USC: Focus on Most Marketable Technologies

The administration felt that there was a good opportunity to provide more support, and do it in a way that was not just focused on tech transfer.

KRISTITINA HOLLY, executive director, USC Stevens Institute

What was the idea that led to the creation of the technology? What potential investors and entrepreneurs are considering this technology, and what are they interested in? Why is this technology important for the future of medicine and technology?

What was the biggest challenge? How did you overcome it? What is the potential impact of this technology on the industry and society?

How could it change society? What are the future applications of this technology? What are the potential benefits and risks?

What is the current status of this technology? What is the next step? What are the next steps for this technology? What are the future plans for this technology?