Wharton Business Plan Competition Venture Fair 1999

University of Pennsylvania

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Disciplines
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The Goergen Entrepreneurial Management Program of the Wharton School of the University of Pennsylvania Presents

The Great Eight

Final Round Presentations and Award Ceremony of The Wharton Business Plan Competition

The Rittenhouse Hotel
Grand Ballroom
April 27, 1999

Sponsors:
Safeguard Scientifics, Inc.  •  Arthur Andersen LLP  •  Silicon Valley Bank
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Ben Franklin Technology Center of Southeastern Pennsylvania
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The Business Plan Competition is a three-phased contest, consisting of Phase I: Business Concepts, Phase II: Feasibility Studies, and Phase III: Business Plan. Today's Venture Fair is the final round of an event that began last fall when 128 teams, comprised of over 300 participants from the Penn community and beyond, submitted Business Concepts. During the process, over 100 venture capitalists, entrepreneurs, financial professionals, attorneys, accountants and others – members of the Wharton alumni network and the mid-Atlantic and national entrepreneurial business community – have participated in judging the three rounds of the Competition. Additionally, as part of the Entrepreneurial Coaching Initiative, 30 entrepreneurial leaders served as mentors and provided clinics to assist student teams.

Venture Fair Sponsors
- Gold Sponsor
- Silver Sponsors

Prize Sponsors
- $25,000 Grand Prize
  - $15,000 cash plus $10,000 investment
- $10,000 Snider Seed Prize
- $5,000 Andersen Technology Prize
- $1,000 Socially Responsible Business Prize
- Arthur Andersen LLP
- Silicon Valley Bank
- Ben Franklin Technology Center of SE PA
- Ralph Mack Private Investments
- Venture Bank @ PNC
- Ketchum
- Safeguard Scientifics, Inc.
- Snider Seed Capital Fund of the Sol C. Snider Entrepreneurial Research Center
- Arthur Andersen LLP
- Sponsored in part by The Wharton Journal

Venture Fair Judges
- Mark Winkelman, Goldman, Sachs & Co.
- Michael Bolton, PA Early Stage Partners/Safeguard Scientifics
- Ash Lilani, Silicon Valley Bank
- David Schlessinger, Founder, Zany Brainy and Encore Books
- Peter Sears, SROne
- Marvin Weinberger, Innovation Factory
- Bruce Luehrs, Edison Venture Fund
- Bernard David, The Breakthrough Group
- Larry Allen, Allen Capital Markets
- Stephen Goodman, Morgan Lewis & Bockius LLP (alternate)

BPC Committee Members
- Mark Dane Fraga, Managing Director
- Lori A. Wood, Chief-of-Staff
- Jonas Stiklorius, Director of Business Plan Competition Policies
- David Spingam, Director of Business Plan Competition Events
- John Engels, Director of Entrepreneurial Coaching Initiatives
- Velyn Sia, Director of Entrepreneurial Coaching Initiatives
- Gene Sheikh, Director of Marketing
- Molly Kerr, Director of Business Partnerships
- Wendy Huang, Socially Responsible Business Committee
- Mindy Wagner, Socially Responsible Business Committee
- The Committee would like to thank Dean Miller, David Smith, and Arvind Goel of the Private Equity, Entrepreneurship, and Technology Clubs, respectively, for their support.
Venture Fair Agenda

1:00  Welcome and Introduction

1:15  Finalist Team Presentations
- Team 1: radioXchange
- Team 2: Adhere Technologies
- Team 3: Nails on the Fly
- Team 4: MyFlyMiles.com

2:45  Break

3:00  Finalist Team Presentations
- Team 5: PayMyBills.com
- Team 6: SurgiSoft
- Team 7: Living Strategies
- Team 8: Pinpoint Training

4:30  Recognition of Wharton Entrepreneurial Faculty
- Robert B. Goergen
  Chairman and CEO, Blyth Industries, Inc.
- Ian C. MacMillan
  Sol C. Snider Entrepreneurial Research Center
- Raphael Amit
  Goergen Entrepreneurial Management Program

4:40  Keynote Speakers
- Anne Marie Comer
  President and CEO, Biosyn Research and Development
- Warren L. “Pete” Musser
  Chairman and CEO, Safeguard Scientiﬁcs, Inc.

5:00  Closing Remarks and Reception

6:00  Awards Ceremony

In addition to the teams noted above, student teams that were semi-finalists in the Competition will be available in the lobby throughout the day to discuss their business plans with interested parties.
The Great Eight

Team 1: RadioXchange
• Kevin Spain, Maury Apple, Brian Richards
• Provides an e-marketplace to the radio industry by creating an Internet-based, auction-driven platform that will facilitate the sale of remnant radio inventory.

Team 2: Adhere Technologies
• Salvatore Tirabassi, Dennis Molnar
• Manufactures and distributes portable patient interfaces that dispense medications and allow the tracking of patient medication usage. Collected information will be managed by the company and distributed to interested parties.

Team 3: Nails on the Fly
• Kimberly Guise, Jennifer Bell, Laura Heins
• The premier nail care service provider for women traveling through airports.

Team 4: MyFlyMiles.com
• Molly Kerr
• Web-site related to air travel.
The Great Eight (cont.)

Team 5: PayMyBills.com
• John Tedesco, Jeff Grass, Kyle Harrison
• Subscription-based bill management service that will enable consumers to view and pay 100% of their recurring bills electronically, simply by using e-mail or by visiting a single Internet location.

Team 6: SurgiSoft
• Dain DeGroff, Dr. Jennifer Schneider, Dr. Rhea Tombropoulos, Scott Graves, Chris Latta
• Develops computer software and systems to simplify surgical procedures and improve their cost, safety, efficiency, and accuracy.

Team 7: Living Strategies
• Sandeep Wadhwa, Christopher Gatti, Lynn Dwyer
• Developing a proprietary web-based system that utilizes artificial intelligence technology to identify and predict an elder’s housing and care needs and then matches these needs to best-fit housing and care providers that have been scored across rigorous quality standards.

Team 8: Pinpoint Training
• Adam Breslin, Lawrence Berger
• Develops and delivers high-end business training customized for various market segments such as law firms, consulting firms and physician practices.
Other Phase III Teams

**Bulkpack.com**
- Kenny Banh, Gary Liu, Jeff Shih, Aaron Yap
- Online classroom service with local branches providing an economical alternative to buying expensive bulkpacks.

**Biotech Co.**
- Krishna Srinivasan, Lisa Bisset, Elizabeth Dobbs, Edward Wylonis
- Provides a low cost, high volume operation that will generate high-quality DNA sequences within reasonable cycle times.

**Family Care, Inc.**
- Keita Shimanuki, Akiko Kanno, Makiko Shinoda, Yasunobu Shinoda
- Creates a time-flexible, high quality daycare center franchise targeted to working parents in Japan.

**DDMS Inc.**
- Brian Ring, Jenna Beart, Mike Douek
- Facilitates the collection, archiving and sharing of critical diabetes data between patient and doctor via a web-based diabetes disease management system.

**Direct Shopper**
- Jay Haverty, Nitin Sikka, Anthony Cambeiro
- Provides families more free time by delivering routine purchases directly to homes.

**Galen Technologies Inc.**
- Edward Wylonis, III, Dr. Joseph Zebrowitz, Edward Wylonis, Jr.
- Develops and sells a medical and information technology-related product designed to aid doctors and patients in tracking specific medical information.

**Gateway to China**
- Peter Li, Jeff Leng, Michael Song, Louise Tang
- Internet-based international telephone service, originated or terminated in an Asia-Pacific country, serving customers who are willing to accept slightly lower quality service for reduced prices. Consists of Internet telephony and unified messaging services with a China focus as well as a global reach.

**HealthNut**
- Frank Lyles, Deborah Quinlan
- Novel nutritional supplement delivery system initially targeted and innovatively marketed to active individuals, fitness enthusiasts, children, individuals with health issues, including the elderly and pets.

**iGroupsoft**
- Eric Kang, Eric Kuehne, Jason Terp
- Provides information services, including networking and database solutions to small and mid-sized companies at prices far below current industry standard pricing model.

**i-Open.com, LLC**
- Patrick Carney, Joel Pina
- Create a network of Internet-driven, instantaneous virtual billboards that will be deployed in high-traffic public locations such as airports and shopping malls.
Mirror Images
• Greg Steinberg
• Will provide copies of standard radiograph (x-ray), CT, GI, GU, ultrasound, nuclear, mammography and MR images for hospitals, private radiology groups, personal patient files, and attorneys in a convenient, cost-effective and efficient manner.

Next!
• Will Graves, Adrian Norman, Troy Figgins
• An interactive “PlayBill” for the audiences of major motion pictures.

PC Appliance
• Frank Lyles, Deborah Quinlan
• PC alternative targeted to low-income families who cannot afford low-cost PCs.

Personal Health Sciences
• Christopher DeStefano, Alexander Coppersmith
• Applies mass customization to the nutritional supplement market and adds value to the consumers’ purchasing and consumption through education and a superior delivery system.

Precision Therapies
• Jonathan Oleinick
• Early-stage biotechnology entity that will develop and license photo-dynamic therapy applications using a patented silicon phthalocyanine photosensitizer, Pc-4; used in the areas of dermatology and oncology.

QLINX.COM
• Eric Fishman, Matthew Storm, Ira Schwartz, David Schwartz, Jimmy Bosse, Michael Hurwitz, Anuj Gupta
• A unique Internet platform and suite of applications to revolutionize service delivery in case management systems by enhancing service quality, accessibility, and cost effectiveness.

Sabela
• Elisa deLaet Parsons, John Engels, Trey Sykes, Joseph Pigatto, Sheila Roquitte
• Build an innovative, reliable, and exclusive distribution system in townships of South Africa to deliver bread and other staple products to a large group of underserved consumers.

SpectraTech
• Howard Greenman, Howie Furst, Gabriela Mitchell, Dean Langendorf
• Improves the care offered by chiropractors by creating a network of support services through applications of diagnostic and video-conferencing technology.

Table Mountain Brewing Company
• Jessica Thompson, Mark Somol
• Two-phase roll-out of a regional micro brewery in South Africa. The business will embody a brewpub in Cape Town and subsequent regional (and eventually national) distribution of bottled beers.

Trident Capital Partners
• Amachie Ackah
• Private equity fund that invests in businesses in inner-cities, using the investment model of "domestic emerging markets."

Up2Date.com
• Chris Hovis, Dave Patterson
• Free web-based personal information manager (PIM) for people who want to optimize and automate the management of their personal and professional lives.
Judges and Mentors

**Phase I: Business Concepts**
- Jeffrey Babin, SBDC Alumni
- Dana Behar, SBDC Alumni
- Matt Bergheiser, SBDC Alumni
- Bob Borghese, SBDC Alumni
- Tracy Brala, SBDC Alumni
- Ken Brotman, SBDC Alumni
- Mitch Brown, SBDC Alumni
- Anna Bulkot, SBDC Alumni
- Bryan Burkhart, SBDC Alumni
- Jeff Carpenter, SBDC Alumni
- Theresa Chvusik, SBDC Alumni
- Joy Cianci, SBDC Alumni
- Arthur Coleman, SBDC Alumni
- Allen Goodman, SBDC Alumni
- Kirk Griswold, SBDC Alumni
- David Guttman, SBDC Alumni
- Susan Harris, SBDC Alumni
- Kara Helander, SBDC Alumni
- Tim Hogan, SBDC Alumni
- Herb Hopkins, SBDC Alumni
- Robert Hurley, SBDC Alumni
- Elizabeth Leung, SBDC Alumni
- Donald MacDonald, SBDC Alumni
- Greg Merrell, SBDC Alumni
- Kevin Miller, SBDC Alumni
- Paul Morin, SBDC Alumni
- Adam Moskow, SBDC Alumni
- John Murphy, SBDC Alumni
- Kathy Nolte, SBDC Alumni
- David Nolte, SBDC Alumni
- Steve Obsitnik, SBDC Alumni
- John Ondik, SBDC Alumni
- Michael Plater, SBDC Alumni
- Ellis Rosenberg, SBDC Alumni
- Neil Shah, SBDC Alumni
- Jeffrey Spector, SBDC Alumni
- Mark Thaller, SBDC Alumni
- David Thornburgh, SBDC Alumni
- Christopher Unrath, SBDC Alumni

**Phase II: Feasibility Studies**
- Dave Armento, Gemini Capital
- Elizabeth Arnold, ELI Constructions
- Robert Bliss, Galt Trading
- Timothy Briglin, Green Mountain Partners
- Betsy Cohen, Jefferson Bank
- Tara Connolly, Goldman Sachs
- Anne-Marie Corner, Biosyn
- Steve Crane, Ernst & Young LLP
- Barbara Dalton, S.R. One, Ltd.
- Thomas Ferguson, GeneMachines
- Richard Frazzetti, Perseus
- Rick Gebert, Grant Thornton LLP
- William Harrington, Vista Ventures
- Philip Heifetz, Center for Technology Transfer
- Elam Hitchner III, Pepper Hamilton LLP
- Bruce Hoffman, I. Levy Sons, Inc.
- Paul Horan, QED Technologies
- Andrew Kaplan, UPenn Medical Center
- Peter Kash, Paramount Capital
- Joseph Killackey, DVCRF Ventures
- Kenneth Kovan, WyethAyerst
- Roland Kratzer III, Books & Gifts @ Work
- Nicole Kubin, Cornerstone Capital
- Ash Lilani, Silicon Valley Bank
- Bill Madway, American City Business Journal
- Ann Matlack, Grant Thornton LLP
- P. Neff, Neose Technologies, Inc.
- Thomas Penn, Boston Millennia Partners
- Nat Prentice, PaineWebber Incorporated
- Michael Purcell, Deloitte & Touche LLP
- Andrew Rapkin, Osage Industries
- Hal Real, Real Growth Strategies
- David Schaller, Orthotech, Inc.
- Clint Schmidt, MS1 Consulting
- Richard Silfen, Wolf Block Schorr & Solis-Cohen
- Ari Soroken, PTS Learning Systems
- Frank Spewock, Howard Lawson & Co.
- Matthew Stone
- Michelle Zujkowski
Judges and Mentors (cont.)

Phase III: Business Plans
Barry Abelson, Pepper Hamilton LLP
Walter Aikman, Philadelphia Ventures
Stephen Amsterdam, PA Early Stage Partners
Fred Beste, III, Mid-Atlantic Venture Funds
Virginia Bonker, Blue Rock Capital
Albert Boris, III, BT Alex. Brown & Sons
Robert Brown, Jr., Meridian Venture Partners
Walter Buckley, Internet Capital Group
Charles Burton, Philadelphia Ventures
David Flaschen, Thomson Financial Services
Gregg Garnick, University City Science Ctr.
Patrick Hurley, Howard, Lawson & Co
Joel Lawson, Howard, Lawson & Co
Seth Lehr, Legg Mason Wood Walker, Inc
Maria Maccecchini, Bearsden Bio, Inc.
Ralph Mack, Bear Stearns
John Martinson, Edison Venture Fund
James McElwee, Weston Presidio Capital
Steve Merrill, Merrill, Pickard, Anderson...
Joseph Meyer, PricewaterhouseCoopers LLP
Arthur Miller, Blank Rome Comisky...
Michael Mufson, Janney Montgomery Scott
Fred Newberg, NewCap, Inc.
Scott Nissenbaum, Eastern Tech. Council
Glenn Rieger, North Atlantic Tech. Fund
Ted Schlein, Kleiner Perkins
Jonathan Steinberg, Individual Investor Grp.

Mentors
John Babiec, MDB Associates
Gerald Bedrin, Allied
Ian Berg, Copelco Financial Services
Thomas Bonney, Polaris Consulting
William Bromley, Prime Bank
Herbert Cohen, Internet Industries, Inc.
Terry Collison, Blue Rock Capital
Michael Cuneo, Howard, Lawson & Co.
Daniel Gold, Century Communications
Lennart Hagegard
Stephen Harris, TDH Private Equity Mgmt.
Jeffrey Harrow, TravelOne
Kathy Jassem, Sturdivant & Co.
Andrew Kaplan, UPenn Medical Center
George Knapp
Joshua Kopelman, Infonautics Corporation
Nicole Kubin, Cornerstone Capital
Peter Ligeti, Keystone Venture Capital
Phil McCarthy, UNBW
James Millar, Early Stage Enterprises
Howard Morgan, ARCA Group, Inc.
Paul Morin
Fred Newberg, NewCap, Inc.
Todd Pride, Urban Equity Partners Capital
Jeffrey Rollins, Brandywine Center Mgmt.
Lee Rosenbluth, Rosenbluth Vacations
Arnold Rosenfeld, Rosenfeld & Associates
Barbara Teaford, Jefferson Bank
Bernard Tenenbaum, The Jordan Company

Clinics
Howard Ross, Arthur Andersen LLP (Acctg.)
Albert Boris, BT Alex. Brown (Finance)
Stephen Goodman, Morgan, Lewis & Bockius (Legal)

Judges
Socially Responsible Business Prize
Don Kimelman, The Pew Charitable Trusts
Joseph Killackey, DVCRF Ventures
Seth Goldman, Honest Tea
Competition Participants

Over 300 students at the University of Pennsylvania participated on 128 teams in Phase I of the Business Plan Competition, including students from the Wharton School, the School of Social Work, the Law School, the School of Engineering and Applied Science, the School of Arts and Sciences, the Medical School, and others.

Aaron Fidler  
Aaron Yap  
Abosede Malomo  
Adam Breslin  
Adrian Norman  
Akiko Kanno  
Alan Clack  
Alay Desai  
Alex Coppersmith  
Alexandra Suiying Wu  
Alisa Brown  
Alp Uysal  
Amachie Ackah  
Ameesh Shah  
Andre James  
Andrea Nickel  
Andrew Trader  
Anthony Cambeiro  
Anthony JunHung Ng  
Anuj Gupta  
Arik Prawer  
Arnoldo Fonseco  
Arvind Goel  
Arvind Malman  
Azmat Yusuf  
Ben Shakal  
Bin Gu  
Brad Roberts  
Bradley Coburn  
Brenda Thickett  
Brent Haynie  
Brett Hurt  
Brian Cross  
Brian Richards  
Brian Ring  
Bryan Boches  
Bussaracam Petchlai  
Candace Leung  
Caskie Collet  
Cesar Conde  
Charles Kirshenbaum  
Chip Clark  
Chris Gingerich  
Chris Hilderbrand  
Chris Hovis  
Chris Latta  
Chris Rodde  
Chris Utgaard  
Christopher DeStefano  
Christopher Gatti  
Christopher Ngan  
Claude Tellis  
Dain DeGroff  
Dan Weiner  
Daniel Molnar  
Darren Postel  
Dave Rode  
David Boncarosky  
David Min  
David Morris  
David Patterson  
David Rode  
David Schwartz  
David Smith  
Dean Miller  
Deborah Quinlan  
Dennis Molnar  
Derrick Diggs  
Diana Wu  
Dimitri Panasevic  
Doug Tomlinson  
Douglas Tansey  
Edward Wylonis, III  
Edward Wylonis, Jr.  
Eileen Graber  
Elad Fein  
Elayna Berean  
Elexus Andris Batts  
Elisa deLaet Parsons  
Elizabeth Dobbs  
Elizabeth Kopple  
Elizabeth To  
Elizabeth Woodcock  
Eric Eastman  
Eric Farr  
Eric Fishman  
Eric Kang  
Eric Kuchne  
Eric Schlagman  
Erik Bethel  
Erlnesto Borja  
Ethan Klemperer  
Eugene Huang  
Pelicia Chiu  
Frank Brown  
Frank Clark  
Frank Lyles  
Gabriella Mitchell  
Gary Liu  
Gaurav Chowdhary  
Gavin Kanan  
Gavin Stewart  
Geoffrey Anders II  
Geoffry Egnal  
George Hamilton  
Grant Gilliland, MD  
Greg Brenner  
Greg Steinberg  
Gregg Miller  
Gregg Spiridellis  
Guy Gilliland, Ph.D.  
Harish Gandhi  
Henry He  
Henry Kim  
Howard Greenman  
Howie Furst  
Huijin Kong  
HwaBin Lim  
J. McCoy Gamse  
Jai Gupta  
James N. Rothman  
Janice Yu  
Jarred Kirsh  
Jason Heckathorn  
Jason Moment  
Jason Shaw  
Jason Wright  
Jay Kalyanaraman  
Jay Oyakowa  
Jean Park  
Jed Fonner  
Jeff Feldman  
Jeff Grass  
Jeff Leng Jeff Shih  
Jeffrey Shih  
Jeffrey Smith  
Jen Goldberg  
Jen Schneider, MD  
Jennifer Beart  
Jennifer Bell  
Jennifer Liu  
Jeremy Roll  
Jessica Sharan  
Jessica Thompson  
Jim Hayes  
Joe Greenstein  
Joel Pina
Competition Participants (cont.)

John Albietz
John Engels
John Kim
John Long
John Lusk
John Tedesco
Johnny Korn
Johnny Yau
Jon Weinbach
Jonathan Frank
Jonathan Lo
Jonathan Masland
Jonathan Oleinick
Jose Gonzalez
Jose Quiroga
Joseph Hafner
Joseph Pigatto
Joseph Saumarez-Smith
Joseph Zebrowitz, MD
Joshua Padnick
Jude Stahananthan
Junya Narushima
Justin Faiz
Kai-Joseph Kemnitz
Kalpana Rao
Karen Chi
Karen Paneggiante
Karim Tabet
Kate Theirs
Katherine Giles
Keita Shimanuki
Ken Zeff
Kenneth Chin
Kenneth Johnso
Kenny Banh
Ketita Shimanuki
Kevin Fagan
Kevin Spain
Kevin Cole
Khary Roberts
Kimberly Guise
Kris Baur
Kris Long
Krishna Srinivasan
Kristen Vaughan
Kurt Cellar
Kurt Wrobcl
Kyle Harrison
Larry Tanz
Laura Heins
Lauren Lilien
Lauren Mishner
Lawrence Berger
Lawrence Haverty
Leah Nosnick
Letitia Chan
Lindsay Stern
Lisa Bisset
Lisa Bjerknes
Lisa DaCosta
Lorence Kim
Lynn Dwyer
Mahesh Balakrishnan
Makiko Shinoda
Marc Chatin
Marceau Schlumberger
Margaret Hensler
Maria Gingerich
Marissa Peters
Mark McGellan
Mark Somol
Mark Yeshitake
Mason Reiner
Matt Lintner
Matthew Courcy
Matthew Storm
Maury Apple
Max Ososky
Maye Chen
McCoy Gamse
Melissa Chadwick
Melissa Chan
Michael Douek
Michael Hurwitz
Michael Levi
Michael Majewski
Michael Pan
Michael Rinzler
Michael Song
Michael Stroup
Molly Kerr
Murphy Clark
Nadav Besner
Neil Amin
Neyesan Rassek
Nicolas Economou
Nicole Izzo
Nicole McInerney
Nitin Sikka
Norma DaRosa
Olukayode Malomo
Olukemi Malomo
Olukunle Malomo
Oluwa Toyin Malomo
Patricia Guerra
Patrick Carney
Paul Gardner
Paul Izzo
Paul Tumpowsky
Peesh Chorpa
Peggy Tseung
Peter Li
Philip Murphy
Preran Vaidya
Prerana Vaidya
Qinhai Xia
Radoslav Antomon
Rajiv Shah
Ramon Peypoch
Randall Laird
Rayne Steinberg
Rhea Tombropolous, MD
Rhonda McFarlane
Ric Watts
Richard Fei
Richard Land
Rob Messer
Robert Black
Robert Steiner
Ron Calpo
Ronit Dhawan
Roy Kim
Ryan Kelley
Sachin Chaudhry
Salvatore Tirabassi
Sandeep Wadhwa
Saneer Verma
Sara Moren
Scott Shleifer
Sebastian Briens
Seth Kessler
Sheila Roquettue
Stephanie Roth
Steve Dai
Steve Sloan
Sudeep Mathur
Sugata Ray
Sumit Niogi
Teresa Lee
Thaddeus Ashmore, MD
Tom Parr
Tom Shelton
Tom Treanor
Trey Sykes
Troy Figgins
Vikram Patel
Wendy Huang
Will Graves
William Formon
Yasunobu Shinoda
Zafar Kahn
Wharton Entrepreneurial Programs

In 1973, Wharton was the first business school to develop a fully integrated curriculum of entrepreneurial studies. Part of the School’s Management Department, Wharton’s Entrepreneurial Programs include the Sol C. Snider Entrepreneurial Research Center and the Goergen Entrepreneurial Management Program. Five standing faculty members are affiliated with Wharton Entrepreneurial Programs, including two endowed chairs. In addition, 16 adjunct faculty members bring their substantial entrepreneurial experience to the classroom. Wharton’s entrepreneurial programs also include the Wharton Small Business Development Center and numerous other initiatives that engage students and leaders of the nation’s entrepreneurial business community.

Wharton Entrepreneurial Advisory Board
- Mark Winkelman, Goldman, Sachs & Co.
- Laurence Allen, Allen Capital Markets
- Gloria Appel, Price Institute for Entrepreneurial Studies
- Michael Bolton, Safeguard Sciences/PA Early Stage Partners
- Eugene Beard, Interpublic Group of Companies
- John Dean, Silicon Valley Bancshares
- Steve Merrill, Merill, Pickard, Anderson, Tithe, & Eyre
- Stephens Millard, Com21 Inc.
- Howard Ross, Arthur Anderson LLP
- David Schlessinger, Founder, Encore Books and Zany Brainy
- Ian MacMillan, Sol C. Snider Entrepreneurial Research Center
- Raphael Amit, Goergen Entrepreneurial Management Program
- Mark Fraga, Managing Director, Wharton Entrepreneurial Programs

Entrepreneurial Faculty
- Bill Alexander
- Raphael Amit*
- Jeff Babin
- Myles Bass
- Max Boisot
- Bob Borghese
- Tom Braha
- Bob Chalfin
- Ming-Jer Chen
- Ernest Gilmont
- Tim Habbershon
- Peter Kash
- Ann Marie Knott*
- Hans Kochler
- Nicole Kubin
- Fred Lipman
- Herb Leonard
- Ian MacMillan*
- Linda Richardson
- Lori Rosenkopf*
- Stephen Sammut
- Eric Siegel
- Mary Tripsas*
- Alex van Putten
- Rob Weber

* Member of the Standing Faculty