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

- Education
- Healthcare
- Music
- Movies
- Automotives
- Retail
- Telecom
- Distribution
- Finance
What % of ALL internet traffic is Netflix?
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

• Why is success so hard?
How do I improve the odds of success?
1. Behind every successful startup is a big problem
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..
Viterbi Student Institute for Innovation (VSi2) & Viterbi Startup Garage (VSG)
We believe in the engineer as the builder, the innovator, the entrepreneur
Ecosystem of Support through VSI2

Aspiring Technology Entrepreneur

Education

Mentoring

Financial Capital

Social Capital
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

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
Viterbi Hacker House
“Community of Doers”

- Community of builders and hackers
- Led by team of student leaders
- Open events each Wed and Thu
  - **Wed**: Speaker Series
  - **Thu**: Workshops and Hack Sessions
Venture Incubation Program

• **50 teams** 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