**Virtual Reality and Artificial Intelligence**
**How Disruptive Technologies Will Transform Media**
**B8688**

**Professor Sharad Devarajan**
**2019 Schedule:**

**Uris 142**
**Wed, Aug 28th 2:00pm – 5:00pm**
**Thu, Aug 29th: 9:00am – 5:00pm**
**Fri, Aug 30th: 9:00am – 5:00pm**

***\*\*(Syllabus and speakers are subject to last minute changes)***

OVERVIEW:
How will virtual reality, augmented reality, artificial intelligence and other disruptive technologies shape the media landscape and transform society and our lives in the decade ahead? With billions being invested into companies like Oculus, HoloLens, Magic Leap, as well as AI and Neurotech companies, are we witnessing the birth of a new revolution in immersive experiences and are consumers ready? What are the ethical frameworks that startups, business leaders and marketers should explore around artificial intelligence and immersive technologies?

Each day a different area of new technology will be examined as we explore its impact across conventional media industries. The course is intended to offer students:

   i.  Exposure to new technologies disrupting media (VR, AR, Virtual Beings, AI, etc.)
  ii.  An entrepreneurial approach to the industry
 iii.  The future of storytelling with immersive technology
 iv.  Insights and learning from preeminent guest speakers

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**Wed Aug 28th: 2pm to 5pm**
**DAY 1**

SESSION 1:    2:00pm – 3:30pm
- Course Overview
- Artificial Reality – an Introduction to XR

SESSION 2:    3:45pm – 5pm
Creating "Hyper-Reality" and redefining Location Based Entertainment
**James Jensen,** Chief Visionary Officer, THE VOID

Recommended Readings:
- TIME: These Guys Created a Real-Life Holodeck
  http://time.com/4095869/the-void/

- The Verge: We Tried Ghostbusters: Dimension
  http://www.theverge.com/2016/6/29/12060066/ghostbusters-dimension-the-void-times-square-madame-tussauds-vr

- Polygon: Welcome To The Void
  http://www.polygon.com/features/2016/5/5/11597482/the-void-virtual-reality-magician-tracy-hickman

- The Verge: The Void is building a Star Wars virtual reality adventure
  https://www.theverge.com/2017/8/3/16084460/star-wars-secrets-of-the-empire-disney-the-void-virtual-reality

- WIRED: I was a Stormtrooper for 15 minutes and it was awesome
  https://www.wired.co.uk/article/star-wars-vr-london-secrets-of-empire-void-experience

- Techcrunch: Location-based virtual reality is increasing its footprint in the U.S.
  https://techcrunch.com/2018/05/26/location-based-virtual-reality-is-increasing-its-footprint-in-the-u-s/

- Variety: Sandbox VR Raises $68 Million for Location-Based VR Experiences
  https://variety.com/2019/digital/news/sandbox-vr-68-million-funding-1203120501/

- Fast Company: Paul Allen's virtual reality "Holodome" went to TED looking for partners
  https://www.fastcompany.com/90335751/paul-allens-virtual-reality-holodome-went-to-ted-looking-for-partners

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**Thu Aug 29th: 9am to 5pm**
**DAY 2**

SESSION 3:    9:00am – 10:00am
Leading the Mobile AR Revolution
**Aaron Luber**, Google: AR/VR Commercialization - Daydream/ARCore

Required Readings:
- WIRED: Google Cardboard's New York Times Experiment Just Hooked a Generation on VR
  http://www.wired.com/2015/11/google-cardboards-new-york-times-experiment-just-hooked-a-generation-on-vr/

- Techcrunch: For AR/VR 2.0 to live, AR/VR 1.0 must die
  https://techcrunch.com/2019/01/14/for-ar-vr-2-0-to-live-ar-vr-1-0-must-die/

- Wired: Apple Bets the Future of Augmented Reality Will Be On Your Phone
  https://www.wired.com/story/arkit-augmented-reality/

- VentureBeat: AR has a far bigger opportunity on mobile than VR
  https://venturebeat.com/2019/03/27/newzoo-ar-has-a-far-bigger-opportunity-on-mobile-than-vr/

- Techcrunch: Zuck says augmented reality will flourish on phones before glasses
  https://techcrunch.com/2016/07/28/pokemon-not-magic-leap/

Recommended Readings:
- WSJ:  Google Is Bullish on Virtual Reality, But It Has a Long Way to Go
  http://www.wsj.com/articles/google-is-bullish-on-virtual-reality-but-it-has-a-long-way-to-go-1466654402

- The Motley Fool: Google Is Aiming to Bring VR to the Masses
  https://www.fool.com/investing/2017/07/29/google-is-aiming-to-bring-vr-to-the-masses.aspx

- Verge: Google is adding augmented reality to search
  https://www.theverge.com/2019/5/7/18528209/google-lens-ar-search-augmented-reality-camera-adroid-assistant-photos-app-io-2019

- VentureBeat: Facebook wants Portal to be the king of video calls, but there's still work to do
  https://venturebeat.com/2019/08/06/facebook-wants-portal-to-be-the-king-of-video-calls-but-theres-still-work-to-do/

- Inc: Apple Hopes to 'Transform' Augmented Reality Into a 'Mass-Market Phenomenon'
  https://www.inc.com/associated-press/apple-augmented-reality-future.html

- DigiCapital: The reality of spatial computing – what's working in AR / VR in 2019
  https://www.digi-capital.com/news/2019/06/the-reality-of-spatial-computing-whats-working-ar-vr-in-2019/

SESSION 4:    10:15am – 11:15am
Making the Magic – Taking Mixed Reality to the Masses
**Rio Caraeff**, Chief Creative Officer, Magic Leap

Required Readings:
- Wired: The Untold Story of Magic Leap
  http://www.wired.com/2016/04/magic-leap-vr/

- Techcrunch: Magic Leap raises $461 million in fresh funding from the Kingdom of Saudi Arabia
  https://techcrunch.com/2018/03/07/magic-leap-raises-461-million-in-fresh-funding-from-the-kingdom-of-saudi-arabia/?utm_medium=TCnewsletter

- Techcrunch: Magic Leap Raises $280 Million From NTT DoCoMo
  https://www.nytimes.com/2019/04/26/technology/magic-leap-fundraising-docomo.html

- Crunchbase: A Timeline Of Investor Interest In AR Startup Magic Leap, Which Has Raised $2.3B
  https://news.crunchbase.com/news/a-timeline-of-investor-interest-in-ar-startup-magic-leap-which-has-raised-2-3b/

- Techcrunch: Magic Leap and other AR Startups have a rough 2019 ahead of them
  https://techcrunch.com/2019/01/02/magic-leap-and-other-ar-startups-have-a-rough-2019-ahead-of-them/

Recommended Readings:
- Techcrunch: AR startup Meta raises $50M at around $300M valuation, eyes up China
  https://techcrunch.com/2016/06/13/meta-raises-another-50m-as-it-gears-up-for-the-next-version-of-its-ar-headset-and-china/

- VentureBeat: 'Meta Company is insolvent' as AR company faces patent infringement lawsuit
  https://venturebeat.com/2019/01/12/meta-company-is-insolvent-as-ar-company-faces-patent-infringement-lawsuit/

- Bloomberg: Microsoft Wins $480 Million Army Battlefield Contract
  https://www.bloomberg.com/news/articles/2018-11-28/microsoft-wins-480-million-army-battlefield-contract

- Engadget: How HoloLens is helping advance the science of spaceflight
  https://www.engadget.com/2019/07/20/hololens-augmented-reality-spaceflight-engineering/

SESSION 5:    11:30am – 12:30pm
Lecture: Virtual Beings & The Quest to Create Virtual Life

Recommended Readings:
- Techcrunch: The makers of the virtual influencer, Lil Miquela, snag real money from Silicon Valley
  https://techcrunch.com/2018/04/23/the-makers-of-the-virtual-influencer-lil-miquela-snag-real-money-from-silicon-valley/

- Techcrunch: More investors are betting on virtual influencers like Lil Miquela
  https://techcrunch.com/2019/01/14/more-investors-are-betting-on-virtual-influencers-like-lil-miquela/

- CNN: Meet Magic Leap's almost-human AI assistant
  https://www.cnn.com/videos/business/2018/10/18/magic-leap-mica-avatar-kw-orig.cnn-business

- Magic Leap: I Am Mica -  Please don't ask me to switch on your lights
  https://www.magicleap.com/news/op-ed/i-am-mica

- Gizmodo:  This Company Is Betting the Future Is Personal AI Avatars, So It Made Me One
  https://gizmodo.com/this-company-is-betting-the-future-is-personal-ai-avata-1834810868

- Google Duplex: A.I. Assistant
  https://www.youtube.com/watch?v=D5VN56jQMWM&feature=share

- TED:  Fake videos of real people — and how to spot them
  https://www.youtube.com/watch?v=o2DDU4g0PRo

- Nick Bostrom, Oxford University: Are You Living In A Computer Simulation?
  https://www.simulation-argument.com/simulation.html

- NYT: Are We Living in a Computer Simulation? Let's Not Find Out
  https://www.nytimes.com/2019/08/10/opinion/sunday/are-we-living-in-a-computer-simulation-lets-not-find-out.html


SESSION 6:    12:30pm – 1:30pm
Virtual Beings – A Startup Journey
**Kasey Morrison**, General Manager, Fable Studio

Required Readings:
- Variety: Former Oculus Story Studio Team Unveils New Company
  https://variety.com/2018/digital/news/oculus-story-studio-fable-1202668273/

- Forbes: Fable Announces 'Virtual Beings' Conference
  https://www.forbes.com/sites/jessedamiani/2019/01/24/fable-announces-virtual-beings-conference-and-nlp-conversational-vr-experience-with-lucy/#5d9db49eab3a

- Variety: Fable's Neil Gaiman VR Experience 'Wolves in the Walls' Gets Sequel at Tribeca
  https://variety.com/2019/digital/news/wolves-walls-tribeca-1203197492/

Recommended Readings:
- Venture Beat: The inspiring possibilities and sobering realities of making virtual beings
  https://venturebeat.com/2019/07/26/the-deanbeat-the-inspiring-possibilities-and-sobering-realities-of-making-virtual-beings/

- Techcrunch: Artie aims to bring you closer to your digital idols with autonomous AR avatars
  https://techcrunch.com/2018/12/06/artie-aims-to-bring-you-closer-to-your-digital-idols-with-autonomous-ar-avatars/

- NYT: These Influencers Aren't Flesh and Blood, Yet Millions Follow Them
  https://www.nytimes.com/2019/06/17/business/media/miquela-virtual-influencer.html

- WSJ: Japan's Digital Pop Stars Blur Line Between Virtual and Reality
  https://www.wsj.com/articles/japans-digital-pop-stars-blur-line-between-virtual-and-reality-11566313048


**LUNCH:        1:30pm – 2:30pm**


SESSION 7:    2:30pm – 3:30pm:
Lecture: VR/AR & The Future of Storytelling

Recommended Readings:
- Engadget: The struggle to adapt storytelling for virtual reality
  https://www.engadget.com/2016/06/23/the-struggle-to-adapt-storytelling-for-virtual-reality/

- CNET: The best VR I experienced all year had no tech at all
  http://www.cnet.com/news/the-best-vr-i-saw-all-year-wasnt-vr-at-all/

- Recode: Is storytelling the key to VR's future?
  http://www.recode.net/2016/5/25/11772502/virtual-reality-storytelling-app-cirque-samsung

- TED Talk: Chris Milk: The birth of virtual reality as an art form
  https://www.ted.com/talks/chris_milk_the_birth_of_virtual_reality_as_an_art_form?language=en

- Techcrunch: Vrse CEO Chris Milk talks VR storytelling
  https://techcrunch.com/2016/05/10/vrse-ceo-chris-milk-talks-vr-storytelling-and-the-road-to-virtual-realitys-citizen-kane/?ncid=mobilerecirc_recent

- Techcrunch: Why Minecraft predicts the future of collaborative work
  https://techcrunch.com/2016/08/01/why-minecraft-predicts-the-future-of-collaborative-work/

- Bloomberg: Facebook's really big plans for virtual reality
  http://www.bloomberg.com/features/2016-facebook-virtual-reality/

- NYT: Virtual Reality Gets Naughty
  https://www.nytimes.com/2017/10/28/style/virtual-reality-porn.html?smprod=nytcore-ipad&smid=nytcore-ipad-share

- The Guardian: VR could change human consciousness
  https://www.theguardian.com/technology/2015/oct/16/chris-milk-virtual-reality-future-questions

- WSJ: The Future of Therapy: Becoming Someone Else in VR
  https://www.wsj.com/articles/the-future-of-therapy-becoming-someone-else-in-vr-1523888616

- WSJ: Virtual Reality, Now With the Sense of Touch
  https://www.wsj.com/articles/virtual-reality-now-with-the-sense-of-touch-1522764377

- Engadget:  VR films aren't the future of storytelling

https://www.engadget.com/2018/01/24/edward-saatchi-vr-interview/

- Techcrunch: Maker of VR hit 'Rec Room' announces $24M in funding
  https://techcrunch.com/2019/06/12/against-gravity-is-building-a-vr-world-that-wont-stop-growing/

- CNN: Audiences experience 'Avatar' blues
  https://www.cnn.com/2010/SHOWBIZ/Movies/01/11/avatar.movie.blues/index.html

- Inverse: 'Game of Thrones' Post-Series Blues Are Real, and Here's How to Beat Them
  https://www.inverse.com/article/55994-life-goes-on-after-game-of-thrones-i-promise

- Engadget: 'Vader Immortal' is the Star Wars VR game I've been waiting for
  https://www.engadget.com/2019/05/22/vader-immortal-review-oculus-quest-vr/

- CNET: Oculus Quest may have its first killer app with Beat Saber
  https://www.cnet.com/news/oculus-quest-may-have-its-first-killer-app-with-beat-saber/

- Fortune: The Fall and Rise of VR: The Struggle to Make Virtual Reality Get Real
  https://fortune.com/longform/virtual-reality-struggle-hope-vr/


SESSION 8:    3:45pm – 5:00pm
The Quest for the Next *Pokemon GO!* – An AR Game Startup Story: *Shopkins Shop n' Seek*
**Speaker: Carlin West,** Founder, Carlin West Agency; Former EVP, 4Kids! Entertainment

Recommended Readings:
- Toybook: Carlin West Agency, Blipd Launch Shopkins: Shop N' Seek App
  https://toybook.com/carlin-west-agency-blipd-launch-shopkins-shop-n-seek-app/

- BrandChannel: Passing $1B in Sales, Shopkins Eyes World Domination
  https://www.brandchannel.com/2017/06/05/shopkins-eyes-world-domination-060517/

- Techcrunch: The Pokémon Go Influence on New Tech
  https://techcrunch.com/2016/08/13/the-pokemon-go-influence-on-new-tech/

- NYT: Pokémon Go Brings Augmented Reality to a Mass Audience
  http://www.nytimes.com/2016/07/12/technology/pokemon-go-brings-augmented-reality-to-a-mass-audience.html?_r=0

- Techcrunch: Hype check Pokémon Go says more about Pokémon than it does about AR
  https://techcrunch.com/2016/07/09/pokemon-go-ar-hype-check/

- Techcrunch: Pokémon Go Has Now Crossed $1 Billion in Revenue
  https://techcrunch.com/2017/02/01/report-pokemon-go-has-now-crossed-1-billion-in-revenue/

- WSJ: A Year After 'Pokémon Go,' Where Are the Augmented-Reality Hits?
  https://www.wsj.com/articles/a-year-after-pokemon-go-where-are-the-augmented-reality-hits-1499284437

- NYT: Pokémon Sleep Wants to Make Snoozing a Game Too
  https://www.nytimes.com/2019/05/29/business/pokemon-sleep.html

- VentureBeat: Pokémon Go creator Niantic raises $190 million in a funding round it doesn't need
  https://venturebeat.com/2019/01/03/pokemon-go-creator-niantic-raises-190-million-in-a-funding-round-it-doesnt-need/

SESSION 9:    9:00am – 10:15am
Lecture: The Ethics of Artificial Intelligence, BMI's and the Disruption of Humanity

Recommended Readings:
- NPR: 'Like A God,' Google A.I. Beats Human Champ Of Complex Go Game
  http://www.npr.org/sections/thetwo-way/2017/05/23/529673475/like-a-god-google-a-i-beats-human-champ-of-notoriously-complex-go-game

- The Atlantic: How the Enlightenment Ends
  https://www.theatlantic.com/magazine/archive/2018/06/henry-kissinger-ai-could-mean-the-end-of-human-history/559124/

- DailyMail: Ray Kurzweil - Singularity Will Create Super Humans
  http://www.dailymail.co.uk/sciencetech/article-4319436/Singularity-create-super-humans-Google-expert-claims.html

- Fortune: Elon Musk 'Artificial Intelligence Is the Greatest Risk We Face as a Civilization'
  http://fortune.com/2017/07/15/elon-musk-artificial-intelligence-2/

- NatGeo: Meet Sophia, the Robot That Looks Almost Human
  https://www.nationalgeographic.com/photography/proof/2018/05/sophia-robot-artificial-intelligence-science/

- NYT: The Real Threat of Artificial Intelligence
  https://www.nytimes.com/2017/06/24/opinion/sunday/artificial-intelligence-economic-inequality.html?mcubz=3

- TED: My daughter, my wife, our robot, and the quest for immortality
  https://www.ted.com/talks/martine_rothblatt_my_daughter_my_wife_our_robot_and_the_quest_for_immortality/transcript?language=en

- NYT: Is Ethical A.I. Even Possible?
  https://www.nytimes.com/2019/03/01/business/ethics-artificial-intelligence.html

- NYT: Efforts to Acknowledge the Risks of New A.I. Technology
  https://www.nytimes.com/2018/10/22/business/efforts-to-acknowledge-the-risks-of-new-ai-technology.html

- New Yorker: The Doomsday Invention. Will artificial intelligence bring us utopia or destruction?
  https://www.newyorker.com/magazine/2015/11/23/doomsday-invention-artificial-intelligence-nick-bostrom

- NYT: Good for Google, Bad for America – Peter Thiel
  https://www.nytimes.com/2019/08/01/opinion/peter-thiel-google.html#click=https://t.co/XdDvxUSG7a

- WSJ: AI Pioneer Fei-Fei Li on Building Benevolent Machines
  https://www.wsj.com/articles/ai-pioneer-fei-fei-li-on-building-benevolent-machines-11552906800

- Forbes: Superstar VC's Bet On American and Chinese Artificial Intelligence
  https://www.forbes.com/sites/richkarlgaard/2018/05/04/superstar-vcs-bet-on-american-and-chinese-artificial-intelligence/#79dd6595a251

- VOX: Why an AI arms race with China would be bad for humanity
  https://www.vox.com/future-perfect/2019/8/10/20757495/peter-thiel-ai-arms-race-china

- NatGeo: How Humans Are Shaping Our Own Evolution
  http://www.nationalgeographic.com/magazine/2017/04/evolution-genetics-medicine-brain-technology-cyborg/

- NYT: The CRISPR Quandary
  https://www.nytimes.com/2015/11/15/magazine/the-crispr-quandary.html


SESSION 10:  10:45am – 12:00pm
Brain Machine Implants, the Connectome and the Creation of the New Mind
**Louis Kang**, MIT Media Lab

Recommended Readings:
- NYT: With $1 Billion From Microsoft, an A.I. Lab Wants to Mimic the Brain
  https://www.nytimes.com/2019/07/22/technology/open-ai-microsoft.html

- Techcrunch: Facebook is exploring brain control for AR wearables
  https://techcrunch.com/2019/07/30/facebook-is-exploring-brain-control-for-ar-wearables/

- WSJ: Elon Musk's Neuralink Shows Off Advances to Brain-Computer Interface
  https://www.wsj.com/articles/elon-musks-neuralink-advances-brain-computer-interface-11563334987

- CB Insights: 21 Neurotech Startups To Watch: Brain-Machine Interfaces, Implantables
  https://www.cbinsights.com/research/neurotech-startups-to-watch/

- Wired: Brain-Machine Interface Isn't Sci-Fi Anymore
  https://www.wired.com/story/brain-machine-interface-isnt-sci-fi-anymore/

- Bloomberg: Elon Musk's Neuralink Gets $27 Million to Build Brain Computers
  https://www.bloomberg.com/news/articles/2017-08-25/elon-musk-s-neuralink-gets-27-million-to-build-brain-computers

- Techcrunch:  Thomas Reardon and CTRL-Labs are building an API for the brain
  https://techcrunch.com/2018/11/01/thomas-reardon-and-ctrl-labs-are-building-an-api-for-the-brain/

- Medium: Stanford's "Virtual Human Agent" lecture
  https://medium.com/connectome-blog/couger-gives-lecture-on-virtual-human-agent-at-stanford-university-851e116d4a12

- WaitButWhy: Neuralink and the Brain's Magical Future
  https://waitbutwhy.com/2017/04/neuralink.html


**LUNCH:        12pm – 1:30pm**

SESSION 11:  1:30pm – 2:15pm
Investing in a Virtual Future
**Peter Rojas**, Partner, Betaworks; Co-Founder, Gizmodo, Engadget


SESSION 12:  2:30pm – 3:15pm
Lecture: Key Takeaways

FINAL PROJECTS:     3:30pm – 5:00pm
- Final Student Rapid Fire "Elevator Pitch Presentations"


ADDITIONAL READINGS
- Digi-Capital: AR/VR/XR startups raise record $3.6 billion in last 12 months
  https://www.digi-capital.com/news/2018/04/ar-vr-startups-raise-record-3-6-billion-in-last-12-months-as-market-transition-accelerates/#.WsJJosaZNE4

- Forbes: 5 Ways Apple AR Is Going To Change Everything
  https://www.forbes.com/sites/charliefink/2017/07/05/5-ways-apple-ar-is-going-to-change-everything/#38e068b03c08

- Techcrunch: The Reality Ecosystem: What AR/VR/XR needs to go big
  https://techcrunch.com/2018/08/16/what-ar-vr-xr-needs-to-go-big/

- VentureBeat: Mobile AR could hit $60 billion by 2021 thanks to Apple and Facebook
  https://venturebeat.com/2017/06/06/how-apple-and-facebook-could-drive-mobile-ar-over-60-billion-by-2021/

- Bloomberg: China's Virtual Reality Market Will Be Worth $8.5 Billion
  https://www.bloomberg.com/news/features/2016-05-15/china-s-virtual-reality-market-will-be-worth-8-5-billion-and-everyone-wants-a-piece

- The Verge: Hollywood Is Quietly Using Ai To Help Decide Which Movies To Make
  https://www.theverge.com/2019/5/28/18637135/hollywood-ai-film-decision-script-analysis-data-machine-learning

- The Verge: HBO launches 'Recommended by Humans' tool to help you escape algorithm nightmares
  https://www.theverge.com/2019/8/6/20757370/hbo-recommendation-algorithm-netflix-streaming-euphoria-game-of-thrones-succession

- VICE: Virtual Reality Journalism Puts You Inside the Refugee Crisis
  https://creators.vice.com/en_us/article/8qveaa/virtual-reality-journalism-puts-you-inside-the-refugee-crisis

- Wired: How *The* NY Times Is Sparking The VR Journalism Revolution
  https://www.wired.com/2015/04/virtual-reality-journalism-nyt-mag/

- The Verge: CNN launches global VR journalism unit and new 360-degree mobile content
  https://www.theverge.com/2017/3/8/14852256/cnn-virtual-reality-vr-news-team

- NYT: Can Video Games Fend Off Mental Decline?
  https://www.nytimes.com/2014/10/26/magazine/can-video-games-fend-off-mental-decline.html

- WIRED: The Doctor Prescribes Video Games And Virtual Reality Rehab
  https://www.wired.com/story/prescription-video-games-and-vr-rehab/

- Wired: The Art of Immersion: Why Do We Tell Stories?
  https://www.wired.com/2011/03/why-do-we-tell-stories/

SCHEDULE OF READINGS & SLIDES
Course Readings are indicated in the session descriptions above and subject to change or amendments.
*Lecture Slides are not distributed so please be sure to take whatever notes you feel are relevant.*


GRADING
Class Participation: 50%
*IMPORTANT NOTE – Please be advised that as this is a block week class, class participation requirements are taken very seriously and can materially impact student grades.*

- Attendance is mandatory (email in advance if you are unable to attend class)
- Complete class readings, come prepared to engage with the class and speakers
- Students are expected to engage in classroom dialogues
- *Prepare smart, challenging questions for speakers*
- Keep all laptops, ipads, phones, etc. off during class and speakers
- Be on time and NEVER walk-in late in the middle of a guest speaker
- No food allowed while guest speakers are visiting
- Respect other students & speakers
- Visitors and non-enrolled students are not permitted to attend classes
- ***"Cone of Silence"*** *Confidentiality is to be maintained by all students: guest speakers are encouraged to speak candidly and openly in "off the record" discussions with students and their dialogues with the class are to remain in confidence.*

Group Presentation: 50%
Students will work in groups of 6 to 8 people, to present a final "Elevator Pitch" project during the last class accompanied by a brief 5 slide deck. The presentation by groups should be no longer than 5 minutes followed by 2 questions from the audience. Groups will work together, and be graded together, on the creation of an original VR/AR/AI or other disruptive tech/media product or business and present the business strategy and marketing plan.