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Wharton Business Plan Competition Venture Finals 2006-2007

University of Pennsylvania

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Wharton Entrepreneurial Programs

Wharton Business Plan Competition

Venture Finals 2006–2007
The Wharton Business Plan Competition acknowledges and thanks its sponsors for their generosity and support.

The Wharton Business Plan Competition is a part of Wharton Entrepreneurial Programs.

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Schering-Plough is proud to support the Wharton School of the University of Pennsylvania.

Schering-Plough is a global science-based health care company with leading prescription, consumer and animal health products.
Each team will have 10 minutes to present and 10 minutes of judge Q&A. Five minutes are allotted to transition between teams.
Competition

The Wharton Business Plan Competition (WBPC) is among the leading global university-run business plan competitions. The 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 150 student teams annually, comprising nearly 400 participants from Schools across the University.

These participants receive:
- a structured educational entrepreneurial experience;
- access to experienced entrepreneurs through the Mentor Program;
- interaction with seasoned venture capitalists;
- training in business plan writing, the legal issues of entrepreneurship and business plan financial development; and
- an introduction to myriad entrepreneurial resources, both on campus and regionally.

Program Overview

Phase II

Phase II—Competitive Phase: 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, entrepreneurs and industry experts, who rank the feasibility of the proposed businesses. At the end of Phase II, 25 semi-finalists are selected through a rigorous judging process.

Phase III

Phase III—Semi-Finals: 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 Finals, where cash and in-kind prizes are awarded.

Participation Process

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

Phase I—Advisory Phase: Brief Business Concept

Hold in the fall, Phase I encourages participation by as many students as possible through the development and appraisal of a business concept. This is a noncompetitive phase where ideas are reviewed and critiqued, but neither scored nor ranked against each other.
Phase IV Venture Finals

The premier event of the WBPC, the Venture Finals is a unique opportunity for the “Great Eight” finalists to present their business plans to distinguished judges, who will select the winners. The Venture Finals attracts an audience of over 200 venture capitalists, entrepreneurs, industry specialists, 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 provide them insight into the business world and, in doing so, help to shape specific aspects of the students’ concepts or plans. 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. 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 each judge reads a given business concept overview or plan only once during the competition.

Workshops

Workshops complement the mentoring and judge provided feedback received by WBPC participants. Led by Wharton and Penn faculty, as well as members of the University of Pennsylvania entrepreneurial community, the workshops are open to all student teams. This year’s workshops appear on the following page.
Workshops

Past Winners and Finalists Panel
October 23, 2006

Dhaval Gosalia, PhD’06
2005 Grand Prize & 2004 3rd Place Winner
- FibrinX

Onne Ganel, WG’03
2002 Grand Prize Winner
- MicroMRI

James Thottam, WG’06
2006 Great Eight Finalist
- iBroker Inc

Mike Viola
2006 Great Eight Finalist
- OrthoLab Technologies

Idea Generation
November 1, 2006

Gary Dushnitsky
Assistant Professor of Management
- The Wharton School

How to Write an Executive Summary
December 1, 2006

Lawrence Gelburd, WG’91
Associated Faculty
- Wharton Entrepreneurial Programs

Legal Basics for Entrepreneurs
December 9, 2006

Rebecca Clayton
Clinical Supervisor & Lecturer
- University of Pennsylvania Law School and Entrepreneurship Legal Clinic

The Realities of Launching a Biotechnology Company
February 9, 2006

David Piacquad, WG’84
Senior Vice President for Business Development
- Schering-Plough

Sumant Ramachandra
Vice President, Global Development for Oncology
- Schering-Plough

Stacey Seltzer, WG’04
Senior Manager Global Licensing
- Schering-Plough

How to Write a Business Plan
February 14, 2007

Eric Siegel, W’78, WG’80
Associated Faculty
- Wharton Entrepreneurial Programs

Business Plan Financials
March 19, 2007

Jeffrey Litvack, W’90
President
- SSI Advisors

Presentation Skills for Entrepreneurs
April 14, 2007

Lisa Warshaw
Director
- Wharton Communication Program

Glenn Rockefeller
President
- Tech Solutions Group

Lecturer
- Wharton Communication Program
Competition Prizes

Student teams participating in the WBPC compete for $40,000 in cash prizes and access to entrepreneurial resources or capital. Judges will select the winners of the following prizes at the Venture Finals:

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

**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 and submit a business plan for consideration as a finalist. The Gloeckner Award is a $5,000 cash award.

In-kind Legal and Accounting Services

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

Past Winners

Since its inception, the WBPC has generated a host of business concepts that have grown into successful ventures including PayMyBills.com, BuySafe, NetConversions, Stata Labs, DealMaven, Verge Solutions and MicroMRI. Past winners have raised significant amounts of venture funding, sold their businesses to successful multinational corporations and received industry recognition for their innovations.

For additional details about our past winners and where they are now, visit page 27.
As an MBA degree candidate you've demonstrated a passion for acquiring knowledge and advancing your career. You understand the advantages of growing your career within a small company, where you can be closer to the business while working with an entrepreneurial team. You also recognize the breadth of career opportunities and international perspective that a global organization can provide.

Who says you have to choose?

Within the Johnson & Johnson Family of Companies you can experience an entrepreneurial atmosphere that encourages teamwork and innovation—in fast-paced environments that have the feel of a small company—where people are empowered to grow as leaders and to drive their own careers. But you'll also find the impact of the world's most comprehensive and broadly based manufacturer of health care products.

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Johnson & Johnson is proud to be a Gold Sponsor of the Wharton Business Plan Competition.
Wharton Business Plan Competition

Finalists

The "Great Eight"

Angiologix
CircumMed Biopharmaceuticals
Energetica
Foodilly Chocolate Factory
Nantronics
NP Solutions
Tamaia Kanes
Yektor

Finals Teams & Judges
Angiologix

Description

Angiologix Inc., a medical diagnostic device company, is dedicated to human cardiovascular health. Its patented products improve the assessment of cardiovascular health and reduce the risk for cardiovascular events such as heart attack and sudden cardiac death, by means of diagnosing the endothelial dysfunction. The company's goal is to serve its customers—clinical researchers, physicians and patients—by providing them with tools for cardiovascular health assessment and monitoring. There are currently no diagnostic tests that can accurately identify patients who will experience a cardiovascular (CV) event. The existing diagnostic tools focus on the assessment of the severity of the CV risk factors and the extent of atherosclerosis, which do not accurately measure the risk for CV events. Due to the significant shortcoming of the existing diagnostic tools, many who experience CV events are not identified. Therefore, a substantial unmet need exists for an improved diagnostics of patients at risk for CV events. The endothelial function testing with the company's products provides an accurate, non-invasive, point-of-care tool that addresses this significant clinical need. The superior accuracy of Angiologix's products is the company's main competitive advantage.

Angiologix management team is comprised of members who bring extensive experience in cardiology, marketing and management of clinical trials. The management team is experienced in technological innovation and product development with a proven track record of developing commercially successful diagnostic tests in the area of cardiovascular health. The company's clinical advisory board members are prominent thought leaders in the area of cardiovascular medicine.

Team Leader

Maria (Masha) Merchant
maria@angiologix.com

Team Members

Angel Angelov
Alexandr Parfenov

Industry

» Life Sciences/Biotech
CircuMed Biopharmaceuticals

Description

CircuMed Biopharmaceuticals is an early-stage company developing novel approaches to treat thrombotic diseases based on a series of proprietary drug delivery platforms. Thrombotic diseases, such as stroke and heart attack, are the result of undesired clots inside blood vessels, and they are the leading cause of death and disability in industrialized countries.

I view my participation in the competitions as my best learning experiences during my two years at Wharton.

Jonathan Goodspeed, Grand Prize Winner 2004–2005
Energetica

Description

Energetica's objective is to facilitate more efficient production of energy at U.S. landfills and wastewater treatment plants by converting contaminated biogas into a high quality, energy rich gas. Energetica holds patent pending technology to filter out specific biogas contaminants that reduce biogas power plant output and accelerate equipment degradation. Biogas is gas produced by the anaerobic digestion of organic matter at sites such as landfills and wastewater treatment plants. When the gas is extracted, it contains methane (the supply of energy), and other chemicals. Some of these chemicals such as volatile organic compounds and siloxanes are extremely harmful to the power generating equipment. Energetica's technology removes the contaminants to undetectable levels. By filtering out the contaminants, the energy producers can increase power output and reduce maintenance costs, increasing the efficiency with which they produce energy. This technology has been used at 80 facilities generating over $3 million in revenues. Energetica's business model is to manage all gas treatment aspects of a biogas-to-energy project, including the design, construction and ongoing operation. The pricing model will be based on the value-added to the plant owner's bottom line. Experience has shown that, for a typical 3.6 MW installation, a 5MW installation creates a net present value of $2.6 million with upfront revenue for Energetica of $430,000 (generating a 20% gross margin) and recurring revenues of $144,000 per year (generating a 50% gross margin). Pressure on energy prices, along with tighter emissions regulations, provides an increasingly lucrative environment for landfill and wastewater treatment plant owners to sell biogas. Energetica's technology and experience, in combination with the current demand for renewable energy, represents a unique opportunity to become the leading value-added service provider to the growing biogas market.

Team Leader
Mat Peyron
peyron@wharton.upenn.edu

Team Members
Jed Brawley
Xavier Lombard
Edouard Meylan
Blake Sonnek-Schmelz
Pieter Staelens
Paul Tower

Industry
» Other
Foodilly Chocolate Factory

Foodilly Chocolate Factory is the retail candy store chain that allows customers to create their own candy bars in an interactive factory-style setting. Experience-driven retailing with a focus on customer personalization is a proven business model. Cold Stone Creamery exemplifies this point with ice cream; Starbucks with coffee; Build-A-Bear with stuffed animals; and Cereality with cereal. All of these items have been considered commodity products in the U.S. for decades, but by building an experience around them, retailers have instilled substantial value in both the goods themselves and the process through which they are created.

Winning the Wharton BPC provided us with...extraordinary publicity that catapulted the company on the global radar....

—Baruch Ben-Dor, Grand Prize Winner 2003-2004
Nantronics

Nantronics Semiconductor designs and develops low-cost and high-performance non-volatile memory integrated circuits and related devices. Its patented technology is able to offer customers products with substantial technological advantages over the current market leaders. The superb features of Nantronics devices include: much higher density (potentially for hard disk replacement), lower-voltage operation, lower-power consumption, improved reliability, faster operation speed and lower manufacturing cost. More importantly, the technologies are fully compatible with conventional CMOS process flow and can achieve embedded flash/logic on-chip integrated solution for the next generation mobile wireless applications.

The feedback we received at each stage...was invaluable in allowing us to refine our business plan and develop a successful fund-raising strategy.

Chris Ashton, Grand Prize Winner 2002–2003
NP Solutions

NP Solutions is a biotech company offering tissue engineered therapeutic agents for the treatment of degenerative disc disease (DDD). The company offers RejuvaDisc™, an injectable hydrogel treatment for back pain related to DDD. It is a second generation spine therapy solution designed to specifically address the deficiencies of treatment paradigms for DDD. RejuvaDisc™ is a self-hardening (in situ polymerizing), biocompatible polymer to be injected through a small needle into the disc nucleus of patients with DDD.

The company has identified the critical flaws inherent to competing technologies currently in various stages of development, and has designed and developed RejuvaDisc™ to surmount those deficiencies. Unlike any current technology RejuvaDisc™ meets the criteria essential for successful treatment of DDD.

Winning provided us with access to the world’s top VC firms...It gave us instant credibility.

Omni Gavel, Grand Prize Winner 2001 - 2002
Tamara Kanes

Tamara Kanes is the first phase of a long-term vision to establish a company serving the lifestyle needs of professional women in the early to middle stages of their careers. The company is a British-based tailoring retailer for women, uniquely offering an extensive range of bespoke, high-quality, affordable, personally-tailored businesswear, targeting graduates and career women in the income range £20,000-250,000 (career-starters to senior management). Key sources of competitive advantage in the product offering include:

Fit - bespoke tailoring. Affordability - tiered pricing structure developed in consideration of the disposable income of the target segments. High quality - premium fabrics and master tailoring. Range of styles - choice of elegant yet modern designs, providing an unparalleled range of new, business-appropriate styles.

The company’s sales model involves both an online store and a direct visiting service through corporate events and campus road shows. Tamara Kanes’ business model results in low capital expenditure and few assets through the outsourcing of production, low unit costs, a short-term need for a revolving credit line, and a high volume potential from high footfall direct-to-customer events complementing online sales.

The WBPC competition process...provided critical perspective that helped shape the way we developed the business.

Team Leader
Tamara Rajah
tamarar@wharton.upenn.edu
Vektor

Vektor is a software company that serves the engineering and manufacturing sectors. Vektor’s software will focus specifically on information management, data integration and collaboration across systems, project groups and divisions for large and small organizations. Vektor was founded by engineering and manufacturing professionals to create solutions for the complex IT environments of those industries. By applying a web-based, portal approach that is both platform and application-agnostic, Vektor will deliver maximum efficiency for minimum cost in today’s highly heterogeneous and increasingly global engineering environments. The Vektor product is a web-based software system that aggregates and integrates information from multiple software systems into one intuitive, customizable, role-based user interface. The Vektor system is an engineering collaboration environment that enables location-independent product development and facilitates communication and workflow for executives, project program managers, engineers, scientists and contractors. Key product benefits include: increased productivity for stakeholders by providing tools for multi-location collaboration, instant data accessibility and live report generation; reduced IT costs through two-way integration of data across multiple software systems and functions; facilitated knowledge and information management and reinforced business processes by replacing ad-hoc systems such as spreadsheets, calendars and custom database tables; increased workflow productivity by the integration of common functions currently found across multiple project tools; and minimal implementation time and cost through plug-and-play connectivity with the most common engineering software providers.
Wharton Entrepreneurial Programs

Check out how WEP supports entrepreneurship globally
Venture Finals Judges

Madi Ferencz, WG'71
Founder & President
Magic Sliders

Jim Lussier, W'78
General Partner
Norwest Venture Partners

David A. Piacquad, WG'84
Senior Vice President, Business Development
Schering-Plough Corporation

Richard Thompson, WG'96
Chairman & Chief Product Officer
Adify

Robert F. Willenbusher, WG'03
VP Venture Leader
The Stem Cell Internal Venture
Johnson and Johnson Internal Ventures
Madi Ferencz, a serial entrepreneur, is the founder and President of Magic Sliders Llp, which produces patented, coated sliding disks to easily move heavy items while protecting floor surfaces. She thus launched a new product category in the United States and has sold over 200 million Magic Sliders to date.

Prior to striking out on her own, Ferencz worked for The Nestle Company as a vice president and member of senior management. Immediately after receiving her MBA from Wharton, she spent 13 years at Colgate, rising to manage the company's largest brand group by the time she decided to leave the company.

Ferencz has a passion for women's causes and the promotion of tolerance. She served on the national board of Girls Inc. for several terms and continues her involvement with the organization today via the Director's Circle and as a founding board member of Girls Inc Westchester (New York). Ferencz currently serves on the board of The Anne Frank Center USA, an organization that uses the spirit and legacy of Anne Frank to help promote tolerance. Ferencz holds a BA from Queens College New York and an MBA from the Wharton School of the University of Pennsylvania.

As General Partner at Norwest Venture Partners (NVP), Jim Lussier focuses on investments in software, services and consumer internet companies.

He is currently a member of the boards of Collab.Net, Double Fusion, 42 Switchworks, Mercora, OnVantage and HedgeStreet.

Prior to joining NVP, Lussier was vice president and general manager of the direct e-commerce solutions division of Beyond.com Corporation, a leading online software and services provider. Lussier's division, which he created, provided outsourced e-business services to a variety of partners including Autodesk, Compaq, Hewlett-Packard, Network Associates, Symantec, and 3Com. Earlier Lussier served Beyond.com Corporation as vice president of operations.

Prior to Beyond.com Corporation, Lussier managed Accenture's electronics and high technology strategy practice for North America and was a member of the firm's e-commerce core group. While at Accenture, Lussier worked with senior executives to develop and implement winning business and operations plans for emerging technology companies. Lussier has also held executive positions at Banz Allen & Hamilton and Metaphor Computer Systems, which became a subsidiary of IBM.

Lussier holds a BS from the Wharton School of the University of Pennsylvania and an MBA from Stanford University's Graduate School of Business.
As Senior Vice President, Business Development for Schering-Plough Corporation, David A. Piacquad is responsible for identifying and pursuing global business development opportunities in support of the company's growth and product development objectives.

He is also a member of the Schering-Plough Operations Management Team.

Prior to joining Schering-Plough in 2001, Piacquad spent 22 years at Johnson & Johnson. His most recent position was Vice President, Ventures and Business Development for J&J's venture capital group, Johnson & Johnson Development Corporation. His prior role was Vice President, Business Development for J&J in which he was involved in a number of significant merger and acquisition activities including the Centocor, ALZA and Inverness Medical deals. He has also been involved in building capabilities in the area of post merger integration. Other roles at J&J included CFO for Ortho-Clinical Diagnostics; VP, Licensing & Acquisitions for McNeil Consumer Products Company; and CFO for Johnson & Johnson Merek Consumer Pharmaceuticals Company.

Piacquad holds a BA from Colgate University and an MBA from the Wharton School of the University of Pennsylvania. He is on the Board of Trustees and Executive Committee of the Independent College Fund of New Jersey and is a member of the Advisory Board of Wharton Entrepreneurial Programs.

David A. Piacquad

Rick Thompson is the Chief Product Officer at Adify. Adify was founded in 2005 by a group of online advertising pioneers from Flycast Communications. The company's mission is to enable and optimize direct publisher-advertiser transactions, and to give both parties greater power, control and choice over their online advertising initiatives.

As Chief Product Officer, Thompson oversees the future and vision of Adify's online advertising product and service offerings. Adify provides ad management, tracking, reporting, billing, payment and merchandising for online advertising. The company is based in San Bruno, California and is funded by Venrock Associates.

Prior to co-founding Adify, Thompson was the founding CEO of Flycast Communications, one of the original online ad networks. As CEO, Thompson had responsibility for a variety of areas including customer service, engineering and international operations. Prior to Flycast, Thompson was part of the startup team at Octel Communications, where he developed the first voice-mail software, and filled key roles in development, marketing and sales.

Thompson holds an AB from the University of California, Santa Cruz and an MBA from the Wharton School of the University of Pennsylvania. He is a member of the Advisory Board of Wharton Entrepreneurial Programs.

Richard Thompson
Rob Willenbucher is responsible for the leadership of The Stem Cell Internal Venture (SCIV), a newly formed internal venture group at Johnson & Johnson with board representation from Centocor, Ethicon, JMC and COSAT. The goal of the SCIV is to develop innovative cell-based therapies based on an allogeneic stem cell platform.

Prior to joining the SCIV, Willenbucher was Executive Director, Pharmaceutical Group Business Development with responsibilities across a number of therapeutic areas. Willenbucher joined Johnson & Johnson in 1999. He has held positions of increasing responsibility within Janssen Research Foundation and Johnson & Johnson Pharmaceutical R&D including Senior Director and Strategic Development Leader for the GI Therapeutic Area and the Global Medical Leader for Aripiprazole. Willenbucher began his industry career in 1998 with Otsuka America Pharmaceutical.
Prior to joining the pharmaceutical industry, Willenbcher was an Associate Professor of Medicine at the University of California, San Francisco. His academic career spanned 9 years during which time he held faculty positions at UCLA and later at UCSF. Willenbcher holds an MD from the Columbia University College of Physicians and Surgeons and an MBA from the Wharton School of the University of Pennsylvania. He is a board certified internist and gastroenterologist.
Semi-Finalists

AlzLight
Cartwheel
GloMed
Greenback Systems Inc.
HealthOne Medical Systems Inc. (HMS)
J-Invent Inc.
JuceLife, LLC
Medex
Mtandao
myvideoport.com
Neuthao Technologies
Organ Preservation
Perfect Expression, LLC
QuieroLatino.com
Regenerative Therapeutics
ResuRx Pharmaceuticals
Supermarket Geni
Semi-finalists

AlzLight

Team Leader  
Yixia Wu  
yixia@wharton.upenn.edu

Team Members  
Thomas Filip, Chia-wen Wu, Hua Xu, Ying Xu

Industry  
Life Sciences/Biotech

AlzLight Inc. is a medical device company that has the potential to be the world's leading provider of treatment devices for Alzheimer's Disease (AD). The market is potentially huge but lacks effective treatments. AlzLight's patented Near Infrared technology for treating AD provides an effective, convenient and low-side effect treatment.

Cartwheel

Team Leader  
Santiago Alonso Lord  
salonso@wharton.upenn.edu

Team Member  
Cameron Hickey

Industry  
Information Technology, Internet, Retail

Cartwheel is a desktop software application for shopping online. Cartwheel replaces the web-browser as the primary tool for consumers to search, compare select and purchase products online. What Skype is for telephony and Google is for search, Cartwheel will be for shopping.

GloMed

Team Leader  
Vasudev Kulkarni  
vbk@seas.upenn.edu

Industry  
Internet, Services

GloMed is a healthcare consulting firm that provides American patients with access to inexpensive overseas medical services. Through its close partnerships with Indian hospitals, GloMed delivers world class surgical services at 75% lower prices than those offered in the United States. GloMed aims to be a model social enterprise not only by offering affordable health care to Americans, but also by using a portion of its profits to better the socio-economic conditions in India. Through business and social initiative, GloMed will build a strong relationship with its stakeholders, guaranteeing that it is at the forefront of its every endeavor.

Greenback Systems Inc.

Team Leader  
Madhulima Pandey  
madhulima.pandey.wg07@wharton.upenn.edu

Industry  
Consumer Products, Information Technology, Internet, Telecommunications

Greenback Systems aims at providing the most secure mobile payment and digital wallet service in the world. It brings together top computer security and systems experts to build a system and infrastructure for using the mobile phone as an anonymous cash repository that enables consumers to store, access and transfer money from their mobile phones with the highest level of security.
HealthOne Medical Systems Inc. (HMS)

Team Leader: R. Kevin Koski  koskir@wharton.upenn.edu

Industries: Consumer Products, Life Sciences/Biotech

HealthOne Medical Systems is a manufacturing and services start-up company focused on providing an automatic, medication-adherence appliance with customizable dosage reminders and discretionary, remote monitoring capabilities.

J-Invent Inc.

Team Leader: Wee Siong Goh  icynjuve@gmail.com

Team Members: Viktor Gruev, GimHuat Tan, Joey Yeo

Industries: Comm/Media/Entertainment, Consumer Products, Information Technology, Internet, Retail, Services, Telecommunications

J-Invent Inc. is a startup company that owns the proprietary Polarization Image Sensor (PIS). The PIS has applications in a diverse range of industries that are worth a total of billions of dollars in market size potential. J-Invent Inc. seeks to capitalize on this huge opportunity.

JuceLife, LLC

Team Leader: Blake Sonnek-Schmelz  blakes@wharton.upenn.edu

Industries: Consumer Products, Life Sciences/Biotech

JuceLife’s goal is to become the leading lifestyle beverage company targeting upscale women between the ages of 25 and 40 and providing them with natural elements necessary for every woman’s well being.

Medex

Team Leader: Stephen Brady  stephen.brady.wg07@wharton.upenn.edu

Industries: Information Technology

Medex is a web-based electronic medical record system for pediatric practices.

Using Medex, pediatricians can manage a patient’s medical records online instead of using paper-based charts. Key benefits of the system include: i) delivery via internet (eliminates physician capex and maintenance costs), ii) superior user interface (improves productivity), and iii) manifold revenue model.
Mtandao

Team Leader: Ian Webb  iwebb@wharton.upenn.edu

Team Members: Swathi Bonda, Amanda Davis, Stephen Kiboi, Muchemi Wandimi, Michael Young

Industry: Information Technology, Internet, Services, Telecommunications

In much of Africa, few mechanisms exist to reduce the inefficiencies of the informal market. Mtandao will provide an online auction service for Africans, beginning with Kenya. Because much of the population has limited access to PCs, Mtandao will supplement a traditional website with a website tailored toward cell phones.

myvideoport.com

Team Leader: Paul Jones  pwjones@law.upenn.edu

Industry: Comm/Media/Entertainment, Internet

myvideoport.com is a portal for users to track, manage and upload their videos to online video sharing and syndication sites.
Neuthao Technologies

Team Leader Terence Chia dannytwq@gmail.com

Team Members Andrew Khair, Danny Tan

Industry Life Sciences/Biotech

Neuthao Technologies (Neuthao) is a development stage company that seeks to design, develop, manufacture and market Closed-Lamp Neuro-Modulation devices for patients suffering from neurological disorders. Neuthao’s initial product, the NeuroMOD Epilepsy Control System (ECS), focuses on treating epilepsy, a neurological disorder which affects 50 million people in the world today.

Organ Preservation

Team Leader Srikanth Rao srikanth@wharton.upenn.edu

Team Members Ravi Chari, Sahil Gupta, Clayton Knox

Industry Life Sciences/Biotech

Organ Preservation’s mission is to develop novel compounds for use as additives to organ storage solutions currently used during transplantation. The company’s lead compound prevents organ damage in animals and can be added to storage solutions to protect organs, thereby increasing volume and lowering costs of transplantation.
**Perfect Expression, LLC**

*Team Leader* Rob Larson  perfectexpression@gmail.com

*Team Members* Rishi Khan, Michelle Lai, James Schwaber

*Industry* Life Sciences/Biotech

Perfect Expression develops improved technology for high-throughput omics data acquisition. The company's first product, GenoCount, will provide a more efficient and cost-effective alternative to existing microarray technology using a quantitative digital process where the frequency of each gene in a sample is counted in a high-throughput manner.

**QuieroLatino.com**

*Team Leader* Joseph Spector  spectord@wharton.upenn.edu

*Team Member* Ariel Oxman

*Industries* Comm/Media/Entertainment, Internet, Services

QuieroLatino.com is an online dating community that caters specifically to Latinos in the United States. The company's goal is to create sizeable communities of potential daters in the metropolitan areas with the largest Latino populations, starting in the West and Southwest.

**Regenerative Therapeutics**

*Team Leader* Daniel Faga  faga@wharton.upenn.edu

*Team Members* Michele Cheowtirakul, Jim Christian, Joe Kielec, Clayton Knox, James Stanford

*Industry* Life Sciences/Biotech

Human adult hair follicle stem cells have the ability to differentiate into many types of cells including nerve, smooth-muscle and potentially insulin-producing cells. Regenerative Therapeutics will initially utilize its patented technology to treat not only insulin deficiency but also neurological damage and to focus on the therapeutic use of these cells in humans.

**ResuRx Pharmaceuticals**

*Team Leader* Ankit Mahadevia  ankitat@wharton.upenn.edu

*Team Members* Curtis Chong, Joynita Sur

*Industry* Life Sciences/Biotech

ResuRx will reduce the cost and time necessary for new drug development by finding new uses for existing drugs. The company will assemble a collection of the 10,000 drugs known to medicine and generate revenue by licensing patented uses of these drugs to pharmaceutical companies and entering into research collaborations with industry, government and nonprofit partners.
Supermarket Geni

Team Leader  Evan Lew  mlew@wharton.upenn.edu

Team Member  Jae Jung

Industry  Consumer Products, Internet, Retail

The Supermarket Geni is a meal planning system and advertising platform for the supermarket ecosystem, specifically grocery shoppers, supermarket suppliers and supermarkets.
Past Winners

Since its inception, the Wharton Business Plan Competition has been the launch pad for many successful businesses; and all but one of the grand prize winning teams from the past six years remain in business today. This section chronicles the highlights of their entrepreneurial success.

MuscleMorph
FibrinX
InfraScan
PAWs Pet Insurance
Envisia
ProtoCell
2006 Grand Prize Winner

**MuscleMorph**

**Current Company**

SmartMotion Technologies

www.smart-motion.com

**Description**

Smart Motion is a supplier of next-generation motion actuators for the life sciences, robotics and defense industries. The company’s proprietary actuators match the performance of biological muscles and are more power efficient, lightweight, scalable, and cost-effective than any other present form of actuation.

**Key Milestones Since Winning**

- Company leaders continue to focus on refining the technology to a marketable prototype and solidifying their intellectual property base.
- On October 27, 2000 MuscleMorph was named winner of the Fortune Small Business Student Showdown and featured in the magazine.
- In August 2000, the MuscleMorph team rang the closing bell at NASDAQ.

**Value of Participating in the WBPC**

“Running through the WBPC gave us access to a network of business and legal mentors which helped us solidify our vision, ask the right questions and identify the challenges ahead of us. The legal services and cash prizes also gave us a very good initial boost.”

_Rodrigo Alvarez, MSE '05, CEO, SmartMotion Technologies_
This company is no longer in business.

FibrinX, Inc. provided tissue sealants for the wound care market. The company's proprietary tissue sealant, developed from a non-mammalian source, was superior to current sealants in reducing blood loss, improving survival rates and eliminating the risk of blood-borne pathogens and a lower cost alternative.

Team members Jonathan Goodspeed and Dhaval Gosalia rang the opening bell at NASDAQ, June 2005.

"Students participating in the business plan competition are given numerous opportunities for workshops, feedback from potential investors and tried entrepreneurs and networking. These opportunities enable each student to refine his or her business plan and more importantly, better understand how potentially to start a compelling business that creates value for all stakeholders. Dhaval and I benefited enormously from our two years of experience in the Wharton Business Plan Competition and will certainly take the lessons and experiences learned into our next venture together. Personally, I view my participation in the competitions as my best learning experiences during my two years at Wharton."

—Jonathan Goodspeed, WG '05, Team Member, FibrinX
2004 Grand Prize Winner

InfraScan

Current Company

InfraScan

www.infrascan.com

Description

InfraScan’s InfraScanner™ is a cost effective, mobile medical imaging system for detecting brain hematomas that completed successfully extensive clinical study. InfraScan holds an extensive patent portfolio, and is led by a team with significant medical device, scientific and entrepreneurial experience. Dr. Britton Chance from the University of Pennsylvania, Dr. Banu Onaral from Drexel University, Sandeep Naik and Samonnui Banerjee from Wharton and Dr. Baruch Ben Dor founded InfraScan in 2004.

Key Milestones Since Winning

- Received $1,250,000 in grants from the US Navy and Army.
- Received $1,000,000 investment from BioAdvance and Ben Franklin Technology Partners.
- Won the second place at the Global Business Plan Competition in Singapore.
- Secured an exclusive license for the core technology from the inventor.
- Developed the product and began clinical tests.

Value of Participating in the WBPC

“Winning the Wharton BPC provided us with access to a VC network for advice and investments, as well as extraordinary publicity that catapulted the company on the global radar and the legal services necessary to create InfraScan.”

Baruch Ben Dor, President & CEO, InfraScan Inc.

Building Tomorrow's Leading Enterprises
Past Winners

2003 Grand Prize Winner

PAWs Pet Insurance

Current Company

Fetch Inc.
[Conducting business in the US as Petplan USA]
www.GoPetplan.com

Description

Fetch, Inc. is a provider of accident and illness health insurance coverage for US cats and dogs. Fetch launched Petplan insurance into the United States in July 2006. Petplan, operated under license by Fetch Inc. and underwritten by American National Property and Casualty Company, rated A+ (Superior) by AM Best, is the world’s leading pet insurance brand, recommended by more veterinarians, pet owners, and pedigree pet breeders than any other.

Key Milestones Since Winning

- Secured exclusive US partnership with Petplan. http://www.petplan.co.uk
- Secured backing of ANPAC, an A+ (Superior) rated domestic insurance company, to underwrite products. http://www.anpac.com
- Had regulatory filings approved in 44 states.
- Completed actuarial analysis and development of proprietary pricing models.
Now Two Companies

- Created and introduced unique premium pet insurance products that are more comprehensive and flexible than any currently available.
- Assembled management team and advisory board with extensive expertise and experience.
- Secured marketing partnerships with leading product manufacturers and service companies.
- Awarded Gold MDY advertising award for first Petplan USA brochure.

Value of Participating in the WBPC

"Participating and eventually winning the 2003 Wharton BPC was a tremendous experience. The feedback we received at each stage of the competition from the esteemed judges was invaluable in allowing us to refine our business plan and develop a successful fund-raising strategy."

-- Chris Ashton, WG’03, President, PetPlan
2003 Grand Prize Winner

PAWs Pet Insurance

Current Company 2

Embrace Pet Insurance
www.embracepetinsurance.com
http://blog.embracepetinsurance.com

Embrace Pet Community
www.embracepetcommunity.com
http://blog.embracepetcommunity.com

Description

Embrace Pet Insurance is a woman-owned and led pet health insurance agency based in Cleveland, Ohio. Embrace Pet Insurance sells customizable pet insurance policies across the US and is currently raising a $3 million Series A venture round.

Key Milestones Since Winning

- Jul 2003 - Alex Krooglik and Laura Bennett formed Embrace Pet Insurance.
- Dec 2003 - Completed phase 1 of the proprietary actuarial models and tables.
- Aug 2004 - Initiated discussions with our insurance partner, Lloyd's of London.
- Dec 2004 - Raised first seed round of $185,000.
- Dec 2005 - Finalized product design with Lloyd's.
- Apr 2006 - Signed agreement with Lloyd's.

Past Winners

Oct 2006 - Sold first policy.

Feb 2007 - Won a Pinnacle Award for innovative use of Microsoft Dynamics software.

Mar 2007 - Launched ecommerce site.

Value of Participating in the WBPU

"Participating made us think out every aspect of our plan and provided feedback: winning gave us credibility that still takes us far 4 years later."

Laura Bennett, WG'03, CEO, Embrace Pet Insurance
2002 Grand Prize Winner

Envisia

Current Company

MicroMRI Inc.
www.micromri.com

Description

MicroMRI develops an MRI-based technology that images the bone in microscopic resolution. This diagnostic tool will revolutionize the way osteoporosis is diagnosed, monitored, and treated. The 12-person company is still run by the original winning team.

Key Milestones Since Winning

- Received $4 million small business grant from the NIH (National Institutes of Health).
- Secured nearly $2 million in Series A funding.
- Engaged paying customers.
- Established a strategic partnership with GE.

Value of Participating in the WBPC

"Winning provided us with access to the world's top VC firms, to the top executives at healthcare companies, and to the top experts in the osteoporosis field. It gave us instant credibility."

-Gene Guel, WG'93, CEO, MicroMRI
Integral Molecular is a young biotechnology company that is committed to providing novel solutions towards the treatment and cure of human diseases. The focus is on the creation of tools that simplify complex drug development problems.

**Key Milestones Since Winning**

- Launch of first product, the Lipoparticle, in 2003.
- Launch of second product, the Mutation Array, in 2005.
- Generating revenue since 2003.
- Current employees ~ 15.

**Value of Participating in the WBPC**

"The WBPC competition process—writing the plan and receiving feedback from the judges—provided critical perspective that helped shape the way we developed the business."

_Ben Doherty, WG'01, Founder & President_
Our Appreciation

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.

Wharton Business Plan Competition

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WEP Advisory Board
In-kind Sponsors
Friends of the WBPC
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The Wharton School of the University of Pennsylvania—founded in 1881 as the first collegiate business school—is recognized globally for intellectual leadership and ongoing innovation across every major discipline of business education. The most comprehensive source of business knowledge in the world, Wharton bridges research and practice through its broad engagement with the global business community. The School has more than 4,600 undergraduate, MBA, executive MBA, and doctoral students; more than 8,000 annual participants in executive education programs; and an alumni network of more than 81,000 graduates.
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Business Plan

Competition

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