

## EE Student's 'Practical Guide' Seminar Series

# "The Start-up Company Experience"

SSL 150 (outside and North of Seaver Science Library)

Friday, October 12, 2007

11:30 am – 1:00 pm

All EE students welcomed!

*\*Pizza will be graciously provided by the EE Department.\**

**Abstract:** This seminar will give an insider's look at the start-up experience. We will describe the process as we experienced it and look at the pros and cons both for starting a new company and also for joining one in the early stages. The presentation will cover early steps that include not only having a good idea, but coming up with a plan on how to develop it and pitch it. The pitch must be tailored differently for individual investors and venture capital firms as they are looking for different things. Selling a technology takes even more work. We will also cover the funding process, building a management and an engineering team, finding customers, and putting together a roadmap of technologies that follow the one that started the company. For those that are considering joining a start-up in the early stages, we will discuss what these companies are looking for in new employees. We intend to have an interactive discussion rather than a lecture, so please come prepared with questions.

## SPEAKERS



**Prof. Keith M. Chugg** is a Professor in Electrical Engineering. His research interests are in the general areas of signaling, detection, and estimation for digital communication and data storage systems. He is also interested in architectures for efficient implementation of the resulting algorithms. Along with his former Ph.D. students, A. Anastopoulos and X. Chen, he is co-author of the book *Iterative Detection: Adaptivity, Complexity Reduction, and Applications* published by Kluwer Academic Press. He is a co-founder of TrellisWare Technologies, Inc., where he is Chief Scientist. He has served as an associate editor for the *IEEE Transactions on Communications* and was Program Co-Chair for the Communication Theory Symposium at Globecom 2002. He received the Fred W. Ellersick award for the best unclassified paper at MILCOM 2003.

**Prof. Chris Kyriakakis** is the Director of the IMSC Immersive Audio Laboratory. His research is focused on the development of algorithms, architectures, and systems that can capture and synthesize fully-immersive sound environments for multiple listeners. In 2004, Prof. Kyriakakis started a USC spin-off company called Audyssey Laboratories with two of his former graduate students. Audyssey technology now appears in millions of homes, cars, and studios world-wide. In 2006, Prof. Kyriakakis received a World Technology award for his work in multimedia.

