

## **Seize The Wheel**

Matthew Musser, Masters in Business Administration, First Year

- I. Seize the Wheel is a virtual reality driving simulator and electroencephalogram service that helps patient with epilepsy and doctors decide if they are capable of driving safely.
  
- II. I was inspired to make a poster and join the Little Bang program during a Little Bang open office hours sessions. The session followed a Big Bang workshop and was perfect for my schedule. I was delighted to find something where I can compete and work on my business idea while still formulating it. After talking with student ambassadors and Little Bang organizers I was convinced it was a fantastic opportunity. I am ecstatic that I decided to join the Little Bang!

### **Milestones**

I will collect interviews from the following individuals: CA DMV Official that reviews Driver Medical Evaluation (Hearing Officers) ,Car Insurance provider analyst that will inform me of price differences in car insurance for people with epilepsy. I have already contacted someone from the insurance company The Hartford group. I will also contact the following: Chuck Meikle who is a Principle EEG Technologist UC Davis Medical Center, Dr. Jeffrey Kennedy is an assistant professor of Clinical Neurology UC Davis Medical Center, Jacel Charles Galloway is a person with epilepsy & Independent Consultant for Rodan + Fields, Rene Franklin is a Children's National Medical Center Neurodiagnostic Technologist.

I would like to connect with a mentor through the Mike and Renee Child Institute for Innovation and Entrepenaship that can help me with biomedical technology patents and experience with start ups. I would also like them to help me with my idea and how I can get my product to market. I do not know if I need FDA approval or the specific implications of my service and what it will take to bill insurance companies and the pricing model I should utilize. I would like help with this ASAP. I currently need someone with negotiating expertise and understanding of the video game industry so that I can work on a deal with a video game provider to utilize their current software. I currently need a programmer that can help me modify a video game for the virtual reality driving simulator. I am also going to start going from office to office and look for an epileptologist that would like to become my partner. I will need a doctor to read and interpret the test results that I will provide them for billing and health care needs. I am planning on working with UC Davis epileptologist to run a research program with the prototype. My lab currently conducts a massive amount of research and has the infrastructure in place to create a wonderful research study.

Matthew Musser is will start the Marketing Management course January 12<sup>th</sup> in the UC Davis MBA program in order to give him the following skills: analysis of market opportunities, elements of market research, development of marketing strategies, market planning and implementations, consumer and industrial markets, market segmentation, pricing strategies, distribution channels, promotion, and sales. Matthew Musser will take Financial Accounting on January 13<sup>th</sup> in the MBA UC Davis Program that introduces the concepts and objectives underlying the preparation of financial statements. Topics include understanding the accounting cycle, measurement and valuation problems associated with financial statement components, creating financial statements to market business and show value of my business operations. Matthew Musser will also attend the Big Bang event Wednesday, January 17: Define and Validate Your Business Model.

Seize the wheel is looking for all avenues of additional support. It will cost \$500 for a virtual reality head set. A laptop capable of running virtual reality costs \$3,000. A new EEG recording machine costs \$50,000. I am also looking for around \$20,000 to fund a patent lawyer. I will participate in the Big Bang competition in 2018 to gain funds. I think a workshop on pitching and giving the opportunity to practice a pitch would be extremely valuable. I am also looking for angel investors to help with the start up cost of my business.

I was extremely surprised by the amount of work and effort it took to create a business contest poster. It is no wonder that there is an industry of graphic design to help with such a difficult task.