USC Iovine and Young Academy
Arts, Technology and the Business of Innovation

ACAD 475B: The Garage Experience
Units: 04
Spring 2023–MW–12:00pm-2:50pm

Location: IYH 110 + Select Virtual Days

Instructor: Trent Jones
Office: -
Office Hours: By Appointment
Contact Info: trentjon@usc.edu
Timeline for reply: within 48 hours.

Instructor: Tina Sharkey
Office: -
Office Hours: By Appointment
Contact Info: tsharkey@usc.edu
Timeline for reply: within 48 hours.

IT Help:

https://uscedu.sharepoint.com/sites/IYAStudent/SitePages/IT-Resources.aspx

Hours of Service: 9 a.m. – 6 p.m.
Contact Info: iyahelp@usc.edu

USC Technology Support Links
Zoom information for students
Blackboard help for students
Software available to USC Campus

Course Description & Learning Outcomes:

The Academy capstone experience is where students create innovative projects leading to operational prototypes and viable enterprises, mentored by faculty and industry experts. This capstone course comprises exploration, experimentation, and self-directed work on projects assigned in Academy courses. In Garage Experience II, taught in the spring semester, students will focus on further development and refinement of their projects from Garage Experience I, along with the creation of the following: a clear and compelling vision for their venture, a viable business case, feasible and appropriate technology, a brand and marketing strategy.

Course Overview:

The semester begins with an overview of the course and a mid-year assessment of each project's gaps. Next, students will start working through a range of activities in the form of audits, where experts assess the core pillars of their projects within the fields of Business/Venture, Technology/Engineering, and Design/Branding. From these audits, which are distributed throughout the semester, students will develop a formal pitch, a realistic roadmap for their technology development, and an appropriate strategy for branding and publicly communicating their ideas. In parallel to these activities, students will have dedicated studio time to continue to develop any aspect of their projects that need attention.

Prerequisite(s): ACAD 475A, ACAD 377A, 377B

Required Readings and Supplementary Materials
Suggested readings and supplementary materials:

1. Materials, or links to materials, will be posted on Blackboard

Description and Assessment of Assignments
The following is a breakdown of the assignment expectations. Unless otherwise noted, all submissions will be in the PDF format, and will be due prior to the class session via email.

1. **Quick Pitch!:** Each Team will prepare and present a 5 min pitch for our guests who will be visiting throughout the semester.

2. **Business Audit:** Students will prepare a document that best represents their project's business strategy in preparation for the Business Audit. Criteria for evaluation will be shared on Blackboard.

3. **Project Update 01:** Students share progress for feedback. Specifically, this will be a chance for students to provide a succinct overview of the improvements made to their business strategy following the business audit chapter. The report-out must include a visual representation of the project that helps communicate the MVP's direction for the remainder of the semester. More details will be shared prior to this update.

4. **Technology Audit:** Students will prepare a document that best represents their project's technology roadmap in preparation for the Tech Audit. Each team will document their current timeline and strategy for building out the next major MVP of their projects.

5. **Science Fair Round 2-** Criteria for evaluation to be shared on Blackboard.

6. **Brand & Design Audit:** Students will prepare a document that best represents their project's brand identity in preparation for the Design Audit.

7. **Project Update 02:** Students will present all of the work they have developed throughout the academic year, highlighting the progress of their projects between semesters and how the project will continue or conclude.

8. **Final Project Digital Submission:** Students submit their final presentation decks during the final week, with any suggested corrections made. The deck must stand on its own, serving as a "leave behind" that can speak for itself—criteria for evaluation to be shared on Blackboard.

9. **Participation:** As the course is an incubator-like environment, students are expected to be active participants in the classroom for their own teams and projects but also as advisors to the teams and projects of other classmates. The participation grade will be informed by active participation in class and observation of activities in small groups.

Grading Breakdown

Assignment	Points	% of Grade
Quick Pitch!	150	15%
Business Audit	50	5%
Project Update 01	150	15%
Technology Audit	50	5%
Science Fair	150	15%
Design Audit	50	5%
Project Update 02	150	15%
Final Project Digital Submission	200	20%
Participation	50	5%
Total	**1000**	**100%**

Grading Scale (Example)
Course final grades will be determined using the following scale

A	95-100
A-	90-94
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	63-66
D-	60-62
F	59 and below

Assignment Submission Policy

Unless otherwise noted, all assignments must be submitted as a PDF presentation. For assignments delivered in class (such as presentations), the work must be completed before the commencement of the class session in which the assignment is due. For assignments that are designated for virtual submission, one team member is expected to submit the assignment to trentjon@usc.edu (unless otherwise specified) by COB (6:00pm) the day the assignment is indicated as due.

Grading Timeline

Grades and feedback for all assignments will be returned to students within one week of submission.

Grades will be provided over email. Students are encouraged and expected to keep track of their status in the class through documenting these grades. If at any point, a student is uncertain about their status in the class, students may email trentjon@usc.edu.

Academy Attendance Policy

The Academy maintains rigorous academic standards for its students and on-time attendance at all class meetings is expected. Each student will be allowed two excused absences over the course of the semester for which no explanation is required. Students are admonished to not waste excused absences on non-critical issues, and to use them carefully for illness or other issues that may arise unexpectedly. Except in the case of prolonged illness or other serious issue (see below), no additional absences will be excused. Each unexcused absence will result in the lowering of the final grade by ⅓ of a grade (e.g., an A will be lowered to A-, and A- will be lowered to a B+, etc.). In addition, being tardy to class will count as one-third of an absence. Three tardies will equal a full course absence.

Students remain responsible for any missed work from excused or unexcused absences. Immediately following an absence, students should contact the instructor to obtain missed assignments or lecture notes and to confirm new deadlines or due dates. Extensions or other accommodations are at the discretion of the instructor.

Automatically excused absences normally may not be used for quiz, exam or presentation days. Using an excused absence for a quiz, exam or presentation, such as in the case of sudden illness or other emergency, is at the discretion of the instructor.

In the case of prolonged illness, family emergencies, or other unforeseen serious issues, the student should contact the instructor to arrange for accommodation. Accommodation may also be made for essential professional or career-related events or opportunities. Additionally, students who need accommodations for religious observations should provide advanced notice to instructors and student athletes should provide Travel Request Letters. All accommodations remain at the discretion of the instructor, and appropriate documentation may be required.

Spring 2023 addendum:

- Unless students provide an accommodation letter from USC's Office of Student Accessibility Services (OSAS) or a letter from IYA Student Services detailing visa or travel restrictions, attendance and active participation is expected in the classroom. Any student with such accommodations should submit their accommodation document to the instructor as soon as possible to discuss

appropriate accommodations. Either classroom recordings or live remote access to the class via Zoom will be provided.

- Students who are experiencing illness should not attend class in person. Please inform the instructor in advance of any class sessions that you can't attend for medical reasons, and accommodations will be arranged to view recorded lectures and submit alternatives to any missed class participation. Students will not be penalized for not attending class in person under these circumstances.
- In the event that you find yourself experiencing COVID-19 related symptoms, in keeping with university recommendations, you should Stay home! This is the best way to prevent spreading COVID-19 as supported by scientific evidence; Please do not come to an in-person class if you are feeling ill, particularly if you are experiencing symptoms of COVID-19.

Iovine and Young Hall Cleanout

The Academy is unable to store student projects and materials beyond the end of the semester. Students must remove all projects and personal materials from the Creators Studio, lockers/locker room, and other classrooms by the end of each semester. All projects and materials left in Iovine and Young Hall will be discarded two days after final exams end. No exceptions.

Additional Policies

Assignments will be accepted after the deadline with the following grade penalties. Do not ask for extensions; the below are the extensions.

- Submission in the 24 hours after the deadline 10% deduction
- Submission between 24 and 48 hours after the deadline 20% deduction
- Submission between 48 hours and 3 days after the deadline 50% deduction
- Submission more than 3 days after the deadline 100% deduction

Course Schedule: A Weekly Breakdown

Week	Session 01 (Monday)	Session 02 (Wednesday)
01	*1/9* Welcome Back! Semester Overview, Goals, Quick Pitch Info [In-Person]	*1/11* Quick Pitch Presentation Day [In-Person]
02	*1/16* MLK DAY	*1/18* Take Over! Quantifying your Solution's Potential with Data [In-Person]
03	*1/23* Business Audit Week +Studio Time [Virtual]	*1/25* Business Audit Week + Studio Time [Virtual]
04	*1/30* Creating a Compelling Pitch Deck + Studio Time	2/1 VC Startup Panel + Studio Time [Virtual]
05	2/6 Report Out 1 [In-Person]	2/8 Report Out 1 [In-Person]
06	2/13 Check-In 1:1s [Virtual]	2/15 Take Over! Technology Readiness +Studio Time

07	2/20 Tech Audit Week +Studio Time [Virtual]	2/22 Tech Audit Week +Studio Time [Virtual]
08	2/27 Collab Day Round 1 [In-Person]	3/1 1:1s (General Check-In) [Virtual]
09	3/6 Science Fair Round 2 [Virtual]	*3/8* *Safe Travels!*
10	3/20 Brand Audit Week + Studio Time	3/22 Brand Audit Week + Studio Time
11	3/27 Take Over! Mission & Vision Workshop + Studio Time	3/29 Take Over! Branding and Visual Identity + Studio Time
12	4/3 Take Over! Effective Marketing Strategy/Frameworks [In-Person]	4/5 Collab Day Round 2 [In-Person]
13	4/10 Panel Week After GX: Alumni Panel +Studio Time [Virtual]	4/12 Panel Week After GX: Faculty Panel +Studio Time [In-Person]

14	4/17	4/19
	1:1s / Studio Day [Hybrid]	1:1s / Studio Day [Hybrid]
15	4/24	4/26
	Report Out 2 [In-Person]	Report Out 2 [In-Person]
Study Days		
Final Deliverable due by end of final exam slot		

Statement on Academic Conduct and Support Systems

Academic Conduct:

Plagiarism – presenting someone else's ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Part B, Section 11, "Behavior Violating University Standards" policy.usc.edu/scampus-part-b. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, policy.usc.edu/scientific-misconduct.

Support Systems:

Student Health Counseling Services - (213) 740-7711 – 24/7 on call
engemannshc.usc.edu/counseling
Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call
suicidepreventionlifeline.org
Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention Services (RSVP)
-213-740-9355 (WELL
https://studenthealth.usc.edu/sexual-assault/
 Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Relationship and Sexual Violence Prevention and Services provides immediate therapy services for situations related to gender- and power-based harm (e.g., sexual assault, domestic violence, stalking). (wording from the site)

Office of Equity and Diversity (OED) | Title IX - (213) 740-5086

equity.usc.edu, titleix.usc.edu

Information about how to get help or help a survivor of harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following protected characteristics: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations.

USC Policy Reporting to Title IX (213) 740-5086
https://policy.usc.edu/reporting-to-title-ix-student-misconduct/
The university encourages individuals to report prohibited conduct to the *Title IX Office*. Individuals can report to the university *Title IX Coordinator* in the *Office of Equity and Diversity.*

Bias Assessment Response and Support - (213) 740-2421
studentaffairs.usc.edu/bias-assessment-response-support
Avenue to report incidents of bias, hate crimes, and micro-aggressions for appropriate investigation and response.

The Office of Disability Services and Programs - (213) 740-0776
dsp.usc.edu
Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

USC Support and Advocacy - (213) 821-4710
studentaffairs.usc.edu/ssa
Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.
Diversity at USC - (213) 740-2101
diversity.usc.edu
Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call
dps.usc.edu, emergency.usc.edu
Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call
dps.usc.edu
Non-emergency assistance or information.