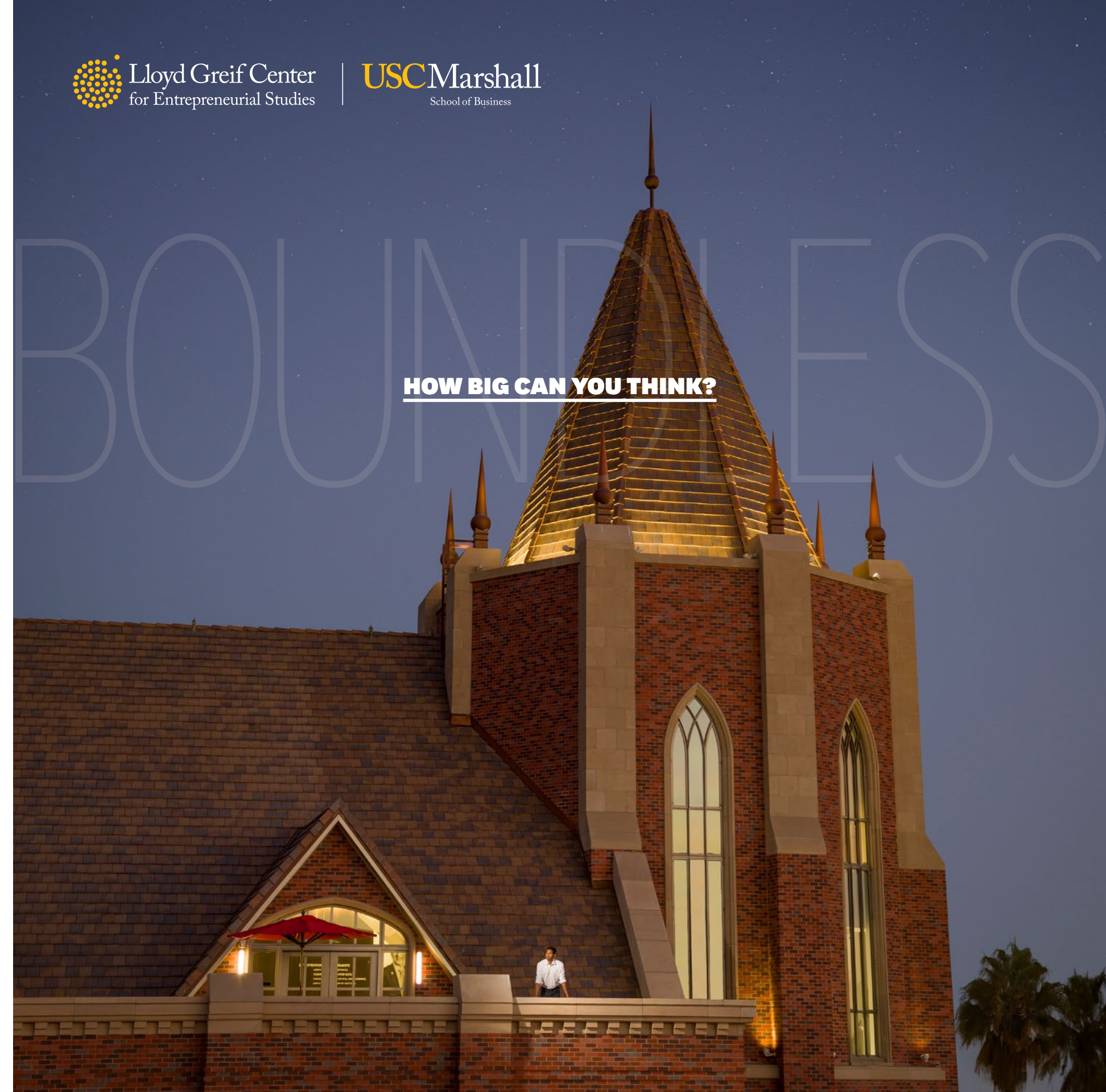


"If a man does not keep pace with his companions,  
perhaps it is because he hears a different drummer. Let him step  
to the music which he hears, however measured or far away.

**HENRY DAVID THOREAU AMERICAN ESSAYIST & BIG THINKER**



**HOW BIG CAN YOU THINK?**



“USC Marshall is built on the core principles of entrepreneurial thinking and globalization.”

**JAMES G. ELLIS, DEAN USC MARSHALL SCHOOL OF BUSINESS**

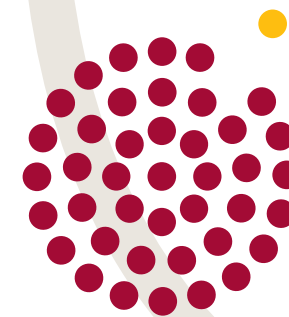
» The Lloyd Greif Center for Entrepreneurial Studies is a proud part of the Marshall School of Business at the University of Southern California. USC Marshall is internationally recognized for its emphasis on entrepreneurship and innovation, social responsibility, and path-breaking research — it ranks 10th in research among North American business schools. Marshall offers its nearly 7,000 undergraduate and graduate students a unique world view and unparalleled global experiential opportunities.

the mindset  
**INVENTIVE & LIMITLESS**

» **WHERE OTHERS SEE RISK, YOU SEE OPPORTUNITY** Forget status quo. You thrive on change. You imagine new possibilities: solutions, products, the next big idea.

Pursuing your concept isn't a choice; it's an intense belief that follows you everywhere. Trust that instinct. Feed it. Embolden your vision with creativity, feedback, and an agile, adaptive approach.

Whether you're launching a new venture, joining an emerging business, or advancing in a Fortune 500 company, you've come to the right place. At the USC Marshall Lloyd Greif Center for Entrepreneurial Studies, you learn a mindset that will set you apart and better position you to impact the world.



» **CREATE. TEST. ITERATE.** Entrepreneurship is an art form and a science. Beginning with a blank canvas, the entrepreneur makes a unique and authentic work of art, benefiting from the wisdom of those who have gone before. That's why we've developed a program that's original, experiential, adaptive — and builds on decades of research and best practices.

In the proving ground for disruptive ideas, we push you to try new things: courses, methodologies, theories. Leap across boundaries as digital meets gaming meets cinema meets social enterprise. Our curriculum and research are global in perspective and rooted in the strengths of our Southern California communities. There are no limits on your imagination or potential.

**WE TEACH SKILL SET AND MINDSET** With some 80 course sections taught by 30+ professors and practitioners, you'll learn the skills, frameworks, and methodologies to approach and solve large problems in a rapid, iterative way. And you'll gain a critical toolkit that helps you achieve ambitious goals and break through barriers.

That kit includes the lean start-up model, which values continuous innovation and teaches you to develop a minimum viable product. The result: you begin the process of "doing" as quickly as possible. The pace is swift, expectations high, but that's what you expect of yourself.

» *Marc Benioff (BS '86) founded Salesforce in 1999 with a vision to create a different kind of enterprise software company, with a new technology model based in the cloud, a new pay-as-you-go business model, and a new, integrated corporate philanthropy model. Under his leadership, Salesforce has grown from a groundbreaking idea into a Fortune 500 company, the fastest-growing top 10 software company, and the largest CRM company. For its revolutionary approach, Salesforce has been named one of the World's Most Innovative Companies six years in a row by Forbes, one of Fortune's World's Most Admired Companies in the software industry four years in a row, and a Fortune Best Company to Work For eight years in a row.*

« It's my belief that businesses are the greatest platforms for change in the world. The next generation of leaders must advocate for all stakeholders — employees, customers, community, the environment — not just for shareholders.»

**MARC BENIOFF CHAIRMAN & CEO, SALESFORCE**  
ALUMNI ENTREPRENEUR OF THE YEAR 2004



## brandon beck &amp; marc merrill

**CO-FOUNDERS AND CO-CEOS, RIOT GAMES**

ALUMNI ENTREPRENEURS OF THE YEAR 2015



*Brandon Beck and Marc Merrill met as undergraduates at USC and launched Riot Games in 2006 with the goal of becoming the most player-focused game company in the world. Riot Games released its acclaimed debut title, League of Legends, in 2009. Today, it's played by over 100 million players every month (and growing). The company is headquartered in West Los Angeles, with offices around the globe. Fortune magazine has ranked Riot Games among the 100 best companies to work for.*

**WHAT MAKES A GREAT WORKPLACE?** Culture is the invisible glue that drives team chemistry and helps people maximize potential. **BEST ADVICE** If you have a vision you truly believe in, don't let anyone tell you it can't happen. It's important to cultivate resilience and push through all the friction that comes with challenging the status quo. **RIOT STANDS FOR** Delivering incredible experiences. Our obsessive focus on serving players drives innovation.

» **SERIOUS ACCESS. SERIOUS RESULTS** The Greif Center is located in the heart of Los Angeles, one of the world's most vibrant business centers and the U.S. gateway to the Pacific Rim. The Southern California region, from Santa Barbara to San Diego, is home to several important technology clusters, including media and entertainment, aerospace, biotech, AR/VR, and transportation. We offer our students unique connections to Hollywood, new media, content providers, tech leaders, finance, and more.

As a Greif student, you enjoy access to a world-class faculty who offer in-depth experience and leadership across industries and businesses, and who often become mentors and advocates to accelerate your ideas. Our program is guided by our 50+ member Advisory Council, a *Who's Who* in business, entrepreneurship, tech, and entertainment.

**TROJAN FAMILY: LIFELONG AND WORLDWIDE** The moment you arrive at USC, you become a member of the Trojan Family — where everyone's got your back. This extraordinary alumni community of more than 380,000 Trojans spans the world, forming an influential global network you will rely on throughout your career. "Fight On!"

**AND THIS ALL  
TAKES PLACE IN A  
CITY THAT HAS:**

**75** MILES OF COASTLINE **225** LANGUAGES **284** SUNNY DAYS A YEAR

## blazing the academic path

» **OUR CURRICULUM** On both the undergraduate and graduate levels, our curriculum is based on a fundamental three-course sequence that takes students from opportunity recognition to customer discovery to launch. Choose from a wide range of complementary, specialized courses — so you experience a program tailored to your interests and objectives.

**#3** UNDERGRADUATE ENTREPRENEURSHIP PROGRAM  
*(U.S. News & World Report, 2015-16)*

**#9** GRADUATE ENTREPRENEURSHIP PROGRAM  
*(U.S. News & World Report, 2015-16)*

**#4** GRADUATE ENTREPRENEURSHIP PROGRAM  
*(Financial Times, 2015)*

**1.** opportunity recognition  
Entrepreneurial Mindset  
Decision Making Under Uncertainty

**2.** feasibility analysis  
Customer Discovery  
Proof of Concept

**3.** venture initiation  
Launching and Scaling Your Startup

**DEGREES & PROGRAMS**

**Undergraduate**

- Certificate in Entrepreneurship
- 7 Interdisciplinary Minors:
  - Entrepreneurship
  - Game Entrepreneurship
  - Innovation: The Digital Entrepreneur
  - Media Economics & Entrepreneurship
  - Performance Science
  - Social Entrepreneurship
  - Technology Commercialization

**Graduate**

- 3 MBA Concentrations:
  - Entrepreneurship and Venture Management
  - Technology Commercialization
  - Entrepreneurship and Operations
- 2 Specialized Masters:
  - Entrepreneurship and Innovation
  - Social Entrepreneurship
- Modules: Executive MBA, Master of Medical Management, Master of Business for Veterans
- Certificate in Technology Commercialization

**SPECIALIZED COURSES**

**Undergraduate**

- Digital Playbook for Entrepreneurs
- Digital Startup Launchpad
- Entertainment Entrepreneurship
- Entrepreneurial Family Business
- Entrepreneurial Mindset: Taking the Leap
- Founder's Dilemmas
- Global Entrepreneurship
- Growth Hacking: Scaling Startups
- Management of Small Businesses
- Social Entrepreneurship
- Social Innovation Design Lab
- Technology Entrepreneurship
- Venture Management

**Graduate**

- Acquiring a Business
- Cases in New Venture Management
- Corporate Entrepreneurship
- eCommerce and Social Media
- Feasibility Analysis for Social Ventures
- Founder's Dilemmas
- Investing in Impact Ventures
- Investing in New Ventures
- Life Sciences Entrepreneurship
- Media & Entertainment
- Social Entrepreneurship
- Social Innovation Design
- Technology Commercialization
- Technology Feasibility

"Entrepreneurship can't be taught in the traditional educational format. It requires getting out there and learning by doing. It is a contact sport."

**HELENA YLI-RENKO** DIRECTOR, LLOYD GREIF CENTER  
**ORFALEA** DIRECTOR'S CHAIR IN ENTREPRENEURSHIP

» **ACCELERATED PROGRAMS** Our highly experiential programs let you fast track your career, whether you want to launch the newest headline-making startup or bring added value to your employer. The Greif Center's immersive master's programs can be completed over one year, full time, or two years, part time — making them short-term investments with a long-term payoff.

**MASTER OF SCIENCE IN SOCIAL ENTREPRENEURSHIP** Solving world problems is no longer solely the province of policy professionals and social workers. Today's complex problems require business acumen and leadership to drive sustainable change.

Social entrepreneurs are leading for-profit and non-profit organizations that offer innovative market-based solutions to problems in education, healthcare, poverty, and the environment. These enterprises and programs — from global microfinance to mission-based pharmaceutical companies to local workforce development — follow business best practices while holding social mission as their driving force.

With an MS in Social Entrepreneurship, you will experience a business education geared to the unique aspects of social impact and be prepared to become a leader in the field. You will develop the acumen to balance head and heart as you embark on a career with meaning and attack pressing global challenges.



ready. set. launch.



**MASTER OF SCIENCE IN ENTREPRENEURSHIP AND INNOVATION** offers individuals with a passion for entrepreneurship the critical skills and knowledge needed to start a new company or pursue a career in corporate venturing and technology commercialization.

In this collaborative, 12-month program, you will develop a sophisticated understanding of entrepreneurial decision making, business model formation and evaluation, product development and execution strategies, team formation and growth, and launching and financing a new venture — a complete toolkit for the future.

Students from all academic interests and disciplines are welcome. This integrated business curriculum helps you thrive in a competitive marketplace and is a powerful complement to degrees in such fields as engineering, life sciences, communications, and cinema.

**GRADUATE  
CERTIFICATE IN  
TECHNOLOGY  
COMMERCIALIZATION**

Learn to take a new technology to market. Gain insights into the full commercialization process: invention, product development, technical and market feasibility analysis, intellectual property, business design, and venture funding. Link theory and practice through internships and projects.



**TAKE THE LEAP** to learn from world-changing entrepreneurs, creatives, and outliers, such as the founders of Siri, Square, Box, The Honest Co., Dollar Shave Club, Proactiv, WestJet, plus Mark Cuban, Quincy Jones, Anthony Robbins, Cindy Crawford, and Gary Vaynerchuk. The conversations — led by Professor David Belasco — are candid, poignant, and powerful.

Only at USC can you be inspired by John Legend . . . taught by Gloria Steinem . . . coached by Pete Carroll . . . and laugh with alumnus Will Ferrell conducting the Trojan Marching Band.

“You don’t have to follow everyone else’s rules. You can grab the ones that work and make your own path.”

**QUINCY JONES** ENTERTAINMENT MOGUL



JESSICA ALBA



CINDY CRAWFORD



WILL FERRELL & PETE CARROLL



TROY CARTER



GLORIA STEINEM



MARK CUBAN & DAVID BELASCO

**PEAK PERFORMANCE** With the USC Dornsife College of Letters, Arts, and Sciences, the Greif Center has launched a Minor in Performance Science to teach the science, best practices, and applied processes for optimizing human performance — individually and within organizations.

The innovative curriculum combines courses in business, psychology, neuroscience, and biology and was developed with a renowned high-performance psychologist and a Super Bowl-winning coach. It’s all part of thinking bigger in your career and life.

the entrepreneurial ecosystem @USC  
**VAST. MULTILAYERED. POWERFUL.**

» **UNIVERSITY OF SOUTHERN CALIFORNIA**  
 INCUBATE@USC.EDU **ONE** COMPREHENSIVE PORTAL

» **THE TROJAN FAMILY**  
**380,000+** MEMBERS WORLDWIDE

» **FROM THE CORE** The Lloyd Greif Center for Entrepreneurial Studies sits at the center of an energetic and growing universe — the entrepreneurial ecosystem at USC. It's a career-fueling, start-up launching, brain-expanding world of education, resources, inspiration, and opportunity. Welcome.

**#15** USC: Wall Street Journal/Times Higher Education College Rankings (2016-17)

**24,000**  
 GRADUATE AND PROFESSIONAL STUDENTS

**300+** MENTORS AND JUDGES  
**\$300,000** IN PRIZE MONEY  
**2** VENTURE COMPETITIONS ANNUALLY

SALESFORCE  
 RIOT GAMES  
 TINDER  
 MYSPACE  
 KINKOS  
 BOX  
 ALUMNI FOUNDERS

PREEMINENT PROGRAMS IN CINEMA, GAMING, ENGINEERING  
 MARSHALL GRADUATES IN **90** COUNTRIES

INCUBATORS & ACCELERATORS INCLUDE  
 MARSHALL/GREIF INCUBATOR  
 BLACKSTONE LAUNCHPAD USC  
 VITERBI STARTUP GARAGE  
 D-HEALTH LAB  
 HACKER HOUSE  
 CRUNCH ACCELERATOR

**24%**  
 INTERNATIONAL STUDENTS

**22**  
 ACADEMIC UNITS  
 TEACHING ENTREPRENEURSHIP

**4,000**  
 FACULTY

**19,000**  
 UNDERGRADUATES

» **LLOYD GREIF CENTER FOR ENTREPRENEURIAL STUDIES**  
**USC MARSHALL SCHOOL OF BUSINESS**  
**1<sup>ST</sup>** INTEGRATED ENTREPRENEURSHIP PROGRAM IN THE U.S. (1971)

» **SILICON BEACH: LOS ANGELES, CALIFORNIA**  
**#2** INNOVATION & ENTREPRENEURSHIP HUB IN U.S.  
**3<sup>RD</sup>** STRONGEST STARTUP ECOSYSTEM IN THE WORLD  
 HOME TO APPROXIMATELY **8,300** ACTIVE TECH STARTUPS



## aaron levie

**CEO & CO-FOUNDER, BOX**

ALUMNI ENTREPRENEUR OF THE YEAR 2014



*Aaron Levie developed Box — a fast-growing enterprise content platform — while at USC. In 2005, he and friend Dylan Smith launched the company as CEO and CFO, and Levie left school. Since then, Box has helped businesses of all sizes, including a Who's Who of Fortune 500 firms, be more competitive, collaborative and productive, managing data across any device, anywhere. Levie has been named to Forbes' 30 Under 30 and Fortune's 40 Under 40, and as Inc.'s Entrepreneur of the Year.*

**WHAT DOES IT TAKE TO LAUNCH?** Fundamentally you have to believe something other people don't believe. **WHERE'S THE SPARK?** You have to be innately and deeply passionate about what you're going after. Make sure you're doing something you can be continually excited about. **DESCRIBE YOUR ROLE.** My job is to make sure we're always operating as a start-up; we're always thinking about new trends emerging, always working with our best customers to learn what's changing in their worlds. That same level of hunger and drive and entrepreneurship we had at four employees continues at 1,350.

➤ **CASH & CONNECTIONS** Annual venture competitions offer student and alumni entrepreneurs more than \$300,000 in prize money and, more importantly, access to investors and connectors to drive their ideas forward. The Greif Center hosts and supports various competitions and gatherings, including:

**New Venture Seed Competition** Contestants refine pitches through workshops; finals are judged by venture capitalists, angel investors, and entrepreneurs. Hosted and funded by the Greif Center. Total prizes: \$50,000.

**University Venturing and Angel Summit** Sponsored by the Greif Center, it attracts top ventures from nine Southern California universities, who present to more than a dozen angel investment groups.

**Women in Business Competition** The USC Marshall Graduate Women in Business Competition invites teams of women MBA students to pitch new business ideas before a panel of experts. Total prizes: \$40,000.

**Stevens Innovator Showcase** Students from all disciplines showcase their businesses and prototypes during Trojan Family Weekend. The most promising concepts compete for cash awards. Total prizes: \$25,000.

**Maseeh Prize Competition (with USC Viterbi)** The focus is solving global problems in energy, health, education, safety, and the environment — and giving engineering students valuable business skills. Total prizes: \$50,000.

**The Min Family Engineering Social Entrepreneurship Challenge (with USC Viterbi)** USC students use innovative engineering and technology to develop sustainable, effective solutions to global problems. Total prizes: \$50,000.

**The Real Deal @USC (with USC Viterbi)** Spotighting USC and L.A., and partially funded through USC's National Science Foundation I-Corps grant, students make pitches *Shark Tank*-style for equity investments.

**Mayor's Cup Civic Challenge** Students and faculty from all L.A. colleges compete to solve some of the City's most pressing problems. Supported by The Mayor's Office of Budget and Innovation and the Greif Center. Grand prize: \$25,000.

➤ **TARGETING SOCIETAL CHALLENGES** The first and leading program of its kind at a major university, the Brittingham Social Enterprise Lab empowers the next generation of social entrepreneurs and business leaders to tackle and solve large societal challenges through profitable and mission-based businesses.

Students learn from thought leaders and entrepreneurs who have done it in the real world, including Adlai Wertman, founding director; esteemed researcher Jill Kickul; Jessica Jackley, visionary founder of kiva.org; and Abby Fifer Mandell, executive director.

Undergraduate students can minor in Social Entrepreneurship, while graduate students can study an MBA concentration in Sustainability, Society and Business, earn an MS in Social Entrepreneurship, or complete a Certificate in Sustainability and Business.

**SUSTAINABLE INVESTING**

Suzana Amoes (MS, Social Entrepreneurship '16) is a co-founder of Terra Limpá, an impact investment fund that won the 2016 Morgan Stanley Sustainable Investing Challenge. The problem: with Angola's land covered in up to 20 million landmines, the country imports 80% of its food.

Terra Limpá's solution: increase private investments to create a new class of smallholder farmers. "The time to restore Angola's agricultural legacy is now," says Amoes, "through investments with transformative impact on the livelihoods of people."



**FOOD WASTE WARRIOR**

Forty percent of food in the U.S. goes to waste. Kaitlin Mogentale (BS, Environmental Studies '15) is determined to change this statistic. While a senior at USC, she got the idea for Pulp Pantry, a progressive food enterprise that works with commercial juiceries to turn organic produce and nut pulp into tasty, healthy, snacks. Kaitlin, who earned a Minor in Social Entrepreneurship, credits USC with giving her confidence and resources. "You don't get what you don't ask for," she tells budding entrepreneurs.

"To really make an impact, you need a community."

**KAITLIN MOGENTALE BS '15**

➤ **WHERE STARTUPS GET THEIR START** This is where creators, stakeholders, and investors come together to make things happen. Within Greif and USC, incubators and accelerators include:

**Marshall/Greif Incubator** This program helps entrepreneurs go from feasibility and development to customer discovery, business model, team building, and investment preparation. The incubator also provides work space for ventures.

**Blackstone LaunchPad USC** This accelerator provides early-stage student entrepreneurs with the tools, coaching, and mentors to transform ideas into new ventures. It is funded by the Blackstone Charitable Foundation, operated by the Greif Center, and housed at USC Marshall.

**Viterbi Startup Garage** Located in the heart of Silicon Beach in Marina del Rey, the Garage is an accelerator and workspace for student engineering teams to access mentors, procure capital, and launch tech-based companies.

**D-Health Lab** Innovators in healthcare IT get access to stakeholders and technology to rapidly take ideas from concept to pilot. Mentors include veteran healthcare practitioners, senior administrators, and entrepreneurs.

**Hacker House** This community of builders, doers, and entrepreneurs at USC Viterbi connects students who share the hacker mindset. Its Venture Incubation Program includes dedicated access to space, mentorship, and technology.

**Crunch Accelerator** Student teams learn the secrets of a successful startup, including how to determine your minimum viable brand, motivate customers, share your story, and design your competitive advantage.

➤ For more, visit [incubate.usc.edu](http://incubate.usc.edu), a central destination for entrepreneurs at USC.

**FUTURE ENTREPRENEURS**

The Greif Center's partnership with the Network for Teaching Entrepreneurship (NFTE) brings entrepreneurship education to inner-city middle and high schools. Greif students mentor NFTE students and serve as judges in NFTE venture competitions. The Center also hosts NFTE's annual Transform LA Youth Entrepreneurship Conference.



» **CASE COLLECTION** The Greif Entrepreneurship Case Collection focuses on entrepreneurs and innovators creating the new products, technologies, and organizations that remake industries. The cases are available for educators and students around the world through Harvard Business Publishing.

Cases feature change makers from Southern California and international markets, spanning a wide range of businesses and industries such as space tourism, entertainment, social media, and digital health wearables.

“We’re proud when other schools adopt our case studies,” says Jeremy Dann, Case Program Director, “but the real magic happens in our classrooms when these entrepreneurs discuss their stories live with our students.”

« Think innovation. There always is a better way to solve a problem. There is no value in following the path of others — you’re simply going to be battling established competitors on their turf.”

**STEVEN MEDNICK GREIF CENTER PROFESSOR**



» **RESEARCHING THE BIG QUESTIONS** The Greif Center fosters, promotes, and honors important research in entrepreneurship, with such initiatives as:

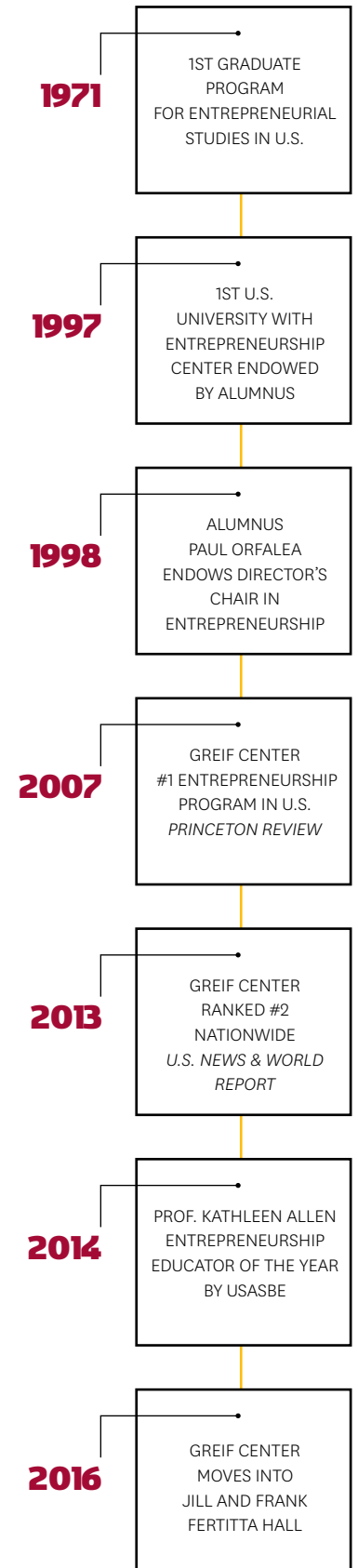
**The Greif Research Impact Award** confers a \$5,000 prize on the researcher/s who published the most cited entrepreneurship article six years earlier in a top management and entrepreneurship journal.

**The Greif Faculty and Doctoral Student Research Awards** recognize USC Marshall faculty and doctoral students for outstanding research in entrepreneurship.

**The Greif Entrepreneurship Research Seminars** bring leading researchers to USC to discuss their most recent work.

**The Social Entrepreneurship Conference** draws scholars to discuss themes in emerging social entrepreneurship research.

**The West Coast Entrepreneurship Research Symposium** invites researchers from around the globe to stimulate new ideas and form collaborations.



# shannon gans

**CEO & CO-FOUNDER, NEW DEAL STUDIOS**

ALUMNI ENTREPRENEUR OF THE YEAR 2000



*Shannon Gans (BS '95) wrote the business plan for New Deal Studios while a senior at USC and launched it after graduation with her partners. New Deal has become a leader in special effects and virtual reality, involved in such high-profile films as Inception, The Departed, The Dark Knight Rises, and Interstellar, which won an Oscar® for Best Visual Effects. Her current startup is Jon Stewart's new animated show on HBO, where she serves as Executive Producer and COO.*

**BEST ADVICE FOR ENTREPRENEURS?** Never doubt yourself. Your gut is stronger and more reliable than you think. Trust it. **WHAT MOVES YOU?** Helping, empowering, and inspiring others — and, in the process, doing the same for myself. **CRITICAL SKILL** Being adaptive, willing to change. When our industry made a seismic shift, we adjusted and huge opportunities came our way. **WHAT LESSON DID YOU TAKE FROM USC?** Think big and go after your dreams. Have the courage to be bold.

» **CELEBRATING ACHIEVEMENT** The Greif Center spotlights excellence with two annual awards: Entrepreneur of the Year and Alumni Entrepreneur of the Year. The recipients celebrate the entrepreneurial spirit and its power to transform society. A select list of past honorees:

### Entrepreneur of the Year

- Thomas Barrack, *Colony Capital*
- Janice Bryant-Howroyd, *Act 1*
- Scott Cook, *Intuit*
- Mark Cuban, *Broadcast.com, Dallas Mavericks*
- Sky Dayton, *Earthlink*
- Robert Greenberg, *Skechers USA*
- Lloyd Greif, *Greif & Co.*
- Wayne Huizenga, *Waste Management, Blockbuster, AutoNation*
- Marcia Israel, *Judy's*
- Steve Jobs, *Apple, Pixar*
- Ray Kroc, *McDonald's*
- Pamela Lopker, *QAD*
- George Rathmann, *Amgen*
- Fred Rosen, *Ticketmaster*
- Howard Schultz, *Starbucks*

### Alumni Entrepreneur of the Year

- Marc Benioff, *Salesforce*
- Brandon Beck, Marc Merrill, *Riot Games*
- Christopher Cabrera, *Xactly*
- Kim Camarella-Khanbeigi, *Kiyonna*
- Chris DeWolfe, *MySpace, Jam City*
- Shannon Gans, *New Deal Studios*
- Anthony Geisler, *LA Boxing, Club Pilates*
- Marco Giannini, *Dogswell*
- James Hart, *Star Software, Senn Delaney*
- Girish Jhunjhunwala, *Hind Group*
- Thomas Knapp, *Club Sportswear*
- Aaron Levie, *Box*
- Paul Orfalea, *Kinko's*
- Craig Pollard, *Cancer for College*
- Michael Singer, *Cherokee Uniforms*
- Fred and Michael Uytengsu, *Alaska Milk, Brookstone Holdings*

■ ANTHONY BORQUEZ



■ ADLAI WERTMAN



■ PAI-LING YIN



➤ **AN ENTREPRENEURIAL FACULTY** Our faculty are thought leaders, doers, and creators. They are academics, entrepreneurs, and domain experts, transforming how entrepreneurship is taught and business is done. Meet a few of them.

#### anthony borquez **AR/VR, GAMING**

Anthony Borquez is an expert at building and scaling creative tech businesses. He is Founder and CEO of Grab, a leader in augmented and virtual reality. He also founded Blue Label Games and co-founded Spacient Technologies, both mobile startups. “It’s imperative to find the right audience to find your market fit,” he says. “Analytics reveal the key insights to understand behavior and usage.”

#### adlai wertman **SOCIAL CHANGE**

Adlai Wertman is founding director of the Brittingham Social Enterprise Lab at USC Marshall and the David C. Bohnett Chair in Social Entrepreneurship. Adlai spent 18 years on Wall Street, then switched gears to become

CEO of Chrysalis, an L.A. non-profit devoted to helping the homeless find and keep jobs. “With problems getting bigger, you need to teach business skills to those going into the world of social change.”

#### pai-ling yin **STRATEGY & MOBILE**

Pai-Ling Yin studies mobile apps, technology and strategy, platform markets, and entrepreneurship. Before joining the Trojan Family, she taught at Harvard Business School, MIT Sloan School of Management, and Stanford University. Pai-Ling co-founded the Mobile Innovation Group, which analyzes the mobile app ecosystem. “I love participating in the conversation around innovation and the human condition,” she says. “That is the foundation of my teaching philosophy.”

#### noam wasserman **FOUNDER CENTRAL**

Noam Wasserman, founding director of the Founder Central Initiative, understands the early decisions startups make that can get them into trouble. “My mission is to drive down to zero the startup teams that blow up due to interpersonal tensions, the founders who get fired as CEO when they shouldn’t be replaced, and the startups whose impact on the world is less than it can be.” Check out his bestseller, *The Founder’s Dilemmas: Anticipating and Avoiding the Pitfalls That Can Sink a Startup*.

#### jill kickul **SOCIAL ENTERPRISE**

Jill Kickul wrote the book on social enterprise — several books, including *Understanding Social Entrepreneurship: The Relentless Pursuit of Mission in an Ever-Changing World*. She examines strategic processes within new ventures, micro-financing practices, and wealth creation in transitioning economies. She says, “The future for social entrepreneurs is replete with opportunities to effectively address and solve some of society’s most pressing issues.”

#### violina rindova **STRATEGIC ENTREPRENEURSHIP**

Violina Rindova, Greif Center Research Director and the Captain Henry W. Simonsen Chair in Strategic Entrepreneurship, is a leading scholar in strategic approaches to entrepreneurship. Her research addresses how entrepreneurial firms in nascent industries develop new business models, build dynamic capabilities, and pursue growth. “Opportunity creation is central to the innovation and growth strategies of all firms,” she says, “from young start-ups to Fortune 500.”

#### SELECT GREIF FACULTY

Kathleen Allen, *Professor Emeritus*

Greg Autry, *New Space Industry*

David Belasco, *Executive Director*

Anthony Borquez, *VR/AR, Gaming*

Jeremy Dann, *Case Program Director*

Abby Fifer Mandell, *Social Enterprise*

Elissa Grossman, *Networks, Crowdfunding*

Christopher Harrer, *Entrepreneurial Strategy*

Patrick Henry, *Marketing & Sales*

Jessica Jackley, *kiva.org Founder*

Jill Kickul, *Social Enterprise*

Thomas Knapp, *Director, MSEI Program*

Steven Mednick, *Corporate Entrepreneurship*

Gene Miller, *Finance, Strategy*

Justin Miller, *Financial Entrepreneurship*

Albert Napoli, *Family Business*

Michael Napoliello, *Media & Entertainment*

Ivan Nikkhoo, *Capital, eCommerce*

Thomas O’Malia, *Director Emeritus*

Paul Orfalea, *Kinko’s Founder*

Paul Orlando, *Incubator*

Violina Rindova, *Research Director*

Molly Schmid, *Life Sciences*

Noam Wasserman, *Director, Founder Central*

Adlai Wertman, *Director, Brittingham*

*Social Enterprise Lab*

Pai-Ling Yin, *Strategy, Mobile*

Helena Yli-Renko, *Academic Director*

» **IT'S TIME** Bring your dreams, your ideas, to reality. Launch the next step in your future. It could be bigger than you ever envisioned. Join us at the Lloyd Greif Center for Entrepreneurial Studies.

To learn more, contact us at 213-740-0641 or [entrepreneur@marshall.usc.edu](mailto:entrepreneur@marshall.usc.edu).

[WWW.MARSHALL.USC.EDU/GREIF](http://WWW.MARSHALL.USC.EDU/GREIF)



"Entrepreneurs are alchemists. They add value to existence, turning iron into gold — through strength of will, intelligence, and a determination to succeed."

**LLOYD GREIF, MBA '79 PRESIDENT & CEO, GREIF & CO.**  
ALUMNI ENTREPRENEUR OF THE YEAR 1987  
ENTREPRENEUR OF THE YEAR 1998



**THE PLACE TO BE**

In a landmark move befitting a top-rated program, the Greif Center now occupies the top two floors of Jill and Frank Fertitta Hall. The new, five-story, 102,000-square-foot instructional building at USC Marshall offers 20 classrooms and 50 breakout rooms. The Greif penthouse suite houses faculty offices, state-of-the-art automation, video boards, conference rooms, and a 150-ft-long balcony with sweeping views of campus, L.A. Coliseum, the Hollywood Sign, and downtown skyline.