USC Marshall
School of Business
Lloyd Greif Center for Entrepreneurial Studies

BAEP 465 – Digital Playbook for Entrepreneurs: Creating a Tech Startup

W – 2:00 PM - 3:50 PM – Syllabus
Section: 14390R

Units: 2
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Course Description

Technology is impacting our everyday lives. We live in a digital age where learning, communicating, innovating, and even entertaining are driven by technology. In order to excel and succeed in the world today, it is essential to be literate in technology. This course aims to **provide a core foundation of technology principles and enable students to implement technology in a practical and meaningful way**.

Some of the technology topics and companies we will cover in this course include:

Prototyping Applications	One of the important skills you will learn from this course is how to prototype your ideas into interactive demos. Students will learn applications such as Invision, Sketch, and Marvel. Students have the option of using whatever prototyping application of their choice.
Agile Development	Agile development is a common approach to building software efficiently. Group exercises using Agile development to build prototypes will be introduced in this course.
Digital Marketing	Once the heavy lifting of creating a product is complete, the next challenging step is finding an audience to market to. This class will look at best practices for using digital platforms to market your product.
Analytics	It is important to understand the key metrics from your product: how many daily & monthly visitors, retention rates, churn, revenue trends, lifetime value of a customer, and custom analytics to your product.
Artificial Intelligence & Machine Learning	Artificial Intelligence (AI) and Machine Learning are key areas companies are focusing their R&D efforts. We will explain the concepts behind AI and Machine Learning and how they could apply to your products.
Blockchain, Web3, Metaverse	Blockchain technologies are evolving and have big implications of how business will evolve in the future. We will look at how entrepreneurs can leverage Blockchain and Web3 to create meaningful businesses of the future that solve critical problems.
Augmented and Virtual Reality	AR and VR are two of the most exciting and promising technologies. This class will provide overviews of AR/VR and present different ways entrepreneurs can utilize these platforms for their own purposes and potential new ventures.

In order to be successful in this class, you must be excited and inspired to learn about new technologies. This is a hands-on course and you will be expected to experiment with new apps, software products, digital news services, etc.

Learning Objectives

In this course, you will develop your conceptual and practical knowledge of creating a high-tech start up and build the components that make up a digital playbook. When this course is over, you will be able to:

1. Understand the key components required to create a digital playbook including development of a minimum viable product (MVP), rapid prototyping, and project management using SCRUM.
2. Evaluate the latest technology trends (i.e. artificial intelligence, blockchain and cyrptocurrency, augmented reality, etc.) and how they impact high-tech startups.
3. Analyze the process for developing a business model for a high-tech startup.
4. Create a digital marketing strategy for attracting users to your product, including growth hacking techniques.
5. Build a profit and loss (P&L) statement for a high-tech startup to support your business model assumptions.
6. Evaluate different analytics products and understand which are the correct metrics for your business.

You will also:

1. Develop your leadership skills, particularly in the areas of team leadership and entrepreneurial leadership.
2. Develop your oral and written communication skills (for example, learning to create an effect pitch presentation, in-depth industry analysis, and deliver a persuasive and polished executive summary).

To achieve these objectives, a combination of methods will be used in the course, including lectures, case studies, individual and team projects, student presentations, and guest speakers.

Although it is a technology class, you are **NOT** expected to be tech savvy with computer programming or other technical skill sets. Success in this course is based upon how you prepare for each lecture, how familiar you become with the topics/principles presented in each class, participation, and quality (and timeliness) of your assignments.

Required Materials

Course Textbook: Growth Hacker Marketing, by Ryan Holiday.

Highly Recommend: The Five Minute Journal, Original Daily Gratitude Journal 2023, Reflection & Manifestation Journal for Mindfulness

Weekly readings, articles, podcasts, etc. will be posted on Blackboard. Students are expected to come prepared to discuss and apply the weekly materials as assigned in Class Schedule. An overview of the readings are listed below:

- Internet Trends 2021 – Code Conference; Mary Meeker (Kleiner Perkins)
- Global Innovation Investment Report: Predictions for 2018; Crunchbase
- Podcast: Instagram Founders Kevin Systrom and Mike Krieger; How I Built This; NPR
- Marvel App, Creating Your First Prototype (https://www.youtube.com/watch?v=Vm1J2wUhNOk); YouTube
- 12 UX Rules Every Designer Should Know; Vladimer Gendelman; Web Designer Depot
- The Definitive Guide to SCRUM: The Rules of the Game; Ken Schwaber and Jeff Sutherland
- AirBNB Pitch Deck and Redesign; Slidebean.com
- Reveries on the Future of VR; Jason Rosenthal; VRScout February 2017
- Virtual Reality and Beyond; Bryan Yeager; eMarketer January 2016
- Presentation Design: Principles and Techniques; Garr Reynolds; Chapter 6; Presentation Zen
- The Business Model Canvas; Alexander Osterwalder; Chapter 1; Business Model Generation
- 12 Things About Product Market Fit; Tren Griffin; https://a16z.com/2017/02/18/12-things-about-product-market-fit/
- What is Intellectual Property; WIPO World Intellectual Property Organization; WIPO Publication No. 450(E)
- App Annie User Acquisition The Definitive Playbook; April 2017; AppAnnie.com
- The Untold Story of Magic Leap, the World's Most Secretive Startup; Kevin Kelly; Wired Magazine; May 2016
- AI, Machine Learning, and Deep Learning: A Primer; Frank Chen; https://medium.com/software-is-eating-the-world/ai-machine-leaning-and-deep-learning-a-primer-e1e6c85ab2e3

Course Notes

Communication

Course communication will take place through announcements in class, emails, GroupMe mobile application, and Blackboard (http://blackboard.usc.edu/). Many of the emails sent by the instructor will go through Blackboard. As a result, it is imperative that you have a fully operational Blackboard account with an active USC email address.

Posted Materials

Students will be provided, through Blackboard, access to a series of video lectures – some of which will be led by the professor and others of which will be available through external sources. In several instances, class slides or other information will additionally be posted to Blackboard for reference. Often, these will not appear online until ***after*** the session in which the content within those materials is

addressed. Posted slides contain only a subset of all course content. Students are responsible not only for this posted content, but also the additional content presented within all class lectures, discussions, and activities. Students are strongly encouraged to take independent notes for review.

Grading Policies

To achieve an A or A- in this class, you will need to go well beyond the minimum requirements as stated in the syllabus in terms of the quality of your work and your involvement in and contribution to the class. Similarly, an A or A- on any assignment will reflect high quality work in excess of the minimum requirements addressed within associated assignment instructions. An A is a sign of superior work and, much like entrepreneurs' efforts, reflects the fact that you stood out from the crowd. All assignments will have complete instructions available in Blackboard and be discussed in class before they are due.

Letter Grade	Corresponding numerical point range
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

If you have any questions about your grade during the semester, please make an appointment to see me to discuss your concerns. Do not wait until the end of the semester to do so!

Evaluation of your Work

You may regard each of your submissions as an "exam" in which you apply what you've learned according to the assignment. I will do my best to make my expectations for the various assignments clear and to evaluate them as fairly and objectively as I can. If you feel that an error has occurred in the grading of any assignment, you may, within one week of the date the assignment is returned to you, write me a memo in which you request that I re-evaluate the assignment. Attach the original assignment to the memo and explain fully and carefully why you think the assignment should be re-graded. Be aware that the re-evaluation process can result in three types of grade adjustments: positive, none, or negative.

ASSIGNMENTS AND GRADING DETAIL

There are six assignments that must be completed in this course. Detailed instructions for all of these will be distributed and discussed separately, with all deadlines listed in the class schedule at the end of the syllabus.

- **Assignment 1**: This assignment requires you to reflect upon the type of entrepreneur you are, or identify which entrepreneur characteristics best match your background and vision.
- **Assignment #2:** This assignment will require you to pitch an idea for a high tech startup. This must be an original idea and you will create a high concept pitch deck included with your writeup. A SWOT analysis will also be required.
- **Assignment #3**: Assignment #3 focuses on No-Code allowing non-developers to build software tools and applications without using code. We will be using Webflow for this assignment accompanied by in-class tutorials.
- **Midterm Project**: The midterm project requires all the knowledge and skills you have developed leading up to this point in the semester. In addition to the previous requirements from Assignment #2, the midterm will also require a detailed business model, comprehensive product plan, team overview, and customer discovery analysis.
- **Final Presentations & Deck:** The final presentation and deck is the conclusive, polished materials that will be representative of your final project. These materials will have gone through several iterations to make the deck and presentation presentable for venture funding consideration.
- **Final Project**: The final project is a culmination of everything learned in class throughout the semester. In addition to all the requirements from Assignment #2 and the Midterm, students will also be required to create a marketing video of the application, a detailed profit and loss (P&L statement), and a concise digital marketing strategy.

Assignments

Your final grade is based on an evaluation of the following activities:

Due	Assignment	Points	% of Grade
---	Participation	NA	NA
Week 2	Assignment #1 – Entrepreneurial Mindset	50	6%
Week 4	Assignment #2 – Tech Product Pitch & SWOT	100	13%
Week 12	Assignment #3 – No-Code	100	13%
Week 8	Midterm Project	200	26%
Final Exam	Final Project Presentations & Deck	50	6%
Final Exam	Final Project	250	34%
	TOTAL FOR CLASS	**750**	**100%**

Assignment Submission & Late Policy

All PROJECTS and Due Dates are presented in the Class Schedule.

The following deductions apply for late submission of the course work:

Submission between the beginning & end of class:	10% loss of score
Submission between the end of class and 48 hours of the date due:	20% loss of score
Submission between 48 hours and 7 days after the date due:	30% loss of score
Submission 7 days after date due:	**NO SCORE**

If you must be absent for a class meeting, make sure you have submitted your assignment according to the assignment guidelines in order to be considered on time.

Evaluation of Your Work

Papers, Videos, Slides, and Other Submissions

You may regard each of your submissions as an "exam" in which you apply what you've learned according to the assignment. I will do my best to make my expectations for the various assignments clear and to evaluate them as fairly and objectively as I can. If you feel that an error has occurred in the grading of any assignment, you may, within one week of the date the assignment is returned to you, write me a memo in which you request that I re-evaluate the assignment. Attach the original assignment to the memo, in which you explain fully and carefully why you think the assignment should be re-graded. Be aware that the re-evaluation process can result in three types of grade adjustments: positive, none, or negative. (Note: Complaints on the date of a graded assignment's return to you will not be addressed.)

Participation

The Entrepreneur Program is a real life experience and as such expects you to be real world professionals. The class is treated as a business meeting. The motto is *"treat each other as you would a*

customer." Therefore, tardiness and absences without notice are not acceptable. If you have a customer meeting, you will be on time. If you cannot be on time, you will call well in advance. Similar etiquette is required in this program.

Your responsibilities for all classes are to:
1. Attend the class promptly
2. Complete all assigned projects
3. Participate actively with teams and in classroom discussions

Scores for individual student contributions to team projects are assigned by me, based on my observations of the team's working dynamics, my assessment of the team's project quality, and thoughtful consideration of the information provided through your peer evaluations

ADDITIONAL INFORMATION

Lloyd Greif Center for Entrepreneurial Studies Confidentiality Policy

Throughout the Entrepreneur Program's classes and events, students will be exposed to proprietary information from other students, guest lecturers, and faculty. It is the policy of the Entrepreneur Program that all such information is to be treated as confidential.

By enrolling in and taking part in the Entrepreneur Program's classes and activities, students agree not to disclose this information to any third parties without specific written permission from students, guest lecturers, or faculty, as applicable. Students further agree not to utilize any such proprietary information for their own personal commercial advantage or for the commercial advantage of any third party.

In addition, students agree that any legal or consulting advice provided without direct fee and in an academic setting will not be relied upon without the enlisted opinion of an outside attorney or consultant without affiliation to the Program.

Any breach of this policy may subject a student to academic integrity proceedings as described in the University of Southern California University Governance Policies and procedures as outlined in *SCampus* and to any remedies that may be available at law.

The Entrepreneur program, the Marshall School of Business, and the University of Southern California disclaim any responsibility for the protection of intellectual property of students, guest lecturers or faculty who are involved in Entrepreneur Program classes or events. Receipt of this policy and registration in our classes are evidence that you understand this policy and will abide by it.

Add/Drop Process

Most Marshall classes are open enrollment (R-clearance) through the Add deadline. If there is an open seat, students can add the class using Web Registration. If the class is full, students will need to continue checking the *Schedule of Classes* (classes.usc.edu) to see if a space becomes available. Students who do not attend the first two class sessions (for classes that meet twice per week) or the first class meeting (for classes that meet once per week) may be dropped from the course if they do not notify the instructor prior to their absence.

Retention of Graded Coursework

Final exams and all other graded work which affected the course grade will be retained for one year after the end of the course ***if*** the graded work has not been returned to the student. If I returned a graded paper to you, it is your responsibility to file it.

Technology Policy

Laptop and Internet usage is not permitted during academic or professional sessions unless otherwise stated by the respective professor and/or staff. Use of other personal communication devices, such as cell phones, is considered unprofessional and is not permitted during academic or professional sessions. ANY e-devices (cell phones, iPads, other texting devices, laptops, I-pods) must be completely turned off during class time. Upon request, you must comply and put your device on the table in off mode and FACE DOWN. You might also be asked to deposit your devices in a designated area in the classroom. Videotaping faculty lectures is not permitted due to copyright infringement regulations. Audiotaping may be permitted if approved by the professor. Use of any recorded or distributed material is reserved exclusively for the USC students registered in this class.

Course Calendar

Week 1 8/23/23	**Lecture:** Introduction and Course Overview ● Syllabus & Blackboard ● Instructor Background ● Course Goals ● Overview of Assignment #1 ● Entrepreneurial Mindset **Assignment:** no assignment first week **Reading:** no reading first week
Week 2 8/30/23	**Lecture:** Technology Overview + Verticals **Technology Foundation** ● Emerging Technologies ● Vertical Industries (Social, Entertainment, Auto, Lifestyle, etc.) ● Technology Reimagined ● Web3 **Prototyping Applications** ● Introduction to Figma ● Getting to a minimum viable candidate (MVP) ● UI/UX Tips (pttrns.com) **Evaluating Startup Ideas** ● Problems, Solutions, Insights ● User Interviews ● SWOT Analysis ● High Concept Pitches **Assignment #1 due (Entrepreneur Types)** **Reading:** Blackboard Week 2
Week 3 9/06/23	**Lecture:** Pitching Startup Ideas **Creating Effective Pitch Decks** ● Review class readings ○ Presentation Zen (class reading) ○ Example Pitch Decks ○ Strategies for effective pitching **Generative AI tools for entrepreneurs** ● OpenAI, Stability AI, Midjourney ○ Co-pilot applications ○ Logo Creations ○ Market Research **Reading:** Blackboard Week 3 **Assignment: Work on Assignment #2**

Week 4 9/13/23	**Lecture:** Pitching Startup Ideas / How to Run a Tech Team / Project **Startup Idea Presentations** ● Project selections from class & instructor ● Creating a rubric for green-lighting projects **Overview of Agile Development** ● SCRUM and Agile Methodologies ● Why projects typically fail ● Overview of Trello ● Working with tech teams & team dynamics ● Reflections on Project Management **Reading:** Blackboard Week 4 **Assignment #2 due (Startup / Pitches / SWOT)**
Week 5 09/20/23	**Lecture:** Product Management **Becoming a Product Manager** ● The role of a product manager; required skillsets ● Trends in Product Management ● Leading teams effectively **Planning your MVP** ● Identifying market opportunity & TAM ● Competitive landscape ● Available online resources for effective market research **Guest Speaker: TBD** **Reading:** Blackboard Week 5 (Product Management & Business Model Canvas) **Assignment: Work on Midterm**
Week 6 09/27/23	**Lecture:** Immersive Media and Mixed Reality **Virtual Reality – The Ultimate Empathy Machine** ● What is virtual reality? Augmented Reality; Mixed Reality? ● Live Action vs. Interactive VR ● Who are the major players ○ Vive, Facebook/Oculus, PSVR, ARkit, ARcore ● What are the different Virtual Reality categories ● Hardware players and Adoption Building a defensible business model for an AR or VR company ● Introduction to Mixed reality

	Effective Market Research ● Identifying market opportunity & TAM ● Available online resources for effective market research **Reading:** Blackboard Week 6 **Assignment: Work on Midterm**
Week 7 10/4/23	**Lecture:** Blockchain, Cryptocurrency and NFTs [Masterclass Series] **Introduction to Blockchain, Cryptocurrency and NFTs** ● Fundamentals of Blockchain ● Cryptocurrency; overview of BTC, Ethereum, Stable Coins, and Alt Coins ● Introduction to the METAVERSE ● Non-Fungible Tokens ● Decentralized Blockchain Applications ● Product Demos **Reading:** Blackboard Week 7 **Assignment: Work on Midterm**
Week 8 10/11/23	**Lecture:** Blockchain Lecture Series ● A series of guest speakers covering various aspects of Blockchain and Cryptocurrency will be featured during the scheduled lecture period ● Students will also have the opportunity to attend the other speaking sessions via Zoom (remotely) **Feature: Student Midterm Projects** **Reading:** Blackboard Week 8 **Assignment: Midterm Projects Due**
Week 9 10/18/23	**Lecture:** Business Model Canvas and Evaluating Startup Ventures **Final Project Overview** **Recap Blockchain / Web3** **Guest Speaker: TBD** **Business Model Generation** ● Definition of a business model ● 9 Building Blocks of the Business Model Canvas ● Business Model Canvas examples **How to raise money for your venture**

	● Sourcing from angels, friends & family, early stage funds, etc. ● Crafting your startup pitch ● Term sheets, SAFEs, SAFTs, Deal Memos, Cap Tables, etc. **Reading:** Blackboard Week 9 **Assignment #4 Web3 Overview**
Week 10 10/25/23	**Lecture:** Health & Wellness | Biohacking **Introduction to Biohacking** ● Maximizing energy and focus ● Nutrition & Supplements ● Wearable technology ● Sleep and restoration **Guest Speakers** **Reading:** Blackboard Week 10 **Assignment: None**
Week 11 11/1/23	**Lecture:** Artificial Intelligence **Overview of AI (Artificial Intelligence)** ● What is Artificial Intelligence ● Use cases of AI ○ Vertical markets of AI ● Deep Learning & Machine Learning ● Societal Impacts ● Strategies for integrating AI in your startup **Reading:** Blackboard Week 11 **Assignment: Work on Assignment #3**
Week 12 11/08/23	**Lecture:** Digital Marketing Workshop Part 1 [Masterclass Series] **Building a Digital Marketing Strategy** ● Creating Key Performance Indicators (KPIs) ○ Retention ○ Revenue ○ Daily & Monthly Active Users ○ Customer Acquisition Costs ● Understanding Marketing Analytics ● Identifying Marketing Channels for Audience Targeting **Growth Hacking Techniques** ● Going Viral ● Email marketing, blogs, leveraging PR and other media

	• Leveraging social media platforms to drive growth • Measuring your marketing initiatives • Growth hacking techniques from leading tech companies **Review Assignment #5** **Reading:** Blackboard Week 12, Growth Hacker Marketing Book pages 1-51 **Assignment #3 No-Code Web Development Due**
Week 13 11/15/23	**Lecture:** Digital Marketing Part 2 / Profit and Loss Statements / Business Modeling **Search Engine Optimization (SEO) and AppStore Optimization (ASO)** • Understanding Meta tags and keyword analysis for your digital products • App Annie and Google Toolsets • Writing website and app store copy **Guest Speaker(s)** **Creating a realistic business model** • Costs & Revenue drivers • Assumptions for revenue growth • Marketing spend / User Acquisition costs • Churn metrics vs. Virality **Reading:** Blackboard Week 13, Growth Hacker Marketing Book pages 52-83 **Assignment: Work on Final Project**
Week 14 11/22/23	**Lecture:** N/A **NO CLASS - Thanksgiving Break**
Week 15 11/29/23	**Lecture:** Student Pitch Presentations **In Class Pitch Competition** • Students present their final pitches to a panel of industry judges • Remaining Final Project deliverables will be due Friday 12/08/23 by 2pm **Instructor Final Lecture / Rules for Living** **Reading:** Blackboard Week 15
Friday 12/08/2023 2:00-4:00pm	**FINAL PROJECTS DUE** **ONLINE - ZOOM Class** Class Summary and Future Advice Startup Checklist

Statement on Academic Conduct and Support Systems

Academic Integrity:

The University of Southern California is foremost a learning community committed to fostering successful scholars and researchers dedicated to the pursuit of knowledge and the transmission of ideas. Academic misconduct is in contrast to the university's mission to educate students through a broad array of first-rank academic, professional, and extracurricular programs and includes any act of dishonesty in the submission of academic work (either in draft or final form).

This course will follow the expectations for academic integrity as stated in the USC Student Handbook. All students are expected to submit assignments that are original work and prepared specifically for the course/section in this academic term. You may not submit work written by others or "recycle" work prepared for other courses without obtaining written permission from the instructor(s). Students suspected of engaging in academic misconduct will be reported to the Office of Academic Integrity.

Other violations of academic misconduct include, but are not limited to, cheating, plagiarism, fabrication (e.g., falsifying data), knowingly assisting others in acts of academic dishonesty, and any act that gains or is intended to gain an unfair academic advantage.

The impact of academic dishonesty is far-reaching and is considered a serious offense against the university and could result in outcomes such as failure on the assignment, failure in the course, suspension, or even expulsion from the university.

For more information about academic integrity see the student handbook or the Office of Academic Integrity's website, and university policies on Research and Scholarship Misconduct.

Policy for using Artificial Intelligence (AI Generators)

I expect you to use AI (e.g., ChatGPT and image generation tools) in this class. Learning to use AI is an emerging skill, and I welcome the opportunity to meet with you to provide guidance with these tools during office hours or after class. Keep in mind the following:

- AI tools are permitted to help you brainstorm topics or revise work you have already written.

- If you provide minimum-effort prompts, you will get low-quality results. You will need to refine your prompts to get good outcomes. This will take work.

- Proceed with caution when using AI tools and do not assume the information provided is accurate or trustworthy If it gives you a number or fact, assume it is incorrect unless you either know the correct answer or can verify its accuracy with another source. You will be responsible for any errors or omissions provided by the tool. It works best for topics you understand.

- AI is a tool, but one that you need to acknowledge using. Please include a paragraph at the end of any assignment that uses AI explaining how (and why) you used AI and indicate/specify the prompts you used to obtain the results what prompts you used to get the results. Failure to do so is a violation of academic integrity policies.

- Be thoughtful about when AI is useful. Consider its appropriateness for each assignment or circumstance. The use of AI tools requires attribution. You are expected to clearly attribute any material generated by the tool used.

- Students should cite or credit AI-generated material. Information on how to cite AI work and be found here: USC Libraries AI Generators Citation Guidance.

Course Content Distribution and Synchronous Session Recordings Policies

USC has policies that prohibit recording and distribution of any synchronous and asynchronous course content outside of the learning environment.

Recording a university class without the express permission of the instructor and announcement to the class, or unless conducted pursuant to an Office of Student Accessibility Services (OSAS) accommodation. Recording can inhibit free discussion in the future, and thus infringe on the academic freedom of other students as well as the instructor. (Living our Unifying Values: The USC Student Handbook, page 13).

Distribution or use of notes, recordings, exams, or other intellectual property, based on university classes or lectures without the express permission of the instructor for purposes other than individual or group study. This includes but is not limited to providing materials for distribution by services publishing course materials. This restriction on unauthorized use also applies to all information, which had been distributed to students or in any way had been displayed for use in relationship to the class, whether obtained in class, via email, on the internet, or via any other media. (Living our Unifying Values: The USC Student Handbook, page 13).

Students and Disability Accommodations:

USC welcomes students with disabilities into all of the University's educational programs. The Office of Student Accessibility Services (OSAS) is responsible for the determination of appropriate accommodations for students who encounter disability-related barriers. Once a student has completed the OSAS process (registration, initial appointment, and submitted documentation) and accommodations are determined to be reasonable and appropriate, a Letter of Accommodation (LOA) will be available to generate for each course. The LOA must be given to each course instructor by the student and followed up with a discussion. This should be done as early in the semester as possible as accommodations are not retroactive. More information can be found at osas.usc.edu. You may contact OSAS at (213) 740-0776 or via email at osasfrontdesk@usc.edu.

Support Systems:

Counseling and Mental Health - (213) 740-9355 – 24/7 on call

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

988 Suicide and Crisis Lifeline - 988 for both calls and text messages – 24/7 on call. The 988 Suicide and Crisis Lifeline (formerly known as the National Suicide Prevention Lifeline) provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week, across

the United States. The Lifeline is comprised of a national network of over 200 local crisis centers, combining custom local care and resources with national standards and best practices. The new, shorter phone number makes it easier for people to remember and access mental health crisis services (though the previous 1 (800) 273-8255 number will continue to function indefinitely) and represents a continued commitment to those in crisis.

Relationship and Sexual Violence Prevention Services (RSVP) - (213) 740-9355(WELL) – 24/7 on call

Free and confidential therapy services, workshops, and training for situations related to gender- and power-based harm (including sexual assault, intimate partner violence, and stalking).

Office for Equity, Equal Opportunity, and Title IX (EEO-TIX) - (213) 740-5086

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants.

Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office for Equity, Equal Opportunity, and Title for appropriate investigation, supportive measures, and response.

The Office of Student Accessibility Services (OSAS) - (213) 740-0776

OSAS ensures equal access for students with disabilities through providing academic accommodations and auxiliary aids in accordance with federal laws and university policy.

USC Campus Support and Intervention - (213) 740-0411

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity, Equity and Inclusion - (213) 740-2101

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

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) 442-1200 – 24/7 on call

Non-emergency assistance or information.

Office of the Ombuds - (213) 821-9556 (UPC) / (323-442-0382 (HSC)

A safe and confidential place to share your USC-related issues with a University Ombuds who will work with you to explore options or paths to manage your concern.

Occupational Therapy Faculty Practice - (323) 442-2850 or otfp@med.usc.edu

Confidential Lifestyle Redesign services for USC students to support health promoting habits and routines that enhance quality of life and academic performance.