4-26-2004

Wharton Business Plan Competition Venture Fair 2003-2004

University of Pennsylvania

Follow this and additional works at: https://repository.upenn.edu/bpc_venture_finals

Part of the Business Commons


Business Plan Competition Venture Finals. 13.
https://repository.upenn.edu/bpc_venture_finals/13

This paper is posted at ScholarlyCommons. https://repository.upenn.edu/bpc_venture_finals/13
For more information, please contact repository@pobox.upenn.edu.
Wharton Business Plan Competition Venture Fair 2003-2004

Keywords
entrepreneurship, business plan

Disciplines
Business

This other is available at ScholarlyCommons: https://repository.upenn.edu/bpc_venture_finals/13
WHARTON BUSINESS PLAN COMPETITION

VENTURE FAIR

2003-2004

Final Round Presentations
and Award Ceremonies

Jon M. Huntsman Hall
The Wharton School
University of Pennsylvania
3730 Walnut Street
Philadelphia, PA 19104

Monday, April 26, 2004
The Wharton Business Plan Competition acknowledges and thanks its sponsors for their generosity and support.

PLATINUM SPONSOR:

The Goldman Sachs Foundation

GOLD SPONSORS:

Johnson & Johnson

Microsoft Research

Sovereign Bank

MEDIA SPONSOR:

BUSINESS 2.0
CONTENTS ▶ Wharton Business Plan Competition
Building Tomorrow’s Leading Enterprises

Venture Fair Agenda 1

Overview of the Wharton Business Plan Competition 2

Competition Prizes 4

Finalists: The “Great Eight” 7

Semi-Finalists 17

Venture Fair Judges 22

Phase I Judges 28

Phase II Judges 31

Phase III Judges 36

Mentors 37

Contributors 38

Competition Committee 40

Wharton Entrepreneurial Programs Advisory Board 41

The Wharton Business Plan Competition is a part of Wharton Entrepreneurial Programs. For more information visit: www.wep.wharton.upenn.edu
www.whartonbpc.com
Who says you have to choose?

At Johnson & Johnson companies we celebrate and promote small-company environments that support the needs of individuals and teams. Our decentralized, adaptive organization has grown to become the world's most broadly based health care company. Through more than 200 companies, selling products in over 175 countries, we bring real, in-depth solutions to nearly every corner of global health care.

Look deeper at the Johnson & Johnson Family of Companies.

find more
www.jnj.com/careers

Johnson & Johnson proudly supports the Wharton Business Plan Competition

© Johnson & Johnson Services, Inc. 2004. Johnson & Johnson companies are equal opportunity employers.
VENTURE FAIR AGENDA

1:00–1:10  Introduction & Welcome

1:10–1:30  Distributed Resource Imagery

1:35–1:55  Solostia

2:00–2:20  InfraScan, Inc.

2:25–2:45  Integrated Biometric Solutions

2:45–3:10  Networking Break

3:10–3:30  IL Aerospace Technologies

3:35–3:55  CelfCure, Inc.

4:00–4:20  BioSpectrum

4:25–4:45  Greenhands

4:45–4:50  Conclusion & Announcements

4:50–5:50  Networking Reception

5:50–6:30  Awards Ceremony

Each team will have 10 minutes to present and 10 minutes of judge Q&A. Five minutes are allotted to transition between teams.
Program Overview

The Wharton Business Plan Competition (WBPC) was launched in 1998 by the Wharton Entrepreneurship Club and is now part of Wharton Entrepreneurial Programs, which co-manages the event with a specially selected student committee. The WBPC is open to all students at the University of Pennsylvania, and, since its inception, has drawn over 180 student teams annually, comprising more than 350 participants from nearly every School of the University. These participants receive:

- a structured entrepreneurial experience;
- access to experienced entrepreneurs through the Mentor Program;
- interaction with seasoned venture capitalists; and
- introduction to myriad entrepreneurial resources, both on campus and regionally.

Participation Process

The WBPC spans the entire academic year and consists of the following phases:

1. Phase 1/Brief Business Concept

Held in the fall, Phase 1 encourages participation by as many students as possible through the development and appraisal of a business concept. This is a non-competitive phase where ideas are reviewed and critiqued, but not ranked against each other.
2. Phase II/Business Overview

As the first competitive phase, Phase II requires students to submit a more detailed description of the business concept, its potential market, and likely competitors. These business overviews are read by venture capitalists and entrepreneurs, who rank the feasibility of the proposed businesses. At the end of Phase II, 25 semi-finalists are selected through a rigorous judging process. (This year, a tie resulted in 26 semi-finalists.)

3. Phase III/Full Business Plan

Phase III invites the 25 semi-finalists to describe their concepts in a full business plan. The process of putting together a full business plan encourages students to detail all aspects of launching, growing, and managing a new venture. At the end of Phase III, eight finalists (the “Great Eight”) are selected to present their plans before a panel of judges at the Venture Fair, where cash and in-kind prizes are awarded.

4. Venture Fair

The premier event of the WBPC, the Venture Fair is a unique opportunity for the finalists to present their business plans to distinguished judges, who will select the winners. Participation in the Venture Fair is by invitation only. The Venture Fair attracts an audience of over 200 venture capitalists, entrepreneurs, investment bankers, attorneys, local business leaders, alumni, students, and media representatives. All finalist teams make a live interactive presentation to convince the panel of judges of their business’s viability. After these presentations the judges adjourn and deliberate. The entire audience convenes for a reception followed by the awards ceremony.
Learning Components

Mentor Program

The Mentor Program matches student teams with experienced entrepreneurs, seasoned business managers, and venture capital professionals who help shape specific aspects of the students’ concepts or plans while providing insight into the business world. Ongoing interaction between students and mentors beyond the WBPC is encouraged.

Judges

Judges provide valuable feedback to students on the venture concepts at every phase of the WBPC. Selected judges bring experience and knowledge of the venture process to the WBPC. The WBPC committee makes every effort to ensure a fair and equitable process. Guidelines for judging—strictly maintained—dictate that no two plans are judged against each other more than once, and that each judge reads a given business concept, overview, or plan only once during the competition.

Workshops

Workshop seminars complement the mentoring and judges’ feedback received by WBPC participants. Led by Wharton and Penn faculty, the workshops are open to all student teams. This year’s workshops were:

Idea Generation

David Hsu

Edward B. & Shirley R. Shils Term Assistant Professor of Management, The Wharton School

November 11, 2003
Team Building for Entrepreneurship
Michael Useem
William and Jacalyn Egan Professor of Management and Director of the Center for Leadership and Change Management, The Wharton School
December 2, 2003

Writing a Business Plan
Jeffrey Babin
Wharton Senior Fellow
January 27, 2004

Writing a Business Plan for a Social Venture
Nancy Streim
Associate Dean for Graduate and Professional Education, and Senior Research Investigator, School of Social Work, University of Pennsylvania
February 4, 2004

Business Plan Financials
Stephen Sammut
Wharton Senior Fellow
February 24, 2004

Developing Your Pitch
Lisa Warshaw
Director, Wharton Communication Program
March 31, 2004

Presentation Skills for Entrepreneurs
Glenn Rockefeller
President, Tech Solutions Group, and Lecturer, Wharton Communication Program
April 12, 2004 (open to the “Great Eight” finalists only)
Student teams participating in the WBPC compete for $45,000 in cash prizes and access to entrepreneurial resources or capital. Judges will select the winners of the following prizes at the Venture Fair:

- **Grand Prize:** $20,000
- **Second Prize:** $10,000
- **Third Prize:** $5,000

**Education Track Prize:**
Up to $5,000 in supplemental prize money is provided by The Goldman Sachs Foundation to Education Track teams, who may also compete for general WBPC prizes. Co-developed through the University of Pennsylvania/The Goldman Sachs Foundation Entrepreneurship in Education Program, the Education Track fosters the development of new entrepreneurial approaches to K-12 education. Proposed ventures in the Education Track seek to improve student learning and academic achievement, as well as the management of educational organizations.

**Wharton Undergraduate Award:**
The Frederick H. Gloeckner Award in Entrepreneurial Studies is given to the highest-ranking Wharton undergraduate team in the WBPC. At least 50% of the team must be made up of Wharton undergraduate students. The team must reach the semi-finals (the top 25) and submit a business plan for consideration as a finalist.
In-kind Legal and Accounting Services

New this year: Each of the prize winners (Grand, Second, and Third) will receive up to $10,000 of combined in-kind legal and accounting services.

Providing in-kind legal services are:

► Ballard Spahr Andrews & Ingersoll, LLP
► Blank Rome LLP
► Morgan Lewis Counselors at Law

Providing in-kind accounting services are:

► Ernst & Young
► KPMG
► PricewaterhouseCoopers

Wharton Venture Initiation Program

In addition to receiving a cash prize, the Grand Prize winner is automatically accepted into the Venture Initiation Program, the Wharton Small Business Development Center’s educational program for Penn student entrepreneurs seeking guidance and mentoring.

The Grand Prize winners will also automatically receive an invitation to participate in the second annual Global Start-up @ Singapore competition from October 10–12, 2004. This is an expenses-paid opportunity for up to two members of the Grand Prize winning team.
Get STARTED

Check out how WEP supports entrepreneurship globally.

www.wep.wharton.upenn.edu

wep@wharton.upenn.edu

Wharton
UNIVERSITY OF PENNSYLVANIA
At Microsoft, you define your own potential.

It's true, you are in control of your destiny. Whatever your interests, whatever your goals, there is a path of discovery here for you. This is a place where you can define and take on your own challenges, oversee your own assignments, and express your own opinions. At Microsoft, we truly believe there are no limits to what you can do. Don't you?

microsoft.com/mba

©2004 Microsoft Corporation. All rights reserved. Microsoft is a registered trademark of the Microsoft Corporation in the United States and/or other countries. Microsoft is an equal opportunity employer and supports workplace diversity.
WHARTON BUSINESS PLAN COMPETITION FINALISTS ► The "Great Eight"

BioSpectrum

CellCure, Inc.

Distributed Resource Imagery

Greenhands

IL Aerospace Technologies

InfraScan, Inc.

Integrated Biometric Solutions

Solestia
BioSpectrum

Team Leader
Samer Hakoura
shakoura@wharton.upenn.edu

Team Members
Jonathan Goodspeed
Dhaval Gosalia

Industry
Life Sciences/Biotechnology
BioSpectrum is an early stage biotechnology company focusing on providing microarray based high-throughput screening services to the drug discovery market. Our proprietary screening technology platform, used in conjunction with existing mass spectrometry tools, will enable us to screen target proteins against very large libraries of compounds significantly faster and with lower cost than current methods while providing accurate data. Proteins play crucial roles in the development of and fight against diseases, and proteomics—the large scale or systematic characterization of the proteins present in an organism—has recently become an area of emphasis in drug discovery. Understanding proteins enables drug researchers to target more effectively the root causes of a disease earlier in the drug development process, thus saving time and money on a process that currently requires on average 15 years and $800 million. The proteomics market is expected to be a $2.2 billion market by 2005. One way of characterizing proteins to find promising drug candidates is to screen libraries of new chemical entities (NCEs) against proteins which take part in diseases. The data which is generated enables researchers to determine which NCEs could be useful candidates for further inspection. However, screening a million molecule library can take up to three weeks and cost $15 million. There is a unique market opportunity to provide high throughput solutions for this slow and costly process. To capitalize on this market opportunity, BioSpectrum will provide outsourced high throughput screening services for a fee.
CelfCure, Inc.

Team Leader
Ashima Singhal
ashima@wharton.upenn.edu

Team Member
Ajay Bakshi, MD

Industry
Life Sciences/Biotechnology
CelfCure is a biotechnology venture that has made considerable progress in Manipulated Autologous Stem cell Therapy (MAST) research. MAST works by harvesting stem cells from patients’ bodies, culturing and loading them with drugs in the laboratory, and then re-transplanting them back to the patient for therapy. MAST can be used to benefit patients with diseases that need tissue repair—e.g., spinal cord injuries, head injuries, stroke, etc. While the technology has shown promise in scientific labs, it is not available to medical practitioners. There are two main reasons for this. First, medical doctors lack the skill required in developing cells in culture along with the fact that hospitals are not equipped for this purpose and secondly, scientific research labs and hospitals have traditionally worked as distinct entities, with little direct interaction. Our business proposition therefore rests on developing MAST technologies for various diseases and making them available for medical use by establishing a centralized laboratory. The founding member of CelfCure is an experienced neurosurgeon who is currently working as a full time research scientist. He is therefore able to bridge this divide between the scientific research community and the health care delivery system. CelfCure proposes to build a business around a sound biological principle—to use a patient’s own tissues to cure heretofore untreatable diseases. A combination of cutting edge technologies involving stem cells and nanotechnology with adequate IPR protection, and favorable regulatory environment provides CelfCure a sustained competitive advantage.
Distributed Resource Imagery (DRI)

Team Leader
Elliot Jarrett
e illicitmj@wharton.upenn.edu

Team Members
N/A

Industry
Communications/Media/Entertainment
The need for better rendering capabilities is a problem that afflicts even the largest Hollywood companies. Currently, rendering is performed by in-house “render farm” systems which consist of hundreds of computers dedicated solely to the task. Unfortunately, these in-house systems are tremendously expensive, sometimes costing upwards of $20 million per year, yet they still take several hours to render a single frame, a mere 1/2 second of footage. DRI's product will significantly speed up the slow rendering time and lower the tremendous cost that is associated with the current system of rendering used by 3D animation, visual effects, and video game companies. Rather than using a “render farm,” DRI's network is based on the concept of distributed computing, which solves intensive tasks through brute force by combining the spare processing power of regular users' PC systems instead of fewer high-powered machines. DRI's distributed rendering system offers animation companies three significant advantages: accelerated time to market, lower operational costs, and quick scalability to react to changing rendering needs. Its system therefore has significant advantages over those of competitors in the $350 million market for rendering services. DRI's management team is advised by several individuals, including a Wharton professor with an entertainment background and one with significant work experience in the animation industry. The team has additional contacts with several others in the industry, including a former Oscar-winner for Best Visual Effects, who has written a letter supporting DRI's proposal. DRI has also developed a simple working prototype demonstrating the technical feasibility of its system.
Greenhands

Team Leader
Rodolphe de Hemptinne
rodolphe@wharton.upenn.edu

Team Members
Gbenga Kogbe
Shazia Miraj Sheikh

Industry
Distribution/Transportation
Greenhands is a start-up enterprise currently in the business planning stage, after which it will be registered as a Limited Company in the United Kingdom. The intended launch date for the company is January 1st, 2005. The company will focus on the retail of environmentally friendly transportation fuels (with low carbon content) such as liquefied petroleum gas and natural gas in urban areas throughout the United Kingdom. The target market will consist of high mileage urban drivers. Greenhands is in the business of cleaning the air. Our vision is to shift urban transportation modes onto a more sustainable path. Our mission is to create a unique brand associated with green transportation. We intend to build the largest network of retail locations for green transport gaseous fuels in urban areas throughout the UK first, throughout the rest of Europe and the US in a later stage.
IL Aerospace Technologies

Team Leader
Divon Lan
divon@wharton.upenn.edu

Team Members
Oded Loeb
Dov Chartarifsky
Claude Olknine

Industry
Other
IL Aerospace Technologies (ILAT) is an innovative Israeli start-up company dedicated to developing enabling technologies for affordable and routine access to space for the purpose of exploration and utilization. The company is composed of a team of experienced professionals in the fields of aeronautical and aerospace engineering. Our goal is to develop the capability necessary to allow private entities to harvest the full benefits of space utilization. We are currently in the final stages of design of a Reusable Launch Vehicle (RLV) with the capacity to carry a 3-person crew to an altitude of 100 km on a sub-orbital trajectory in a safe and cost-efficient manner. The purpose of our venture is to penetrate the growing space tourism market, as well as the high-altitude scientific research market. We believe that our RLV concept will provide an efficient low-cost space access, which will enable us to capture a significant portion of these emerging markets.
InfraScan, Inc.

Team Leader
Sandeep Naik
sanaik@wharton.upenn.edu

Team Members
Baruch Ben Dor
Samonnnoi Banerjee

Industry
Life Sciences/Biotechnology
InfraScan, Inc. is a medical device company that has the potential to be the world's leading provider of handheld imaging devices largely based on its extensive patent portfolio and lack of alternative cost-effective methods for mobile, handheld imaging systems. InfraScan, Inc.'s patented Near Infrared (NIR) technologies will enable neurosurgeons to effectively and accurately detect brain hematoma in patients with head trauma upon admission to the emergency room. InfraScan, Inc.'s HematoScope will provide the solution for an affordable, highly accurate, clinically effective system to detect intracranial hematoma, in patients with head trauma in settings where effective triaging is necessary and in places where access to CT scan is limited or not easily available. HematoScope is based on Near Infrared (NIR) technology which provides a practical solution to the problem of early identification of intracranial hematomas because of the unique light-absorbing properties of hemoglobin. Applications of the proposed product are in pre-hospitalization monitoring (emergency service), hospital monitoring (upon presentation to emergency room), and post hospitalization monitoring (follow-ups). Another unique application is in the detection of brain hematoma on the battlefield during combat operations where access to imaging systems like CT scans is not feasible.
Integrated Biometric Solutions

Team Leader
Ian Framson
iframson@wharton.upenn.edu

Team Members
Karanjit Singh
Pratik Desai
Zhiying Tang
Pranab Lohani

Industry
Information Technology
Imagine a world where doors open at the touch of a finger. Cardless purchases are completed in seconds. Step into my hotel—where the luxury of biometrics is now at your fingertips. On the other side, a one-touch solution for guests becomes a distinct competitive advantage for management. IBS installs a comprehensive software suite, access control and point-of-sale biometric scanners, and the network required to support this infrastructure. Combine purchase account tracking, loyalty programs, and cutting edge access control—now that’s powerful.
Solestia

Team Leader
Ali Amiry
amiry@wharton.upenn.edu

Team Member
Sandra Caruba

Industry
Other
Having recognized that potential solar customers are faced with a complex construction project and a lack of attractive financing alternatives, Solestia’s principals have combined their financial and legal experience to construct an affordable leasing program to be offered in connection with turnkey solar electricity systems, initially for the residential consumer market. In the past decade, the total number of solar installations in the U.S. has increased over 300%. Solestia conservatively estimates that single-family homeowners in its target market currently spend $2 billion annually to meet their electricity needs. Because Solestia will utilize existing technology and outsource its turnkey services from existing installers, current providers of solar power systems are potential outsource vendors, not direct competitors. In addition, Solestia anticipates piggybacking onto the marketing efforts of installers and wholesale dealers. Recognizing competition from other financing sources, Solestia’s lease product will be price-comparable to similar-duration equity-based loans—even at today’s record low interest rates. As interest rates increase, Solestia’s lease financing will become more attractive than other methods of financing.
I'd like to offer our employees more.

Money on your mind? Check out Partnership Banking with Sovereign. It's an excellent way to give your employees added benefits—at no cost to you. They'll get a great checking account, plus extras like discounted rates on loans, customized financial solutions and sound investment advice.¹

For details, call your nearest Sovereign Community Banking Office or e-mail Partnership@sovereignbank.com.

¹877.SOV.BANK (768.7265) sovereignbank.com

Sovereign Bank

Investment products and services are offered through Lantern Investment Services, which is a service of IFMG Securities, Inc. (IFMGSI). Securities are offered through IFMGSI, a registered broker-dealer (member NASD and SIPC). Insurance is offered through IFS Agencies, Inc. (IFSA), a licensed insurance agency. IFMGSI and IFSA are not affiliated with Sovereign Bank.
Semi-Finalists

**Al-Souk**
Team Leader  
Samuel Sidiqi  
sidiqi@wharton.upenn.edu  
Team Members  
Nathan Medlock, William Gutafson, Sangeeta Thomas  
Industry  
Communications/Media/Entertainment  
Al-Souk intends to produce classified business directories in Iraq, which will help the economy of Iraq grow by enabling the free market to work more efficiently.

**Are We There Yet?**
Team Leader  
Susan Wakabayashi  
wakabaya@wharton.upenn.edu  
Team Members  
Veronika Sonsev, Sharath Shetty, Gladdy He, Pawan Chaturvedi  
Industry  
Communications/Media/Entertainment  
No longer do parents have to suffer from that annoying, repetitive question emanating from the kids in the back seat. Are We There Yet? provides a complete solution for in-car entertainment and informational services.
**Catena Veloce**

Team Leader

YanPei Chao  
ypchao@wharton.upenn.edu

Team Member

Charles Johnson

**Industry**  
**Information Technology**

Catena Veloce is a highly evolved, yet simple, open systems and open source architecture for High Performance Transaction Systems, designed for the most demanding transaction servers requiring minimum downtime. The Catena Veloce architecture offers an alternative source for mainframe level technology, without the limitations of the proprietary mainframe systems.

---

**Consolidated Refrigerated Solutions (CREST)**

Team Leader

Sonal Gandhi  
slgandhi@seas.upenn.edu

Team Members

Gautam Swami, Amit Majithia, Milind Agrawal,  
Pushkar Kanitkar, Prakash Chandrashekar,  
Mohan Subramaniam, Mahalingam Subramaniam,  
Mrunal Salunkhe

**Industry**  
**Distribution/Transportation**

CREST will initially operate as a specialized freight forwarder for “perishables” using a network of refrigerated trucks and warehouses (“Cold Chain”) in India, to provide high-quality, comprehensive logistics services to industries that produce, supply, or use perishable goods. Subsequently, CREST will offer complete supply chain solutions to these industries.
DermaTech Inc.
Team Leader
Jaren Siew
siewsw@seas.upenn.edu
Team Members
Cheryl Lee, Jasmine Ong, Joshua Shoo
Industry
Life Sciences/Biotechnology
DermaTech is focused on the research and development, manufacturing, marketing, and distribution of its proprietary transdermal drug delivery platform technology—DermaSystem. DermaSystem enables the fast, easy, reliable and safe delivery of drugs to animals through skin for disease prevention and cure, using cutting-edge Transdermal Microprojection Array (TMPA) technology.

E-Shipping Solutions (ESS)
Team Leader
Alexander Goulandris
goulandr@wharton.upenn.edu
Team Member
Martin Glesner
Industry
Information Technology
ESS facilitates instantaneous exchange of international trade documents. By replacing current paper-based-document issuance and exchange with our secure ESS-Databridge™, we eliminate cost and risk while increasing speed of international trade transactions.
Fone2Fone
Team Leader
Daven Johnson
davenejo@wharton.upenn.edu
Team Members
Kunal Gupta, Mark Hadley, Patrick Carron, Rishi Bhat, Stephen MacCrory
Industry
Telecommunications
Fone2Fone will provide a service allowing cellular users the ability to wirelessly back up their phone data, manipulate this information through the Internet, and transfer this information between any old and new phones. The service acts as a form of insurance and facilitates data transfer when changing phones.

Functional Fitness Defined
Team Leader
Yasu Takagi	takagi@seas.upenn.edu
Team Members
N/A
Industry
Consumer Products
Functional Fitness Defined are developers of innovative health/fitness hardware and software products and associated services, to increase health club retention rates and profits while enhancing the experience of individuals through participation in beneficial healthy activities.

GeetNet
Team Leader
Aman Parhar
aparhar@wharton.upenn.edu
Team Members
Renil Paramel, Rajeev Hariharan, Ajit Kumar
Industry
Communications/Media/Entertainment
The GeetNet project aims to create a market for karaoke among ethnic South Asians. We believe that the potential market is at least as large as the Japanese market that fueled the karaoke boom in the last decade, but is hampered by inferior technology and indifference to artistic standards.

Haillo
Team Leader
Duncan Beatty
dbeatty@wharton.upenn.edu
Team Member
Saeid Salehi-Had
Industry
Information Technology
Haillo offers fast and secure access to electronic devices.
HelpToScreen

Team Leader
David Tan
tandavid@wharton.upenn.edu

Team Members
Zeng Yi Wong, Boon Cheow Lim, Teck Hiong Chua, Simranjit Singh, Daley J. Sebastian

Industry
Life Sciences/Biotechnology
HelpToScreen uses its unique (patent-pending) technology to increase the rate of screening microplates for drug candidates, achieving ultra High Throughput Screening (uHTS). HelpToScreen will distribute replenishable SMART plates, increasing the speed and reducing cost-per-well analysis. The market segment is growing steadily, and the U.S. market for drug screening was US$18 billion in 2002.

IndieFlix

Team Leader
Phin Upham
uphams@wharton.upenn.edu

Team Members
Caleb Canning, Arifunnisa Habibkhan

Industry
Communications/Media/Entertainment
IndieFlix will offer kiosks, similar to store-based ATMs, where customers can order virtually any movie within minutes. Our proprietary kiosks will distribute over 100,000 different movie titles, available at any hour of the day.
Loose Leaf Cafe

Team Leader
Leo Weitzenhoff
leotaro@wharton.upenn.edu

Team Member
Richard Salem

Industry
Other
The Loose Leaf Cafe is a Starbucks-style, “on-the-go” specialty tea cafe that markets tea drinks precisely brewed from fresh, top-quality loose tea leaves. The Loose Leaf Cafe is a prototype retail environment from which the company will model stores and operations for future expansion in national and international metropolitan markets.

Millipede Enterprises

Team Leader
David Kahn
kahnd@seas.upenn.edu

Team Members
John Shelton, Eric Friedman, Henry Gindt, David Kingston

Industry
Services
Millipede Enterprises manufactures and rents a cost-effective alternative to the current methods of pedestrian protection used at construction sites. Our product reduces labor costs, shortens construction cycle times, and reduces liability by ensuring a consistent level of safety. Our innovative product is patent pending.
PharmaWave Technologies, Inc.

Team Leader
Jeffrey Lou
louj@wharton.upenn.edu

Team Members
Zhengye Yao, Ruilin Zhao, Christina Zhong, Xiaoming Zhong

Industry
Life Sciences/Biotechnology
PharmaWave Technologies, Inc. aims to implement a novel separation technology to extract active ingredients from Chinese herbs. With this novel extraction platform, the company will produce a variety of natural medicinal compounds targeted for use in the pharmaceutical, food, tobacco, and confectionery industries.

RF-Zing

Team Leader
Melo Rajakumar
melor@wharton.upenn.edu

Team Members
Arul Daniel, Shiva Nathan, Subash Sukumaran, Senthil Palaniappan

Industry
Information Technology
The annual cost of mistreating patients in America is $6.8 billion. Information technology can help intervene and bring this cost down significantly. RF-Zing will provide an RFID-based application and middleware for hospitals and medical providers who want to provide a safe and secure medical environment for their customers.

SATv

Team Leader
Mitzi Reaugh
mitzi@wharton.upenn.edu

Team Members
Noah Shanok, Stephanie Mann

Industry
Education
SATv will act as an educational material aggregator for distribution through pay-per-view (PPV) or video-on-demand (VOD). SATv will license the highest quality educational materials for production and distribution.

SmartPark

Team Leader
Michael Last
mdlast@wharton.upenn.edu

Team Members
Ashley Springer, Maxim Chekanovsky, Petros Sakkis, Maria Whitman, Alex Brown, Chris Siragusa, Katharine Thiers

Industry
Distribution/Transportation
SmartPark is an integrated parking management system that allows drivers to find parking spaces more easily while helping organizations to better manage scarce parking resources.
VENTURE FAIR JUDGES

The Wharton Business Plan Competition is grateful to the many individuals who volunteered their time and provided valuable feedback to student teams as judges, mentors, and contributors.
Bill Cadogan (WG'85)
General Partner,
St. Paul Venture Capital

Bill Cadogan is a General Partner with St. Paul Venture Capital. With a career-long passion for technology investments, Cadogan focuses primarily on emerging opportunities in the communications sector. He manages a team that has 33 companies in its investment portfolio spanning the range from component companies through full system level companies. Prior to joining St. Paul Venture Capital in April 2001, Cadogan was Chairman and CEO of Minnesota-based ADC, Inc., a Fortune 500 company.

Cadogan joined ADC in 1987 as Vice President, Private Network Marketing. In May 1990, he was appointed President and Chief Operating Officer of ADC, and was elected President and CEO in July 1991. In February 1994, Cadogan was elected Chairman of the Board of Directors. Under his leadership, ADC grew from $263 million in revenue in 1990 to approximately $3.2 billion in 2000.

Cadogan holds a BS in electrical engineering from Northeastern University and an MBA from the Wharton School of the University of Pennsylvania. He is a member of the Telecommunications Industry Association and served as the association's chairman in 2000.
Jack Daly (WG'89)
Vice President
Goldman, Sachs & Company

Jack Daly, a Vice President in the Principal Investment Area (PIA) of Goldman Sachs, focuses on leveraged buyouts. One of the world's largest private equity investors, PIA has invested over $13 billion in over 500 companies since 1986, and is currently investing from the $5.25 billion GSCP 2000 equity fund and $2.7 billion GS Mezzanine III fund. Daly serves on the boards of IPC Information Systems, Gains International, and Clearwire Holdings. Prior to joining PIA in 2000, Daly worked in Investment Banking at Goldman Sachs. From 1991 to 1997, Daly was a Senior Instructor of Mechanical & Aerospace Engineering at Case Western Reserve University, focusing on manufacturing, design, and product development. He also founded two companies, ADApt America and Daly Technology, and briefly served as a Visiting Professor of Industrial Engineering at Kasettsart University in Bangkok. Daly has been featured on ABC World News and in The New York Times for his work with the Case Engineering Service Group, a nonprofit organization he founded in 1991 that builds specialized equipment for people with disabilities.

Daly holds BS and MS degrees in mechanical engineering from Case Western Reserve University and an MBA from the Wharton School of the University of Pennsylvania.

James Furnivall (WG’84)
General Partner,
Canaan Partners

Jim Furnivall focuses on software and infrastructure investing out of Canaan's East Coast office. Prior to joining Canaan in 1996, Furnivall specialized in information technology as an Associate Director in Bear Stearns' Investment Banking Department. His investment banking experience includes mergers and acquisitions and the full range of capital raising for technology companies throughout their growth cycle. Earlier in his career, Furnivall worked as Vice President of 31 Capital Corporation, Vice President Acquisitions and Divestitures for Atari Corporation, and Vice President in PaineWebber's Investment Banking Department.

Furnivall is a graduate of Princeton University with a BSE in chemical engineering, and received an MBA from the Wharton School of the University of Pennsylvania. He serves on the boards of O-in Design Automation, Business Layers, Empirion, Gemplex Internet, MarketSoft, ReShape, Silicon Alley Seed Investors, and Synchronicity, and was responsible for Canaan's investments in Indus River, acquired by Cabletron, Ganymede Software, Network Engines, and Tallan.
David Kronfeld (WG’77)
Chairman,
JK&B Capital

David Kronfeld founded JK&B in 1996. He is an experienced venture capital investor and telecommunications industry executive, with over twenty years of experience.

Prior to forming JK&B, Kronfeld was a General Partner at Boston Capital Ventures (BCV) beginning in 1990, where he focused on making venture capital investments in companies in the telecommunications and software industries. Before joining BCV, Kronfeld was with Ameritech from 1984 through 1989, where he was the Vice President of Acquisitions and Venture Investments responsible for directing Ameritech’s venture capital investments in a broad array of telecommunications-related companies and all of Ameritech’s mergers and acquisitions activities. In addition, Kronfeld was a Senior Manager at Booz Allen & Hamilton, an international management consulting firm, and a Systems Analyst at Electronic Data Systems.

Kronfeld earned a BS in electrical engineering with high honors and an MS in computer science from Stevens Institute of Technology, and an MBA from the Wharton School of the University of Pennsylvania.

John Osher
Entrepreneur

John Osher has been one of America’s most successful entrepreneurs over the past twenty years. He has developed hundreds of consumer products and has built and sold several successful businesses to major companies. Osher is most popularly known as the guy who brought the “five dollar electric toothbrush” to the world. Launched as the SpinBrush, in only fifteen months it became the top-selling toothbrush in the United States. He started the toothbrush company in 1999 with $1.5 million and sold the venture to Procter & Gamble only two years later for $475 million, a record-breaking multiple for the industry.

Earlier, Osher founded CAP Toys, a company that brought to market many different toys, including the widely popular “Stretch Armstrong.” After building sales to $125 million in the mid-1990s, he sold the company to Hasbro in 1997. He is currently working on his new company that will introduce an exciting new consumer product in June of this year.

In addition to his efforts as a business entrepreneur, Osher has successfully produced several Broadway shows. He is also a Zenith Fellow of the National Alzheimer’s Association and a Board Member of Cleveland’s University Hospital.
David A. Piacquad (WG'84)
Vice President,
Business Development,
Johnson & Johnson

As Vice President, Business Development, David Piacquad is responsible for supporting business development and venture capital activity throughout Johnson & Johnson. He has worked on the acquisitions of Orquest (2003), OraPharma (2003), Inverness Medical (2001), and the S. C. Johnson Dermatological Business (1999), along with the mergers of ALZA (2001) and Centocor (1999). He is a board member of J&J's internal venture capital unit, Johnson & Johnson Development Corp. He has also been involved in building J&J's capabilities in the area of post-merger integration.

Prior assignments include Chief Financial Officer for Ortho-Clinical Diagnostics and Vice President, Licensing & Acquisitions, Worldwide Nonprescription Pharmaceuticals for Johnson & Johnson. Other experience includes four years with Johnson & Johnson • Merck Consumer Pharmaceuticals Company, where Piacquad served as Chief Financial Officer. He was part of a team identifying this opportunity and negotiating the joint venture agreement with Merck. Piacquad holds a BA from Colgate University and an MBA from the Wharton School of the University of Pennsylvania.

Andy Raskin (WG'94)
Senior Editor, Business 2.0

Andy Raskin is a senior editor at Business 2.0. He joined the magazine in June 2002 as a senior writer, covering consumer goods and products, as well as entrepreneurship and quirky and unusual business ideas. Raskin has written for various publications, including Wired and Fast Company. He has also been a columnist for Inc. and a commentator for National Public Radio's All Things Considered. Before becoming a journalist, Raskin was co-founder and former CEO of Qbiquity, a marketing software company that was sold in 2002 to Collabrys. He also worked as a management consultant specializing in the retail industry for CSC Index and Japan's Netyear Group. Raskin holds a BS in computer science from Yale University, an MA in international studies from the University of Pennsylvania, and an MBA from the Wharton School of the University of Pennsylvania.
Daniel L. Skaff (WG'87)
Managing Partner,
Sienna Ventures

Dan Skaff is the founder of Sienna Ventures, a venture capital firm creating a portfolio of high-growth consumer and business service companies where applied technology creates a distinct advantage. Skaff has sponsored a number of innovative growth companies such as @Motion and Openwave Systems (now combined Nasdaq OPWV), Protocol Communications, M7 Networks, Sorrent, Priceline.com (Nasdaq PCLN), Widcomm, Heidi's Fine Desserts, and Bojangles' Restaurants. He is also co-founder and past Chairman of Pon North America, a $325 million industrial distribution company; a founding sponsor of Pasadena Entretetc, a technology development project affiliated with the California Institute of Technology; and a founding advisory board member of Northstar Capital, a $300 million subordinated debt fund.

Prior to Sienna, Skaff was a corporate finance executive with Bankers Trust Company (now Deutsche Bank AG) and BankAmerica Corp. He has served as trustee or advisory board member of the Bay Area Children's Discovery Museum, Willmar Center for Children, Pact Children's Services Agency, Harvard College Fund Council, and Sierra Club Foundation, and is founder of the Sienna Foundation, which provides support to underserved children.

Skaff received an AB with honors from Harvard University and an MBA from the Wharton School of the University of Pennsylvania.
Salman Ullah
General Manager,
Corporate Strategy Group
Microsoft Corporation

As General Manager of Microsoft’s Corporate Strategy Group, Salman Ullah, along with his team, is chartered with jumpstarting emerging businesses, providing alternative viewpoints on business issues, and identifying operational improvements.

Ullah joined Microsoft in 1997 as a Senior Manager in MSN Business Development. He then spent three years in Corporate Development working on a range of investments, especially international cable deals. Prior to Microsoft, Ullah spent four years in the Chicago office of McKinsey & Co. as a consultant. He was also a research fellow in theoretical physics at the University of Virginia and the University of Chicago.

Ullah holds a PhD in theoretical physics from Stanford University and a BA in Physics from the University of Oxford.
The business playbook for a new generation of leaders.

BUSINESS 2.0
www.business2.com
JUDGES: PHASE I

Michael Aronson
Director, Vintek

Guy Ashley
VP, CMMC Ventures

Richard Barth
Senior VP, Edison Schools

Kenny Beck
President, Beck Office Furniture

Lawrence Berger
CEO, Ames Watson Capital LLC

Darren Black
Associate, Schroder Venture Life Sciences

Greg Borca
CEO, Doral Dental USA

Scott Bremen
Associate, LLR Partners

Adam Breslin
Associate, Imperial Capital Corporation

Bill Britton

Stephen Broad
CEO, Annie Chuns Inc.

Philip Bronner
Principal, Novak Biddle Venture Partners

Parker Brophy
Founder and Partner, Mustang Capital Partners

Bryan Burkhart
Managing Director, Eastern Area, Callidus Software

Joseph Cesarz
Acquisition Manager—Corporate Development, Metavante Corporation

Michael Chang
Associate, J.H.I. Partners
Steven Collins
VP Finance, Navigation Technologies Corporation

Robert Cooper
CEO, Ricochet Inc.

Nirav Desai
Senior Associate, Paladin Capital Group

Randy Domolky
Principal, NextStep Partners

Jennifer Dore

Ken Elefant Sr.
Associate, Lightspeed Venture Partners

Stewart Elliot
HatCreek

Daniel Erlbaum
President, Kanter International

Glenn Evans
President, Valley View Ventures

Peter Fair
Associate, The Aurora Funds Inc.

George Ferris
Senior VP, Allied Capital

Marcelo Fonseca
Associate, Darby Overseas Investments

Chuck Frank
Partner, The Parkside Group

Jeffrey Frank
Director, Corporate Business Development Division, Sumitomo Corporation of America

Darren Fredette
VP, TSG Capital Group

Rajeev Garside
VP, Perseus L.L.C.

Jay Goldstein
Partner, Kleinbard Bell and Brecker

William Gordon
Jason Green  
Platform Learning

Edward Greer  
Manager, Business Development and Commercialization, Emerging Technologies, Rohm and Haas

Kirk Griswold  
Partner, Argosy Partners

Bill Hilliard  
Visiting Scholar, The Wharton School

Spencer Hoffman  
Director, Safeguard Scientiﬁcs

Miles Huffstutler  
Consultant and investor

Thomas Kania  

Guarav Kapoor  
CFO, MetricStream

Maggie Keohan  
Associate, Goldman Sachs

Seth Kessler  
Executive VP, Graphography

Zafar Khan  
Founder and CEO, RPost

Joe Killackey  
Managing Director, TRF Private Equity

John Kim  
Managing Director, Burrill & Company

Karin Klein  
VP, Softbank Inc.

Jon Klemens  
President, First Renaissance Ventures Inc.

Raghu Krishnaiah  
Executive VP, GreenPoint Mortgage

Krish Krishnan  
Senior Managing Director, Third Security L.L.C.

René Lajous  
VP, Cambria Group

Adam Lampert  
Managing Partner and Founder, Next Band Partners

George Lauro  
Managing Director, Wasserstein Venture Capital

Nelson Law  
Director of Strategic Initiatives, HBD Industries

Michael Leidesdorf  
Principal, Questmark Partners

Scott Lenet  
Managing Director, DEJ Frontier

Ronald Lennox  
Partner, Collinson Howe & Lennox

Christopher Leong  
VP Strategy, SIRTF

Tal Lev  
Principal, JVP

David Libowitz

Leslie Light  
Project Manager, Business Development, Deere & Company

Schira Lillis  
Managing Director, S.E. Lillis L.L.C.

Robert Lisowski  
Director, Tactical Systems, Level 3 Communications

Kelvin Liu  
Center Director, TIF Ventures

Esther Luh  
Senior Associate, Apax Partners

Rodd Macklin  
CFO, Perseus L.L.C

Jess Marzak  
COO, WhiteHat Security

Jeffrey Mckibben  
VP, Odyssey Investment Partners

Leon Metzger  
Vice Chairman, Paloma Partners Management Company
Jonathan Miller  
President, Stock'Trans

Kevin Miller  
Senior VP, RCM Technologies Inc.

Rana Mitra  
Associate, Marc Bell Capital Partners

Howard Morgan  
President, Area Group Inc.

Adam Moskow  
President, Entrepreneurial Consulting, LLC

Dennis Murphree  
Managing General Partner, Murphree Venture Partners

Bill Newell  
Managing Director, Kildare Enterprises

Melissa Nguyen  
Associate, Dailey Capital Management

Colman O'Murchu  
Associate VP, Strategic Business Development, BTG International Inc.

Geoff Pardo  
Associate, Cardinal Partners

Francis Parish  
VP, Pacific Capital Group

Satya Patel  
Manager, Strategic Partnerships, Google

Bill Pearce  
Director, EMP

Ramon Peypoch  
Senior Associate, Trident Capital

Chris Pienkowski  
Founder, Chairman, and CEO, CoolSource Technologies

Steve Podradchik

Steve Polsky  
Senior VP, Business Development, Edusoft

Krishnan Ramaswami  
Managing Director, Kayne Anderson Capital Advisors
John Randolph  
Redhills Ventures LLC

Boris Rapoport  
Associate, FT Ventures

Bruce Rector  
Partner, WhiteKnight Solutions LLC

Matt Rieke  
Principal, Quaker BioVentures Inc.

John Righini  
Subaru of America

Dominic Rodrigues  
Principal, SAIC Venture Capital Corporation

Michael Rotgin  
Partner, Rolling Oaks Capital

Paul Rudick  
Principal, Blue Hill Partners

Daniel Salliotte  
VP, Oxford Investment Group

Samuel Schwerin  
Managing Partner, Millennium Technology Ventures

Sanjay Sehgal  
Partner, Schroder Capital Partners Limited

Suresh Shanmugham  
Partner, Boston Millennia Partners

Kenneth Shapiro  
Financial Advisor, Merrill Lynch

Roger Sheftel  
President, AssignByWeb

Scott Sill  
Managing Partner, CB Nesbitt & Co.

David Simon  
Senior Associate, Littlejohn & Co.

Philippe Soussand  
President, Soussand Associates LLC

Sean Sovak  
Managing Director, W. P. Carey & Co. LLC
JUDGES: PHASE II

Todd Squilanti
Partner, Ovation Capital

Nancy Streim
Associate Dean,
Graduate School of Education, University of Pennsylvania

Trey Sykes
Inverness Capital

Syl Tang
CEO and Founder, HipGuide

Fabio Terlevich
VP, Alternative Investments, Morgan Stanley

Rob Thorne
President, Reveresoft

James Vincenzo
VP, Grimble

Mehul Vora
Associate, Updata Venture Partners

Donna Walsh
Partner, Odin Capital Group

Richard Welch
Associate, Goldman Sachs

James Wiant
VP, Golub Associates Incorporated

Eric Wiklendt

Chris Wilkerson
President and CEO, High Bar Capital

Eric Wright
Founder, Africa Venture Partners

Asish Xavier
BioRexis Pharmaceutical Corp.

Walter Zweifler
COO and Senior Financial Appraiser,
Zweifler Financial Research

Craig Aberle
Owner, TMI Properties LLC

Douglas Abrams
Managing Director, Parallax Capital Management

Michael Agostino
Associate, Investment Management, Vulcan Inc.

Adam Allen
VP, Worenklein & Co.

Jeffrey Allen
Partner, Roxiticus Ventures LLC

Sanjay Anand
Director, Business Development & Strategy,
Quest Diagnostics

Shellye Achambeau
CEO, Zaplet

John Ason
Angel Investor and Professional Angel

Henri Asseily
Founder and CTO, BizRate.com

Peter Ax
Managing Partner, Phoenix Capital Management

John Babiec
Principal, MDB Associates

Robert Baird
Director of School-University Partnerships,
Woodrow Wilson Foundation

Michael Baum
Boulder Ventures

Richard Baum
Venture Partner, Laud Collier & Company

Anthony Belott
Director, Corporate Development, DaVita Inc.

John Bender
Associate, Goldman Sachs

Erik Bethel
Managing Partner, Compass Point Capital Partners
Albert Boris  
Director, DB Alex Brown

Barbara Braman  
VP, CEP

David Britts  
Partner, Com Ventures

Kenneth Bronfin  
President,  
Hearst Interactive Media, The Hearst Corporation

Denise Brosseau  
Principal, Brosseau & Associates

Steve Brotman  
Managing Director, Silicon Alley Venture Partners

George Chuang  
Partner, Epic Partners L.L.C.

Laura Ciavola  
CIO, Concentra

Brett Cohen  
VP, WJS&A Inc.

Andrew Constantin  
Partner, Constantin Partners

Christine Cordaro  
CMEA Ventures

J. Peter Coyne  

Stephen Crane  
Partner, Emerging Growth Markets, Ernst & Young LLP

Andy Cross  
President and CEO, Clear Horizons

Blake Cumbers  
VP Development, Boyd Gaming Corporation

George De Sola  
Chairman and CEO, DecisionOne

Charles Dwyer  
Graduate School of Education, University of Pennsylvania

Donald Eavenson  
VP Worldwide New Business,  
McNeil Consumer & Specialty Pharmaceuticals

Michael Eckstut  
Chairman, Health Care Committee, Keiretsu Forum

Yaron Eitan  
Partner, SCP Private Equity Partners

Kevin Fallon  
President, MX Logic Inc.

Amos Fleisher  
Managing Director, Rock Maple Ventures

Rick Foreman  
VP Finance & Administration, Ion America

Jeff Frick  
President and CEO, Farallon Manufacturing

Phil Friedman  
President and CEO, CGS Inc.

Sally Furman  
CFO, The Furman Group Inc.

Don Ganguly  
Founder and CEO, Equinox/Nexgenix

Roger Glickman  
President, Great Circle Family Foods LLC

Curtis Glovier  
Managing Director, Perseus L.L.C.

Andrew Goodman  
GE Commercial Equipment Financing

Thomas Gooley  
VP, Goldman Sachs

Randy Greene  
Managing Partner, Greene Capital Partners

Liz Hall  
President, Ardale Associates

Div Harish  
Managing Partner, YPoint Capital
Jeffrey Harris  
Managing Director, Warburg Pincus LLC

Jim Hazy  
Managing Director, North Rim Capital LLC

Eric Hertz  
COO, Western Wireless

Scott Hilleboe  
Principal, Steamboat Ventures

Steven Hooper  
Partner, Ignition Capital

Linda Hope  
Managing Director, Aspire Consulting

Jonathan Huberman  
General Partner, Idanta Partners

Brian Hughes  
Managing Partner, Technology Communications, KPMG

Mark Hurwich  
VP, marketRx

Boris Kalandar  
Managing Partner, SVM Associates Ltd.

Anne Kalin  
VP, LYNKA Promotional Products

Eyal Kaplan  
General Partner, Walden Israel

Michael Kim  
Partner, Rustic Canyon Partners

John King  
Principal, Chernin Company

Jennifer Knebel  
Partner, Pendergast Partners LLC

Nicole Kubin  
President, Cornerstone Capital Advisors

Keh Kwek  
Senior VP, Sovereign Bank

Pat La Vecchia  
Managing Director and Co-Founder, Viant Group
Irene Landolt  
Partner and Founder, Landolt LLP

Jimmy Lee  
Director, Ben Franklin Technology Partners

Warren Lee  
Principal, Comcast Interactive Capital

Lou Leone  
National Director, HIPAA Complete

Richard Levin  
Chairman, Pennsylvania Private Investors Group

Doug Levy  
President and CEO, imc2

Jean-Marc Levy  
Managing Partner, Rudder Capital LLC

Chip Linnemann  
Managing Director, Goldman Sachs

Alexander Lloyd  
Venture Partner, Rustic Canyon Partners

Trevor Loy  
Managing Partner, Flywheel Ventures

Marc Magliacano  
Principal, North Castle Partners

Mark Mannino  
VP Advertising Operations, WhenU.com

David Maren  
Founder, Maren8 Marketing

Michele Masterfano  
Senior VP, The Colmen Group

John May  
Managing Partner, New Vantage Group

Jason Menegakis  
Attorney, Klehr Harrison Harvey Branzburg & Ellers

Mark Menell  
Partner, Rustic Canyon Partners

Farhad Mohit  
Chairman and Chief Product Officer, BizRate.com
Charles Moldow  
Senior VP Business Development and Sales, 
Tellme Networks

Rick Mosenkis  
President and CEO, Trichys

Ron Murayama  
CEO, Amden Corporation

James Murphy  
Executive Director, Worldwide Licensing & Acquisitions, 
Johnson & Johnson Consumer Companies

John Murray  
Managing Director, Deutsche Bank Securities

Jack Negrey  
Senior Manager, KPMG

Anna Nekoranec  
Managing Director, The Mayfair Group

Minh Nguyen  
Principal Business Analyst, AOL

Bradford Oberwager  
CEO, OpenWebs Inc.

Gary Orenstein  
VP Marketing, Compellent

Sangam Pant  
Partner, Evercore Ventures

Thomas Penn  
Partner, Meridian Venture Partners

Jeffrey Perlman  
Principal, Apax Partners

Scott Perricelli  
VP, LLR Partners

Suma Raju  
Associate, Goldman Sachs

Hari Ramsubramani  
Marketing Manager, 
National Starch and Chemical Company

Ashley Read  
Partner and CFO, Blueprint Ventures

Lincoln Rowley  
Managing Director, Cornwall Consultants to Management

Steve Sammut  
Senior Fellow, The Wharton School

Sandra Schubert  
VP, Goldman Sachs

Farimah Schuerman  
Principal, Farimah Schuerman

Daniel Schultz  
Managing Partner, Draper Fisher Jurvetson Gotham

Mary Scucci  
CFO, Power Medical Inc.

Neil Sequeira  
Managing Director, Technology, Time Warner Investments

Shivam Shah  
Senior Program Officer, Education, 
Bill & Melinda Gates Foundation

Andrew Sheehan  
Managing Director, VantagePoint

Mark Sherman  
General Partner, Battery Ventures

Roger Shiffman  
Managing Member, RC Greenleaf Partners LLC

David Shindeldecker  
President and CEO, The Redstone Companies

Tony Singarayar  
Executive Director, Worldwide Business Development, 
Johnson & Johnson

Joshua Slavitt  
Partner, Synnestvedt & Lechner LLP

Michael Song  
Partner, Rustic Canyon Partners
Todd Springer  
Managing Director, Trident Capital

Christopher Starr  
Managing Director and VP for Investments, Innovation Philadelphia

Brian Stengel  
Managing Director, The Bellwether Group

Peter Stokes  
Executive VP, Eduventures Inc.

Jonathan Strause  
Managing Director, The Bellwether Group

Bart Stuck  
Managing Director, Signal Lake Ventures

Mark Style

Hendrik Susanto  
Principal, IDG Ventures

John Tam  
Practice Manager, Advisory Board Company

Alan Tamarelli  
President, AWT Private Investments

Andrew Tang  
Principal, Infineon Ventures

Stephen Tang  
President and CEO, Millennium Cell Inc.

John Tedesco  
President, Guardian Mobile Monitoring Systems Inc.

Ed Tepper  
CEO, Greenview Ventures LLC

Nikos Theocharopoulos  
Executive Director, Goldman Sachs Asset Management

James Thompson  
Associate Director, The Wharton School

Tom Van Horn  
President and CEO, UtilX

Dinesh Vaswani  
General Partner, Walden International

Felipe Vergara  
Founder and Director, Primera Languages

Ravi Viswanathan  
Principal, New Enterprise Associates

Hardeep Walia  
Director, Microsoft

Phil Weinberg  
Director of Operations, Victory Schools

Dennis Weiss  
VP, West Central Produce Inc.

Chris Wilkerson  
President and CEO, HighBar Capital

Michael Yang  
Principal, Atlas Venture

Walter Zweifler  
Senior Business Appraiser, Zweifler Financial Research
JUDGES: PHASE III

Herb Althouse  
Equitable Companies, Inc.

Richard Bendis  
President and CEO, Innovation Philadelphia

Dexter Blake  
Managing Director, Allen Capital Markets, LLC

Virginia Bonker  
Partner, Blue Rock Capital

Doug Brackbill  
CEO, NeuBond Inc.

Michael Bzdak  
Director, Corporate Contributions, Johnson & Johnson

Max Chee  
VP, Mellon Ventures

Jim Collins  
Sovereign Bank

Anne-Marie Corner  
Founder, Biosyn Research & Development

Teo Forcht Dagi  
Partner, Cordova Ventures

Terry D’Alessandro  
Division President, Sovereign Bank

Barbara Dalton  
S.R. One, Ltd., EuclidSR Partners, LLP

Deborah Devedjian  
Managing Partner, Copernicus Learning Fund

Tom Fitzsimons  
Director, Center for Technology Transfer

Dave Flaschen  
Managing Director, Flagship Ventures

Richard Forman  
Managing Member, RDF Ventures L.L.C.

Randy Goodreau  
VP Business Development, Johnson & Johnson

Bob Greene  
Managing Partner, Flatiron Partners

Thomas Hartman  
Owner, LeaderBoard Management

Peter Hsing  
Director, Microsoft

Brett Hurt  
Founder and Chief Architect, Coremetrics

Angelique X. Irvin  
President, Clear Align

Amish Jani  
VP, Pequot Ventures

Jeffrey Kabot  
Director, Levine Leichtman Capital Partners

Diane Melley  
Corporate Community Relations Executive, IBM Corporation

Idris Mohammed  
VP, Goldman Sachs

Michael Moritz  
General Partner, Sequoia Capital

P. Sherrill Neff  
Managing Partner, Quaker BioVentures

Damian Olive  
Associate, Goldman Sachs

Kenneth Pereira  
CFO, De Novo Ventures

Douglas Petillo  
VP, Edison Venture Fund

George Sakakeeny  
VP, Archon Group

Samuel Schwartz Sr.  
Managing Director, Comcast Interactive Capital

Aileen Stockburger  
VP Worldwide Mergers & Acquisitions, Johnson & Johnson Consumer Products Worldwide

Bernie Tenenbaum  
President, Children’s Leisure Products Group

Richard L. Thompson  
Chairman, Ovation Jets

Rob Weber  
Managing Director, Antiphony

Jeff Weiss  
Managing Director, ASAP Ventures
MENTORS

Matt Abramson
Digital Design Works
Mike Aronson
Director, Vintek
Patti Baxter
David Benton
Jennifer Bernstein
Alan Cook
Principal, 726 Ventures
Tom Corcoran
John Craig
Royce Dalby
DFI International
Megan Davis-Hodgkins
Maine Aquaculture Innovation Center
John DeFlaminis
Emanuel “Butch” Eads
President & COO, Central Parking
Maria Erickson
Founder, Dress in a Bag (Bette-Court)
Peter Fader
Professor, The Wharton School
Marshall Fisher
Professor, The Wharton School
David Gates
President and Managing Director, Gates & Company
Brian Mackey
Bill Madway
President, Madway Business Marketing, LLC
Leslie Mayer
President & CEO, Mayer Leadership Group

David Moore
Partner, Moore Brothers Wine Company
Ron Muryama
Founder, Amden Corp.
Farid Naib
CEO, FNX Limited
David Niu
Founder and COO, NetConversions
Jason Olim
Consultant
Sharon O’Shea
VP, Marketing Communications, Neoware
Michelle Peluso
CEO, Travelocity
Chris Pienkowski
Founder, Chairman, and CEO, CoolSource Technologies
Dana Poirier
Senior VP, SAIC—Wireless Systems Group
John Puckett
Sylvia Rhone
Elektra/East West
Matt Rieke
Principal, Quaker BioVentures
Nikkita Shoatz-Ahmad
Kenneth Shropshire
Professor, The Wharton School
Rob Siebörger
Associate Professor, School of Education, University of Cape Town
Scott Sills

Charles Simon
Chairman, Primavera Systems, Inc.
Anna Smith
Gregg Spiridellis
President, JibJab Media Inc.
Ann Marie B. Austin Stephens
Senior VP, Circuit City
Tarun Tahiliani
Designer
John P. Tedesco
President, Guardian MMS
Jimmy Thompson
Associate Director, Wharton Entrepreneurial Programs
David Voth
Fannie Mae
Susan Wachter
Professor, The Wharton School
Stacey Bendet Wiener
Alice and Olivia
Ron Wilson II
CEO, Big Bang Products
CONTRIBUTORS

Professor Raffi Amit
The Wharton School

Richard A. Bendis
Innovation Philadelphia

Laura Bennett
WBPC Grand Prize Winner, 2003–2004

Mary Burke
Wharton External Affairs

Dean Rebecca Bushnell
The College,
School of Arts and Sciences,
University of Pennsylvania

Melissa Calvert
Wharton External Affairs

Suzanne M. Carney
Greater Philadelphia Venture Group

Emily Cieri
Wharton Entrepreneurial Programs

Stephen P. Crane
Ernst & Young

William Daniels
Development and Alumni Relations,
University of Pennsylvania

Brett Davidson
Wharton External Affairs

Lynne Falcone
Wharton Entrepreneurial Programs

Therese Flaherty
Wharton Venture Initiation Program

Pat Gallagher
Wharton External Affairs

Stephen M. Goodman
Morgan Lewis Counselors at Law

Richard P. Jaffe
Ballard Spahr Andrews & Ingersoll
Paula Janssen  
WBPC Committee Member, 2002–2003

Linda Kaelin  
Wharton Entrepreneurial Programs

Mary Kirk  
Wharton External Affairs

Clare Leinweber  
Wharton Entrepreneurial Programs

Professor Ian MacMillan  
The Wharton School

Kathleen McClave  
The Wharton School

Sharon Marine  
Wharton External Affairs, West Coast

Alison Matejczyk  
Wharton External Affairs

Dean Miller  
Wharton Private Equity Alumni Network

William Molloie  
PricewaterhouseCoopers

Jack Negrey  
KPMG

Rob Newbold  
Wharton Private Equity Alumni Network

Greg Pitter  
Wharton Entrepreneurial Programs

Nicole Righini  
Wharton Entrepreneurial Programs

Steve Sammut  
Wharton Senior Fellow

Lisa Serad  
Wharton Entrepreneurial Programs

Duncan Sinclair  
Wharton Entrepreneurial Programs
Andrew Sparks
WBPC Participant, 2002–2003

Anne Stamer
Weiss Tech House, University of Pennsylvania

James Thompson
Wharton Entrepreneurial Programs

Jingli Wang
Wharton Entrepreneurial Programs

Liz Williams
Wharton Entrepreneurial Programs

Peter Winicov
Wharton Entrepreneurial Programs

Alan L. Zeiger
Blank Rome
WHARTON BUSINESS PLAN COMPETITION COMMITTEE

Co-Chairs
Michael Kopelman
Kimberly Palermo

Co-Directors, Judge Relations
Thatcher Bell
Mark Mitchell
Cathy Tsai

Director, Operations and IT
Bonnie Niederstrasser

Co-Directors, Marketing
Julia Gamburg
Tejsvi Rai

Director, Education Track
Simi Wilhelm

Director, Mentoring
J. Patrick Gaffney

Co-Directors,
West Coast Operations
James Mullarney
Jayesh Sahasi
WHARTON ENTREPRENEURIAL PROGRAMS ADVISORY BOARD

Robert B. Goergen, Chair (WG’62)
Founder and Chairman,
Blyth Industries

Michael G. Bolton
Managing Director,
PA Early Stage Partners

Teo Forcht Dagi (WG’95)
Managing Director
and Managing Partner,
Cordova Ventures

Stephen M. Goodman (W’62/L’65)
Morgan Lewis Counselors at Law

James McElwee (WG’76)
General Partner,
Weston Presidio Capital

William N. Melton
Entrepreneur

Elon Musk (W’97)
CEO and Chief Technology Officer,
Space Exploration Technologies

Sukanto Tanoto
Chairman and CEO,
RGM International Pte Ltd

Richard L. Thompson (WG’96)
Chairman,
Ovation Jets
IN-KIND SPONSORS:

- Ballard Spahr Andrews & Ingersoll, LLP
- Blank Rome LLP
- Ernst & Young
- KPMG
- Morgan Lewis
- PricewaterhouseCoopers

FRIENDS OF THE WBPC:

- Greater Philadelphia Venture Group
- Innovation Philadelphia
- Wharton Private Equity Alumni Network
A global philanthropic organization, The Goldman Sachs Foundation makes substantial investments in outstanding education initiatives that prepare today's young people to become tomorrow's leaders and entrepreneurs.

The University of Pennsylvania's The Goldman Sachs Foundation Entrepreneurship in Education Program is a unique partnership that cultivates the analytical and leadership skills of participating students to produce a new cadre of effective education entrepreneurs. We are proud to be a part of this effort, and offer our congratulations to all the Business Plan Competition teams, student organizers and winners.

Visit the Foundation at www.gs.com/foundation.