 key problems@ Target

- Imagine the future of:
  1. Fitting Room
  2. Checkout process
  3. Mannequins
  4. Clothes fit