Wharton Business Plan Competition Venture Finals 2007-2008

University of Pennsylvania

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And the Winners Are......

Solixia: Grand Prize
Innova Materials: 2nd Prize, Gloeckner & People's Choice
Proteza: 3rd Prize

Final Round Presentations & Award Ceremony
Jon M. Huntsman Hall
The Wharton School
University of Pennsylvania
3730 Walnut Street
Philadelphia, PA 19104

Wednesday, April 30, 2008
The Wharton Business Plan Competition acknowledges and thanks its sponsors for their generosity and support.

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

For more information visit:

www.wep.wharton.upenn.edu

http://bpe.wharton.upenn.edu
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Venture Finals Agenda</td>
<td>1</td>
</tr>
<tr>
<td>Overview of the Wharton Business Plan Competition</td>
<td>2</td>
</tr>
<tr>
<td>Competition Prizes</td>
<td>5</td>
</tr>
<tr>
<td>Finalists: The “Great Eight”</td>
<td>7</td>
</tr>
<tr>
<td>Venture Finals Judges</td>
<td>17</td>
</tr>
<tr>
<td>Semi-Finalists</td>
<td>21</td>
</tr>
<tr>
<td>Celebrating 10 Years</td>
<td>27</td>
</tr>
<tr>
<td>Phase I Judges</td>
<td>38</td>
</tr>
<tr>
<td>Phase II Judges</td>
<td>39</td>
</tr>
<tr>
<td>Phase III Judges</td>
<td>42</td>
</tr>
<tr>
<td>Mentors</td>
<td>44</td>
</tr>
<tr>
<td>Contributors</td>
<td>44</td>
</tr>
<tr>
<td>Competition Committee</td>
<td>45</td>
</tr>
<tr>
<td>Wharton Entrepreneurial Programs Advisory Board</td>
<td>46</td>
</tr>
</tbody>
</table>
Building stronger communities and a brighter future

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

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## Venture Finals Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00-1:10</td>
<td>Introduction &amp; Welcome</td>
</tr>
<tr>
<td>1:30-2:00</td>
<td>Solixia</td>
</tr>
<tr>
<td>2:00-2:20</td>
<td>iTherapeutics</td>
</tr>
<tr>
<td>2:25-2:45</td>
<td>Creative Film</td>
</tr>
<tr>
<td>3:00-3:30</td>
<td>Sextant IP</td>
</tr>
<tr>
<td>3:10-3:30</td>
<td>Networking Break</td>
</tr>
<tr>
<td>3:35-3:55</td>
<td>Ultrasonic</td>
</tr>
<tr>
<td>4:00-4:20</td>
<td>Proteza</td>
</tr>
<tr>
<td>4:25-4:45</td>
<td>Innova Materials</td>
</tr>
<tr>
<td>4:45-5:50</td>
<td>Networking Reception</td>
</tr>
<tr>
<td>5:00-6:30</td>
<td>Elevator Pitches</td>
</tr>
<tr>
<td>5:50-6:30</td>
<td>Awards Ceremony</td>
</tr>
</tbody>
</table>

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

During the reception, each finalist will present a 1–2 minute elevator pitch and the audience will choose the People's Choice Award winner.
Program Overview

Now in its tenth year, 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.

Participation Process

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

Phase I Advisory Phase/Brief Business Concept

Held 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 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 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.

Building Tomorrow’s Leading
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, attorneys, local business leaders, alumni, students and media representatives. All finalist teams make a live interactive presentation to convince the judges of their business's viability. After the presentations, judges adjourn and deliberate Grand, Second and Third prizes.

New at the 2008 Venture Finals will be the Elevator Pitch Competition and People’s Choice Award. While the judges are deliberating, the audience and public will convene for a reception during which each Great Eight team will deliver a 1-2 minute Elevator Pitch on their concept. Following the pitches, the audience will vote on the winner of the inaugural People’s Choice Award. The People’s Choice Award will be announced during the evening’s Award Ceremony, immediately following the networking reception.

Learning Components

Mentor Program

The Mentor Program matches student teams with experienced entrepreneurs, seasoned business managers and venture capital professionals who provide them with 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. 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 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 were:

Idea Generation
December 4, 2008

Gary Dushnitsky
Assistant Professor of Management
The Wharton School

Past Winners and Finalists Panel
January 23, 2009

Jared Bernheim, SEAS’08, W’08
2006-2006 2nd Place &
Gloeckner Award Winner
Team IntelliStem

Raymond Aranoff, WG’08
2006-2007 HPF Finalist
Team Vektor

How to Write a Business Plan
February 16, 2009

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

Business Plan Financials
March 3, 2009

Lawrence Gelburd, WG’91
Associated Faculty
Wharton Entrepreneurial Programs

Legal Basics for Entrepreneurs
March 19, 2009

Neela Mookerjee, L’08
Adeline Park, L’08
Timothy Porter, L’08
Simon Saddleton, L’08
Rebecca Clayton
Faculty Supervisor
University of Pennsylvania Law School
Entrepreneurship Legal Clinic

Presentation Skills for Entrepreneurs
May 11-12, 2009

Lisa Warshaw
Director
Wharton Communication Program

Glenn Rockefeller
President
Tech Solutions Group
Lecturer
Wharton Communication Program
**Competition Cash Prizes**

Student teams participating in the WBPC compete for over $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
- **People's Choice Award:** $3,000
- **Gloekner Award:** $5,000

The Frederick H. Gloekner 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.

**In-kind Legal and Accounting Services**

Each of the top 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 business to successful multi-national corporations, and received industry recognition for their innovations.

For additional details about our past winners and where they are now visit page 30.
MentorTech Ventures

*Investing in Early-Stage Technology companies out of PENN*

MentorTech Ventures Congratulates All of the Finalists and Welcomes Them into the Growing Community of Penn Startups

MentorTech’s Portfolio Companies Include:

- Adam Dakin, CEO & Founder, W’85
- Prashanth Jayaram, Founder, M&T’02 WG’09 & Med’09, Raju Raval, Founder, Med’09, & Vijay Dondeti, Founder, Med’09
- Marc Lore, Founder & CEO, WG’07 & Vinit Bhara, Founder, C’93
- Ken Seiff, Founder & CEO, W’86
- Jay Minkoff, CEO, WG’83 & Adnan Aziz, Founder, SEAS’04
- Kunal Gupta, CEO, M&T’04 & Rishi Bhat, Founder, SEAS’06
- Dr. Charles Cohen, Founder, SEAS’87 & ’92, W’93
- CH Low, Founder & CEO, M&T’83
- Bhairav Trivedi, CEO, WG’99 & David Noteware, Founder, WG’99 (Sold to Citi in January 2008)
- David Noteware, CEO, WG’99
- Nathaniel Stevens, Founder, W’05

Visit our website for more information about these companies

http://www.mentortechventures.com
Wharton Business Plan Competition

Finalists

Creative Film
Gelomatrix
Innova Materials
iTherapeutics
Proteza
Sextant IP
Solixia
Ultrasonic

The "Great Eight"
Creative Film

Description

Creative Film is developing an electro-optical S-LC film, which is based on a novel Multi-Stable Smectic Liquid Crystals (S-LC) technology. The film is made with two sheets of thin films sandwiched with S-LC ion mixtures and color dyes. Upon an electrical pulse, the film can change between full transparency and opaque states instantly. Due to its multi-stable property, no additional power is required to maintain its state. The energy consumption during switch is negligible (1kWh can support 100,000 times changes per m²).

The potential market for Creative Film’s products is very broad. The company will introduce this innovative product into the auto and interior architectural industries. Unlike traditional anti-glare products such as window films and sun visors adjusting to lighting conditions, Electro-Optical S-LC Film can provide drivers and passengers with sound and thorough sun protection and extra comfort as well as eliminate potential risks to night-drivers. For the interior architectural industry, the product can be used on home windows as an adjustable window shutter by flipping a switch or setting a timer. It can also be used in meeting rooms, office dividers, bathrooms and other places that would benefit from the option of switching between total privacy and unobstructed views from time to time.
Gelomatrix

Description

Gelomatrix is a startup biomedical company formed by a group of undergraduates from various disciplines of engineering. The hydrogel technology on which the company is based was developed by Dr. Jason Burdick, Assistant Professor of Bioengineering at the University of Pennsylvania School of Engineering and Applied Sciences. This technology encompasses a biodegradable hydrogel, that can be photopolymerized natively in the body via ultraviolet light exposure, and can be used in tissue engineering, such as cartilage regeneration and controlled drug delivery. The company aims to target the growing cartilage repair market for damages to the articular cartilage (knee), an increasingly pressing problem due to the aging population and obesity issues. This is a $600 million market, with a total market potential of $2.8 billion by 2011.

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.

— Rodrigo Alvarez, MSE ’05, CEO, SmartMotion Technologies
**Innova Materials**

**Description**

Metallic and other particles are commonly used to functionalize the surfaces of various products with value-adding properties ranging from antimicrobial to biosensing. However, current processes used to functionalize plastic and rubber surfaces are highly complex, elevating development and production costs and extending time to market. Innova Materials, LLC ("Innova") is a surface modification technology company, spun out of the University of Pennsylvania, that provides a simple and easily-adaptable solution to this problem through its platform technology, Innlay™. This straightforward post-manufacturing spray process directly embeds active particles into plastic and rubber products, thus creating a durable and functional enhancement to product surfaces. As experts in all aspects of the Innlay™ process, Innova partners with active material suppliers to make their active materials compatible with the Innlay™ process. These partners can then sell Innlay™-compatible materials and sublicense the Innlay™ process to drive repeat and new sales by offering clients a simpler and more cost-effective method of functionalizing their plastic and rubber products. The Innlay™ platform can be adopted across a variety of applications involving plastic surfaces, such as antimicrobial surfaces, diagnostic biosensors, and RFID tags. Leveraging team expertise and exploiting growing global demand, Innova will initially target antimicrobial surface treatments to reduce bacterial, mold, and fungal growth as well as foul odors for products that interface with humans and animals. In addition to partnering with existing active material suppliers, Innova is also developing its own active material, Ion Armour™, for the antimicrobial market.
iTherapeutics

Description

iTherapeutics Corp. is developing a therapeutic drug candidate that offers the potential of treating one of the leading causes of blindness (Wet AMD) in a manner that is potentially more effective, safer, less expensive, and easier to produce than all currently available therapies. This is achieved by targeting a different gene thought to be upstream from the gene that is currently targeted to treat AMD patients. The drug candidate uses a mechanism called Ribonucleic acid interference, or RNAi. This method invokes “gene silencing” through native biological processes at the molecular level to down-regulate harmful disease-carrying genes. RNAi will prevent a bad gene from ever being expressed into a related protein that causes the harmful neovascularization (which characterizes AMD) effectively “silencing” the gene.

The production cost and associated timelines are trivial in comparison to current anti-body therapies that are the existing standard of care.

Participating made us think out every aspect of our plan and provided feedback; winning gave us credibility that still takes us far 5 years later.

Laura Bennett, WG'03, CEO, Encore Pet Insurance
Proteza

Description

Achieving comfortable mobility is a desired, yet challenging goal for people with physical impairments. In particular, persons with transtibial (below-the-knee) amputations universally seek to walk and conduct their lives as they had prior to their surgery. Most turn to prosthetic devices that allow users to stand, walk, or run but not without great pains and tribulations. With 500,000 transtibial amputees in the United States and 40,000 new amputees each year, there is a growing market for more comfortable prosthetic devices and accessories. Transtibial amputees are generally functionally independent with 96% using their prosthesis regularly. These patients place a high value on living as actively and pain free as possible and currently more than 55% of them express dissatisfaction with their current prostheses. Proteza is a start-up medical device company that provides novel technology to aid the physically impaired. Proteza’s product, SmartSock relieves the discomfort caused by friction, perspiration, and pressure associated with using a prosthetic limb.

SmartSock is a prosthetic accessory that is worn on the residual limb of a transtibial amputee. This prosthetic sock contains technology that alleviates discomfort and prevents the skin breakdown commonly referred to as a pressure sore. SmartSock is made of a sweat-wicking material and has a cooling and pressure relieving system. Interwoven in the sock are strategically placed pressure sensors that send a real time signal to change the volume of dielectric elastomers placed throughout the sock. These dielectric elastomers act to redistribute pressure. In creating pressure where there was too little, SmartSock will relieve pressure where there is too much.
Sextant IP

Description

Sextant IP aims to develop and commercialize a proprietary patent information analysis software package to help various patent users analyze patent information in a much more cost-effective way and in greater depth than other commercial tools afford.

The WBPC enabled us to perfect the vision for our company. Competing in the event was an invaluable learning process and winning it opened many doors.

— Serena Kohli Lai, WG'07, Team Leader, NP Solutions
Solixia

Description

Solixia is an early-stage radiopharmaceutical company developing products that allow doctors to target radiation specifically to solid tumors. Our portfolio of product candidates include SLX-1016, a breast cancer imaging agent, and SLX-804, a treatment for ovarian cancer. Both are based on a proprietary technology platform called HotDot, comprising a high payload radioactive nanoparticle that can be attached to tumor-targeting antibodies, peptides, or small molecules. HotDot is up to 20 times more potent than a conventional radiopharmaceutical yet is only the size of a small protein fragment. In the U.S. market, at least 15,000 breast cancer patients per year would benefit from screening with SLX-1016, which would permit earlier and more accurate diagnosis and disease staging. Solixia has engaged a consulting team from the Penn Biotechnology Group to help evaluate this opportunity. Also in the U.S. market, Solixia estimates that 14,000 ovarian patients per year would be eligible for treatment with SLX-804. This amounts to an annual market opportunity of over $500 million. An incremental $1+ billion per year could be generated by label extensions into other cancer indications including uterine, kidney, and non-small cell lung cancers.

HotDot was invented by one of Solixia's co-founders while working for the University of Pennsylvania. The company has already begun negotiating with the University for an exclusive license option agreement to the underlying intellectual property portfolio. Key patents were filed under the Patent Cooperation Treaty for U.S. and international designation and will be in-licensed by Solixia commensurate with fundraising.
Ultrasonic

Description

Ultrasound's technology uses a patented low-frequency ultrasound to cause an injected microbubble contrast agent to visualize and disrupt tumor blood vessels without harming normal human blood vessels. Dr. Chandra Sehgal, a Professor in the Department of Radiology at the University of Pennsylvania, has patented a technology that uses ultrasound to heat injected microbubbles within blood vessels supplying blood to tumors. This induces vessel disruption and subsequent significant decreases in blood flow to the tumor. The technology has been shown in a published study to be successful in reducing tumor blood flow in mice by 82%. The technology has the potential to be incorporated within a device consisting of several components. The device would require two different types of ultrasound machines: one to image tumor vasculature, and another to produce a continuous wave of low-level ultrasound. Prior to ultrasound imaging and ablation, a microbubble contrast agent (Optison), which is commercially available, is injected peripherally into the blood system. This product will be targeted towards patients with superficial tumors that cannot undergo other therapies such as radiation, chemotherapy, or surgery. These patients could undergo treatment with ultrasonic tumor vessel ablation to prevent tumor growth and possibly lead to reduction in tumor size.

A secondary market could include patients that have to wait extended periods before surgery can be performed to remove a tumor, such as pregnant patients that cannot have surgery until after delivery.
Wharton Entrepreneurial Programs

Check out how WEP supports entrepreneurship globally
Wharton Business Plan Competition

Venture Finals Judges

John Clarke, WG'82
Managing General Partner
Cardinal Partners

David L. Ferguson, WG'85
Partner
Weston Presidio

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

Samuel Schwartz, WG'90
Managing Partner
Comcast Interactive Capital

Aydin Senkut, WG'96
Founder & President
Felicis Ventures
Venture Finals: The Judges
WHARTON BUSINESS PLAN COMPETITION

John Clarke entered the venture industry in 1982 with DSV Partners, a pioneer venture capital fund formed in 1968. John led DSV's health care and life sciences efforts, and was a co-founder and served as interim CEO of numerous successful companies. As managing partner at DSV in later years, Clarke led the firm's evolution into Cardinal Partners. Building on two decades in venture capital, Clarke co-founded Cardinal Partners in 1997. Today, Cardinal Partners is one of the leading venture capital partnerships focused exclusively on health care investing. Clarke currently serves on the Boards of Aynlam Pharmaceuticals, aTyr Pharma, Momenta Pharmaceuticals, Rib-X Pharmaceuticals and Sirtris Pharmaceuticals. Clarke has served on the National Venture Capital Association's Board of Directors and was a founding director, past President and Chairman of the Greater Philadelphia Venture Group. Clarke has held leadership positions on the Greater Philadelphia Chamber of Commerce and the Philadelphia Industrial Development Corporation Penn Venture Group. Prior to his venture capital career, Clarke worked for General Electric in various sales and marketing positions.

Clarke received an AB from Harvard University and an MBA from the Wharton School of the University of Pennsylvania.

David Ferguson joined Weston Presidio in 2003. Prior to this, he was a General Partner of JPMorgan Partners for 13 years, focusing on retail, consumer and industrial companies. Ferguson's prior experience includes the mergers and acquisition groups of Bankers Trust New York Corporation and Prudential Securities, Inc. and the audit departments of KPMG Peat Marwick and Deloitte & Touche.

At JPMorgan Partners, Ferguson served on the Board of Directors of Airbase Services, Beylik Drilling, Buster Brown, Cabela's, Case-Swayne, Details, Guitar Center, HOB Entertainment, JetBlue, Logistics Express, M2 Automotive, New Mexico Beverage Company, Physical Electronics, Restoration Hardware, TA Instruments, TerraCorporation, Thompson PBF, White Cap Industries, Vans, Whitmire Distribution Corporation and Wild Oats Markets.

Since joining Weston Presidio, Ferguson has been responsible for the firm's investments in AECOM Technology, College Sports Television and Insulair and currently is responsible for the firm's investments in AMC Entertainment, CelluTissue and MacDermid.

Ferguson holds a BA from Loyola College in Baltimore, Maryland and an MBA from the Wharton School of the University of Pennsylvania. He is Vice Chairman of the Board of Loyola College in Maryland and Chairman of the Board of Vail Mountain School.
As Senior Vice President, Business Development for Schering-Plough Corporation, David Piacquad is responsible for merger and acquisition activity at the corporation. He is a member of the Schering-Plough Operations Management Team. He led Schering-Plough’s recently completed transaction to buy Organon Biosciences Corporation for $11 billion.

Prior to joining Schering-Plough in 2006, Piacquad spent over 20 years at Johnson & Johnson. His most recent position was Vice President, Ventures and Business Development for J&J’s venture capital group. His prior role was Vice President, Business Development for Johnson & Johnson in which he was involved in a number of significant merger and acquisition activities including the Centocor and ALZA mergers. While at J&J, he was also CFO for two different business units in Over-the-Counter Drugs and in In-Vitro Diagnostics.

Piacquad holds a BA from Colgate University and an MBA from the Wharton School of the University of Pennsylvania. He is the Chair of the Executive Committee of the Independent College Fund of New Jersey and is a member of Wharton Entrepreneurial Programs’ Advisory Board.
Sam Schwartz has overall responsibility for Comcast Interactive Capital (CIC) and identifying, evaluating, structuring and managing Comcast's venture capital investments. He also advises the management of CIC portfolio companies and Comcast on strategic, operational issues, developments in the broadband, media, and entertainment landscape, and works to foster partnerships between the broadband industry and entrepreneurial enterprises. Schwartz has extensive experience working with high-growth technology companies, having served on the Boards of Directors of numerous companies from seed to post-IPO stage. Schwartz also serves as EVP of Strategy & Development of Comcast Interactive Media, Comcast's Internet division.

Prior to joining Comcast in 1999, Schwartz was a Partner at a venture capital firm focusing on high-growth technology companies. Previously, he was a management consultant at The Boston Consulting Group where he assisted technology enterprises in resolving strategic, financial and operational business issues. Prior to that, Schwartz managed software development projects for various clients.

Schwartz holds a BS from the University of Pennsylvania's School of Engineering and Applied Science and an MBA from the Wharton School of the University of Pennsylvania.
Aydin Senkut is the Founder and President of Felicis Ventures. He has been an angel investor in promising start-ups since the end of 2006. His current portfolio encompasses over 30 companies including Buzzlogic, Cake Financial, Dogster, Meraki Networks, Mint, Saynow, Shopittome, Yapta, Youtube Networks, Webs.com, Weebly and others.

Prior to starting Felicis Ventures, Senkut was a Senior Manager at Google, responsible for strategic partner development and account management in Asia Pacific (including Japan). He joined Google in 1999 as a Product Manager to launch Google's first 10 international sites, its first online search licensing products and its first Safe Search. He was the first International Sales Manager at Google, eventually closing deals with all of Google's strategic syndication partners in Asia.

Through this process, Senkut built Google's Asian syndication business from less than $1 million in 2002 to more than $60 million in 2004.

Before joining Google, Senkut was Product Manager for Data Visualization and Data Mining software MineSet, and led business development efforts for the financial services industry at SGI.
Semi-Finalists

Crave Mobile
FlyBy
Illumination Diagnostics
Mahila
Moovejuice
Mtandao
Natural Abundance LLC
Organ Transplant Technologies
Perfect Expression
Snowball Exchange
Sustenance Health Food
The Gnosis Group
The Unmentionables Company
Tollbit
TracNatal
Visigy Systems
Waterways
Semi-finalists

**Crave Mobile**

*Team Leader* Josh Wais, W'11  
jwais@wharton.upenn.edu

*Team Member* Luke Cheng

*Industry* Comm/Media/Entertainment

Crave Mobile is a SMS/WAP-based mobile social network leveraging the Facebook platform to create a unique and powerful tool for people to stay engaged and in communication with others as well as the information that is important to them while on the go.

**FlyBy**

*Team Leader* Anton Popov, WG’09  
popov@wharton.upenn.edu

*Team Members* Lyudmil Popov, Gustav Lindstrom, Ivaylo Riskov

*Industry* Comm/Media/Entertainment, Internet, Other

FlyBy is a new media company that aims at providing ad-supported music to listeners using portable devices, personal computers, and the Web.

**Illumination Diagnostics**

*Team Leader* May Sripatanaskul, SEAS’09  
maysr@seas.upenn.edu

*Team Members* Amanda Ganske, Qing Ge, Dianna He, Shamantha Yan, Diana Zhou

*Industry* Life Sciences/Biotech

Illumination Diagnostics is a global medical device company. Illumination Diagnostics is dedicated to providing hospitals and physicians with novel technologies for quick, accurate and cost efficient detection of breast cancer, for the purpose of advancing the quality of life of patients.

**Mahila**

*Team Leader* Supriya Uchil, WG’08  
suchil@wharton.upenn.edu

*Team Member* Ameet Uchil

*Industry* Information Technology

Mahila proposes a technology solution to address the inefficiencies of the microfinance loan appraisal and execution process. Through an integrated software and wireless hardware solution, the product will reduce, by 30%, the time involved in initiating and maintaining a microfinance loan.
Moovejuice

Team Leader  Shingo Yatsui, WG’08
syatsui@wharton.upenn.edu

Team Member  Santiago Alonso Lord

Industries: Consumer Products, Telecommunications

Moovejuice plans to develop a breakthrough product that harvests energy produced by random or targeted body movements to charge portable devices such as cell phones.

Mtandao

Team Leader  Ian Webb, W’08  iwebb@wharton.upenn.edu

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

Industries: Information Technology, Internet, Telecommunications

Mtandao (Swahili for network) will provide a mobile online auction platform for Kenya. This service will resemble that provided elsewhere by eBay and other online auction sites. Like them, Mtandao will create value by seamlessly connecting sellers and buyers in highly fragmented markets.

Natural Abundance LLC

Team Leader  Andrian Ironside, WG’08
ironside@wharton.upenn.edu

Team Members  Sun-hwa Choi, Shawnette Rochelle

Industries: Distribution/Transportation, Retail

The mission of Natural Abundance LLC (NaTaB) is to enhance the lives of others by introducing a full range of herbal and ayurvedic products.

Organ Transplant Technologies

Team Leader  Clayton Knox, WG’08
knoxd@wharton.upenn.edu

Industry: Life Sciences/Biotech

Organ Transplant Technologies’ mission is to develop and commercialize a patented preservative solution, Polysol™, and medical device, Airdrive™, for preserving organs during transport for purposes of transplantation. The company’s devices significantly extend the time that organs remain viable outside the body, thereby increasing volume, lowering costs and improving outcomes of transplants.
Perfect Expression

Team Leader Rob Larson, WG’08 larson@wharton.upenn.edu

Team Members Rishi Khan, James Schwaber

Industry Life Sciences/Biotech

Perfect Expression has developed a new technology, GeneCount, that provides a precise and sensitive method to perform gene expression profiling as a greatly improved alternative to existing microarray technology. a $600 million market. Our product will be sold through providing services as well as selling equipment and refills for in-house research.

Sustenance Health Food

Team Leader Jothiram Athreya, WG’09 athreyaj@wharton.upenn.edu

Team Members Sachin Kaushik, Aruna Prabhakaran, Kavitha Venkatraman

Industry Consumer Products

Sustenance Health Food is a company established at a time when India is witnessing an epidemic of lifestyle diseases such as diabetes, coronary heart disease and obesity. The company envisions a pan health food platform in India and plans to start with the introduction of health foods catering to the special needs of the diabetic population.

Snowball Exchange

Team Leader Francis Kim, WG’08 francisk@wharton.upenn.edu

Industries Comm/Media/Entertainment, Internet

The Snowball Exchange is a music services company for independent musicians and their fans.

The Gnosis Group

Team Leader Arjun Raychaudhuri, WG’09 arjunray@wharton.upenn.edu

Team Members Jae Chung, Maria Hartich, Christian Novetzke

Industry Education, Services

The Gnosis Group delivers a marketplace for academic consulting services.
The Unmentionables Company

Team Leader  Sara Tenenbein, WG’09
saraten@wharton.upenn.edu

Team Members  Matt Lattman, Whitney Miller, Chi-Pei Tseng

Industry  Consumer Products

The Unmentionables Company produces the Brallet, a wallet that a woman can carry in her brassiere. The Brallet will not only gives the modern woman shape, fullness, and cleavage, but it effectively eliminates the need for a purse during a night on the town and serves as a safe place for her valuables.

Tollbit

Team Leader  Alexey Chalimov, WG’09
chalimov@wharton.upenn.edu

Team Members  Timothy Cheung, Vladimir Lipets

Industry  Information Technology, Internet, Services

Tollbit provides an online backup and storage service for small and medium businesses using distributed network architecture. Later, this new infrastructure will be first transformed into a new web backend solution and ultimately into a hosting platform.

TracNatal

Team Leader  Xiaoming Fang, WG’09
xiaoming@wharton.upenn.edu

Industry  Life Sciences/Biotech

TracNatal is a medical device company that focuses on infant health.

Visigy Systems

Team Leader  Ravi Annavajjhala, WG’08
rannavajjhala@yahoo.com

Industry  Consumer Products

Visigy develops and sells gadgets to monitor residential power. The products are easy to install, use and are cheaper compared to competitors' products.

Waterways

Team Leader  Jonathan Taququ, WG’08
taququ@wharton.upenn.edu

Industry  Consumer Products

Waterways leverages the shifting attitudes regarding bottled water, creating a more sustainable product using local water. A vending machine will offer filtered, cooled water and bottle it on demand, within the machine, in a low-waste (recyclable) bottle.
Celebrating 10 Years

Since its inception in 1998, the Wharton Business Plan Competition has been the launch pad for many successful businesses. The pages that follow provide a timeline of key competition milestones and winners. It also provides a more detailed chronicle of the entrepreneurial stories of some of the winners.
The Wharton Entrepreneurship Club launches inaugural Wharton Business Plan Competition.

WEP integrates WBPC into its program offerings.

Johnson & Johnson begins WBPC sponsorship.

With new campus fully operational, Wharton West students begin WBPC participation.

Grand Prize: RadioXchange
E-marketplace for radio industry via internet-based, auction-driven platform

Grand Prize: etechtransfer.com
B2B marketplace for tech transfer in life sciences

Grand Prize: ProtoCell
Drug discovery tool determining function of proteins simultaneously

Grand Prize: Envisia
Clinical microscopic imaging technology

Second Prize: Living Strategies
Web system to predict & match elder housing/care needs

Second Prize: NovaEx.com
B2B pricing exchange for natural products

Second Prize: Designware
Software to streamline outsourced product development processes

Second Prize: QSystems
CRM for credit unions

Third Prize: BrightPoint Technology
Software to eliminate computational bottle-necks in applications

Third Prize: Surgisoft
Software to simplify surgical procedures

Third Prize: DigiPad
Patient interview software

Third Prize: Genoma
Provides predictive power of genomic technology

Second Prize: Cool Source
Pet health insurance for the U.S. market

Third Prize: Biogenomix
Treatments for vascular, inflammatory & infectious diseases

Third Prize: FerroSolutions
Converts local vibrations to energy

Third Prize: Genoma
Provides predictive power of genomic technology

Second Prize: Cool Source
Pet health insurance for the U.S. market

Third Prize: Biogenomix
Treatments for vascular, inflammatory & infectious diseases

Third Prize: FerroSolutions
Converts local vibrations to energy
<table>
<thead>
<tr>
<th>Category</th>
<th>Prize</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>Orthopaedic</td>
<td>Grand Prize</td>
<td>handheld medical imaging device for treatment of chronic wounds</td>
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<td></td>
<td>Second Prize</td>
<td>tissue scaffolds for wound care market</td>
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<td></td>
<td>Third Prize</td>
<td>technology for chronic wound care treatment</td>
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<tr>
<td>Dynamic</td>
<td>First Prize</td>
<td>device to extend lifetime of hip implants</td>
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<tr>
<td></td>
<td>Third Prize</td>
<td>virtual call centers for military and emergency use</td>
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<td></td>
<td>Third Prize</td>
<td>biogas conversion at landfills &amp; treatment</td>
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<tr>
<td>IntuiTouch</td>
<td>First Prize</td>
<td>high-performance memory circuits for degenerative disease</td>
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<td></td>
<td>Third Prize</td>
<td>next generation motion actuators</td>
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<tr>
<td></td>
<td>Third Prize</td>
<td>therapeutic agents for degenerative disease</td>
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<tr>
<td>NanoNanics</td>
<td>Third Prize</td>
<td>cheap high-performance memory circuits for degenerative disease</td>
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<tr>
<td></td>
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<td>device to extend lifetime of hip implants</td>
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<tr>
<td>CellCure</td>
<td>Grand Prize</td>
<td>hand-held device for breast cancer detection</td>
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<tr>
<td></td>
<td>Second Prize</td>
<td>device to extend lifetime of hip implants</td>
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<tr>
<td></td>
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<td>BioSpectrum</td>
<td>Third Prize</td>
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</tr>
<tr>
<td></td>
<td>Third Prize</td>
<td>technology for chronic wound care treatment</td>
</tr>
</tbody>
</table>

Competition dates:
- 2004-2005
- 2005-2006
- 2006-2007
- 2007-2008

Innovation Celebrating 10 Years of

- Grand prize winners ring opening bell at NASDAQ.
- Competition system transitions from paper and pencil to fully automated online system.
2007 Grand Prize Winner

NP Solutions

Current Company
NP Solutions

Description
The mission of NP Solutions is to design, develop and market new patented medical devices for the treatment of lower back pain. Each technology will fill a current gap in medical procedures by providing minimally invasive, stable therapeutic options that are clearly defined and acknowledged by medical professionals as essential to back pain treatment.

Key Milestones Since Winning
- Founders have assembled a team including attorneys and board of directors, incorporated and are in the final negotiations to control all intellectual property—both directly and indirectly related to their inventions.
- On July 18, 2007, the NP Solutions team rang the closing bell at NASDAQ.

Value of Participating in the WBPC
"The WBPC enabled us to perfect the vision for our company. The judges’ feedback throughout the phases of the competition and the network of experts it gave us access to were extremely helpful in creating NP Solutions. Competing in the event was an invaluable learning process and winning it opened many doors."

Sevon Kohli Lat, WGI 07, Team Leader, NP Solutions

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, 2006 MuscleMorph was named winner of the Fortune Small Business Student Showdown and featured in the magazine.
- In August 2006, 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
2005 Grand Prize Winner

FibrinX

Current Company

This company is no longer in business.

Description

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.

Key Milestones Since Winning

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

Value of Participating in the WBPC

“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
InfraScan

Current Company

InfraScan
www.infrascanner.com

Description

InfraScan's InfraScanner is a cost-effective, mobile medical imaging system for detecting brain hematomas that completed successfully extensive clinical studies. 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. Bann Oumar from Drexel University, Sandeep Naik and Samonnii 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 $1.500,000 investment from BioAdvance, Ben Franklin Technology Partners and Philadelphia Industrial Development Corporation.
- Won the second place at the Global Business Plan Competition in Singapore and received the Excellence in Design Gold Award for product design.
- Developed the product, completed a multi-center clinical trial and submitted the product for FDA clearance.
- Launched sales overseas and placed systems on the battlefield in Iraq.

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.
2003 Grand Prize Winner

PAW's Pet Insurance

Current Company 1

Fetch Inc. DBA Petplan USA
www.GoPetplan.com

Description

Fetch Inc. DBA Petplan is a provider of accident and illness health insurance coverage for American cats and dogs. Fetch launched Petplan insurance into the United States in July 2006 and is currently the nation's #1 rated pet insurance provider. Petplan 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

- #1 rated pet insurance in America (www.petinsurancereview.com).
- Vernon W. Hill II, W'67, Founder and Retired Chairman of Commerce Bank, appointed Chairman of the Board of Petplan USA.
- Secured exclusive US partnership with Petplan—the world's leading pet insurance provider (http://www.petplan.co.uk).
- Policies underwritten by American National Property and Casualty Company (ANPAC), rated A+ (Superior) (http://www.anpac.com).


Created and introduced the first customizable pet insurance products with lifetime coverage for hereditary conditions that are more comprehensive and flexible than any other plans currently available.

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, W'03, President, Petplan
2003 Grand Prize Winner

PAWs Pet Insurance

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 an early stage e-commerce insurance company selling pet health insurance directly to pet owners, primarily via the internet. With core expertise in internet marketing and insurance product design and pricing, Embrace competes by combining the next-generation of veterinary-friendly pet health insurance with a deep commitment to profitable long-term customer acquisition and retention.

Key Milestones Since Winning

- July 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 $385,000.
(Now Two Companies)

- Dec 2005 - Finalized product design with Lloyd's.
- Apr 2006 - Signed agreement with Lloyd's.
- Oct 2006 - Sold first policy.
- Feb 2007 - Won a Pinnacle Award for innovative use of Microsoft Dynamics software.
- Apr 2008 - Raised Series A venture round.

Value of Participating in the WBPC

"Participating made us think out every aspect of our plan and provided feedback; winning gave us credibility that still takes us far 5 years later."

Laura Bennett, WG 03, CEO, Embrace Pet Insurance
A UPenn spin-off, MicroMRI was founded in March 2003 to commercialize MRI technologies. MicroMRI's first product provides a solution for monitoring bone quality. Its proprietary technology magnifies achievable resolution by a hundred-fold compared to existing MRI scanners. This technology enables for the first time a non-invasive assessment of the architectural connectivity of the bone at the wrist and ankle, a critical marker in determining bone strength and monitoring therapy in bone metabolic conditions, such as osteoporosis.

Key Milestones Since Winning

- Launched first product, the Lipoparticle, in 2003.
- Generating revenue since 2003.
- Current employees ~20.

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."

- Omne Gandel, WG'03, Founder, MicroMRI
Discover the many small-company environments behind the big-company impact of the Johnson & Johnson companies.

find more
jnj.com/careers
Johnson & Johnson is proud to be a Silver Sponsor of The Wharton Business Plan Competition.
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.
J udges:

Judges: Phase I

Robert Amen, WG’04
Principal, Vector Capital

Matt Anderson, WG’03
VP, Covidien

Kunal Bahl, W’06
CEO, Jasper

Keith Bank, W’82
Managing Partner, KB Partners LLC

Ali Behbahani, WG’07
Associate, New Enterprise Associates

Nilesh Bhandari, W’97, WG’05
Associate, Commonwealth Capital Ventures

Sam Brasch, WG’02
Senior Associate, Frazier Healthcare Ventures

Adam Breslin, WG’99
Partner, Penfund

Tim Butler, WG’90
CEO, Ego

Steven M. Charendoff, WG’90
President, Rittenhouse Archives, Ltd.

Mukul Chawla, WG’06
Associate, Warburg Pincus LLC

David Cheong
Lehman Brothers

Sachin Chopra, WG’05
Warburg Pincus

Patrick Chovanec, WG’05
Business Development Director, Redgate Media

Schuyler Coppedge, WG’05
Senior Associate, Energy Capital Partners

Chad Cornell
Director, Medtronic, Inc.

Sean Cunningham, WG’05
VP, GTI, Golden Rauner

Simone D’Souza, WG’05
Ascend Ventures

Julien Farre, WG’06
Associate, Goldman Sachs

Joshua Feinberg, WG’07
Consultant, BCG

Doug Fisher, WG’03
Associate, New Leaf Venture Partners

John Fox, WG’01
Director of Business Development, Synapsis Technology

Greg Friedman, W’00, WG’07
Manager, Level 3 Communications

Adam Gerson, WG’07
Senior Associate, Katzenbach Partners

Jonathan Goodspeed, WG’05
CEO, GoalHub, Inc.

Mark Grabowski, WG’05
Senior Associate, American Capital

Dwight Green, WG’94
Strategy, TNS

Adam Greenberger, WG’99
Managing Director, Albright Capital Partners

Dave Harper, WG’91
VP, Quantum Value Partners LLC

Philip Heifetz, WG’96
VP of Finance, Othera Pharmaceuticals Inc.

Bob Heller, W’80
Principal, Southern Equity Partners LLC

Sam Hines, WG’04
Managing Director, M2 Holdings LLC

Bob Hornsby, WG’00
Jobomax

Miles Huffstutler, WG’86
Consultant

Edward Hyken, WG’95
Co-founder, Expressiva Inc.

Matthew Jacobson, WG’98
Director, America Online

Healy Jones, WG’07
Associate, Atlas Venture

Lisa Karen Jordan, WG’04
Senior Associate, Oxford Biosciences
Steven A. Kantor  
Executive VP, Complete Enrollment Agency

Pace Klein, WG’04  
Wiese Law Firm, P.A.

Jon Klemens  
President, First Renaissance Ventures Inc.

Michael Koby, WG’04  
Principal, Galen Partners

Jason Koenig, WG’05  
Senior Associate, Versa Capital Management

Sudhakar Kosaraju, WG’07  
President, Cardavance

Rahul Kothari, WG’06  
Senior Associate, The Carlyle Group

David Kreiger, WG’07  
CEO, Home-Base

Prasanna Krishnan, WG’07  
Associate, Draper Fisher Jurvetson

Chris Latta, WG’99  
Director, Wachovia Securities

Nelson Law, W’90  
Director of Strategic Initiatives, HBD Industries

David Leis, W’97  
Partner, Lippincott

Christopher Leong, W’97  
VP Strategy, SIRIT

David Libowitz, WG’89  
Managing Director, Tri-Artisan Partners

David McCoy, WG’04  
Principal, National City Equity Partners, Inc.

David Mes, WG’05  
Associate, Cipio Partners

Nihal Metha  
CEO, ipsh!

Rana Mitra, W’01  
Director, Marc Bell Capital Partners

Roy Morris, WG’95  
Managing Partner, STI, LLC

Melissa Nguyen, WG’00  
VP, Silverline Partners

Neill Occhiogrosso, WG’06  
Associate, Highland Capital

Brian O’Malley, W’01  
Associate, Battery Ventures

Colman O’Murchu, WG’99  
Director, Invotex Group

Francis Parish, WG’99  
Managing Director, Pacific Capital Group

David Pejcha, WG’06  
Mathieu Peyron, WG’07  
Founder, Energetica, Inc.

Samuel Reeves, W’05  
Co-Founder & President, Humanistic Robotics

Jennifer Dore Russo, W’91  
Managing Director, Somshine Partners

Steven Sarracino, WG’06  
VP, American Capital Strategies

Farimah Schuerman  
Principal, Academic Business Advisors

Robert Schwartz, WG’93  
Woodmont Partners LLC

Cedric Sellin, WG’05  
Venture Partner, DX Capital

Bob Seltzer, WG’04  
Care Capital

Sean Seton-Rogers, WG’05  
Associate, Benchmark Capital

Anshumaan Sharma  
Director, Aegis Consulting

Punit Soni, WG’07  
Product Manager, Google

Matthew J. Storm, W’94, WG’00  
Managing Director, Crystal Advisors, LLC

Nick Superina  
QuestMark Partners

Syl Tang  
CEO, FounderHiptguid

Gaurav Tewari, WG’06  
Highland Capital

Prasad Thammineni, WG’07  
Founder & President, Pixily

John Ulrich, WG’97  
Principal, Foster Chamberlain, LLC

Larry Waddell, WG’04  
CEO, 3K Logistics, Inc.

Griffin Whitney, WG’05  
Senior Associate, Mistral Equity Partners

Peter Williams, WG’05  
Principal, Blue Hill Partners, LLC

Jason Yeh, W’06  
Associate, Pequot Capital

Andrew Ziolkowski, WG’81  
Managing Director, Forest Street Capital, LLC

Judges: Phase II

Craig Aberle, WG’00  
Owner, OBI Entities, LLC

Laurent Adamowicz, WG’84  
Director, Early American Industry Association

Michael Aronson, W’78  
Managing Director, MentorTech Ventures

Guy Ashley, W’93  
VP, CMMI Ventures

John Ason  
Angel Investor

Peter Ax, WG’91  
Managing Partner, Phoenix Capital Management

John Babiec, WG’84  
Principal, MDB Associates

Thomas Balderston  
President & CEO, Mid-Atlantic Venture Capital Alliance

David Barclay, W’03  
Senior Associate, Vulcan Capital

Eric Bell, WG’97  
Senior Associate, Vulcan Capital

David Blumberg, WG’90  
Managing Partner, Blumberg Capital
Judges: Phase II cont.

Jeffrey Bodle
Partner, Morgan Lewis

Scott Bohrer
ETF Venture Funds

Thomas Borger, WG’93
VP, GlaxoSmithKline

Steve Bowman
President, BizClarity

Shelley Boyce, WG’95
Founder & CEO, MedRisk

Sean Brady, W’99
Product Manager, Optilink

Bryan Burkhardt, W’97
Senior VP, Global Sales, Callidus Software

Ali Byrd, WG’04
Lehman Brothers

Jeff Carpenter, WG’98
CEO, PeopleAdmin, Inc.

Daniel Chait
Managing Partner, Lab49, Inc.

Leland Cheung
Senior Associate, Comcast Interactive Capital

Brett Cohen, W’94
CFO, W.J.S.A., Inc.

Casey Courneen, W’92
Co-Founder & President, Blackstone Technology Group

Blake Cumbers, WG’88
VP, Boyd Gaming Corporation

George De Sola, W’68
Former Chairman & CEO, DecisionOne

Paisley Demby, WG’99
CEO, PBN Consulting

Nirav Desai, WG’99
VP, Capital Group

Ben Doranz, WG’01
President & CSO, Integral Molecular, Inc.

Robert Driscoll, WG’95
General Partner, Striker Partners

Michael Eckstut
Principal, Archstone Consulting

Ken Elefant, W’91
General Partner, Opus Capital Ventures

Brian Elieson, WG’04
Corporate Strategy Manager, Microsoft

Kevin Fallon, WG’94
President, Fallon Associates, LLC

George Ferris, WG’95
Managing Director, Allied Capital

Rick Foreman, WG’78
VP, Bloom Energy Corporation

Rick French
Director, The Lyons Companies

Sally Furman, WG’88
CFO, The Furman Group, Inc.

Robert Gabriel, WG’03
Founder & CEO, Genesis Aromatique

Don Ganguly, WG’81
CEO, Equinox Nexgenix

Linnea Geiss, WG’07
Arapax, Inc.

Lawrence Gelburd, WG’91
Independent Consultant

Alex Gellman, WG’88
President & COO, Sointrol Corporation

Jeffrey Ginsberg, W’86
Managing Director, M intend Equity Partners, LLC

William Gordon, WG’86
President & CEO, Tetrage尼斯

Jeff Grass, WG’99
CEO & President, JurySAFE

Sean-Michael Green
CEO, Memories RPA, Inc.

Edward Greer
Manager, Rohm and Haas Emerging Technologies

Ashish Gupta
Venture Partner, Woodside Fund

Vivake Gupta, WG’06
Co-Founder & Managing Director, Lab49, Inc.

Liz Hall, WG’78
President, Ardade Associates

Michael Harrington
Partner, Fox Rothschild LLP

William Harrington
Principal, Vista Ventures

Kyle Harrison, WG’99
Senior Product Manager, Intuit

Jim Hazy, WG’88
Associate Professor, Adelphi University

Tim Hentzel, WG’06
Monitor Group

Edward Hyken, WG’95
Co-Founder, Expressiva Inc.

Angelique X. Irvin, WG’00
President & CEO, Clear Align

Garrett P. Kanehann, WG’94
Partner, Black Eagle Partners

Thomas Kania, WG’88
CFO & Business Development Head, Clear Vision Management

Guarav Kapoor, WG’03
CFO, MetricStream

Jeff Karras, WG’97
General Partner, Levenson Venture Partners

Kevin Kemmerer, WG’97
VP, Safeguard Sciences, Inc.

Michael Kim, WG’97
Partner, Rustic Canyon Partners

Peter Koeppel, WG’80
President, Koeppel Direct Inc.

Michael Kopelman, WG’05
VP, Edison Venture Fund

Scott Kosch
Managing Partner, Kosch Capital

Henry Kressel
Partner, Warburg Pincus LLC

Scott Kushino
Director, Mobile Solutions, Microsoft
Judges: Phase III

Herbert Althouse, WG’80
Equitable Companies, Inc.

Henri Asseily, WG’96
Co-Founder, Shopzilla.com

Erik Bethel, WG’99
Managing Partner, Compass Point Capital Partners

Doug Brackbill, WG’80
CEO, Traverse Networks

Ken R. Brotman, W’87
Founding Partner, ACON Investments, LLC

Daniel Deeney
Partner, New Venture Partners

Yaron Eitan, WG’84
Partner, SCP Private Equity Partners

Madi Ferencz, WG’71
Founder, Devco

Charles Fleischman, WG’86
Former President, CFO & COO, Genentech Corporation

Thomas Hall
Finance Director, Schering-Plough Corporation

Jeff Hanson, WG’91
Partner, Ohio Innovation Fund I, LP

Lee Hower, W’00
Principal, Point Judith Capital

Brian Hughes, W’81, WG’91
Managing Partner, KPMG LLP

Boris Kalandar, WG’88
Managing Partner, MentorTech Ventures

Jon Karlen
General Partner, H&G Ventures Boston

Dev Khare, W’94
VP, Venrock Associates

Nicole R. Kubin
General Partner, Velvet Asset Management
Scott Kushino
Director Mobile Solutions, Microsoft

James Lussier, W’78
General Partner, Norwest Venture Partners

Michele Masterfano
Founder, Michele Masterfano Marketing, Inc.

Dean E. Miller, WG’99
Managing Director, Novitas Capital

Brian Model
VP, Stonehenge Capital Partners

Ilya Oshman, WG’89
Entrepreneur

Douglas Petillo, WG’97
Partner, Edison Venture Fund

Patrick Pruitt
Partner, Ernst & Young LLP

Glenn Rieger, WG’86
General Partner, NewSpring Capital

Matt Rieke, WG’98
Partner, Quaker BioVentures

Rich Riley, W’96
Senior VP, Yahoo! Europe

Marc Singer, W’93
General Partner, BEV Capital

David Twersky
President, Robin Hood Ventures

Amy Venetianer, WG’91
The Luminations Group

Asish Xavier, WG’03
VP, Venture Investments, J&J Development Corporation
The more people you talk to, the more input you get, the better you are...I am really in it for the advice, getting feedback, and having people critique my venture.

—Chrysta Irolla, SEAS’08, Proteza

The Business Plan Competition represented an opportunity to think through the other opportunities...The whole process is helping us. It has helped the plan evolve.

—Jothiram Athreya, WG’09, Sustenance Health Food

The feedback and the mentorship that you get through his process in terms of the legal aspects, how to evolve, look at venture capital, look at due diligence hones you out.

—Supriya Uchil, WG’08, Mahila

One thing we want to get out of the business plan competition is a framework through which we can rigorously organize our thoughts, strategies, and financial projections. The judges can analytically and critically analyze our business plan.

—Michael Young, SEAS’08, C’08, Innova Materials
Mentors

Alex Avendano, W'07
Founder, Henry A. Davidson, LLC

Peter Breuninger, W'86
Founder, Moneytree

Melinda L. Champion, WG'93
President, Victus, LLC

Richard Davis, W'05
Co-Founder, Hollix Gear

Charles Fleischman, WG'86
Co-Founder, Digene, Inc.

Brad Handler, W'89
Founder, Chairman and CEO, Exclusive Resorts

Robert Hornsby, WG'00
Managing Partner, Jobomax

Prasanna Krishnan, WG'07
Associate, Draper Fisher Jurvetson

Rumit Mehta
Director, Business Development, Safari Ventures

Bob Pierson
Managing Director, Farm to City

Contributors

Hal Real
President, Real Entertainment Group

Katherina M. Rosqueta
Executive Director, Center for High Impact Philanthropy, University of Pennsylvania

Ken Shapiro, WG'92
Wealth Management Advisor, Merrill Lynch

Vikas Sood, WG'07
Co-Founder, Shared Scribe

Joe Spector, WG'07
Co-Founder, QuieroLatino.com

Steven D. Welch
DreamIt Ventures

Aminah Ali
Wharton Entrepreneurial Programs

Rodrigo Alvarez
WBCP Grand Prize Winner 2005-2006

Prof. Raffi Amit
The Wharton School

Michael Aronson, W'78
MentorTech Ventures

Chris Ashton, WG'03
WBCP Grand Prize Winner 2002-2003

Tom Balderston
MAC Alliance

Marta Bartholomew
Wharton Entrepreneurial Programs

Baruch Ben Dor
WBCP Grand Prize Winner 2003-2004

Andy Behrend
Wharton External Affairs

Laura Bennett, WG'03
WBCP Grand Prize Winner 2002-2003

Chris Bruner
Ernst & Young

Emily Cieri
Wharton Entrepreneurial Programs

Aimee Cuniglio
Johnson & Johnson

Ben Doranz, WG'01
WBCP Grand Prize Winner 2000-2001

Juana Droessler
Wharton MBA Program for Executives

Bob Elder
Wharton Entrepreneurial Programs

Therese Flaherty
Wharton Small Business Development Center

Onne Ganel, WG'03
WBCP Grand Prize Winner 2001-2002

Kristen Giacobbe, W'08
Wharton Entrepreneurial Programs

Stephen M. Goodman, W'62, L'65
Morgan, Lewis & Bockius LLP
Scott Grueser, WG'08
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PricewaterhouseCoopers

Brian Hughes
KPMG

Richard P. Jaffe
Ballard Spahr Andrews & Ingersoll, LLP

Linda Kaelin
Wharton Entrepreneurial Programs

Susan Kavcsak
Schering-Plough Corporation

Serena Kohli Lal, WG'07
WBPC Grand Prize Winner 2006-2007

Clare Leinweber
Wharton Entrepreneurial Programs

Prof. Ian MacMillan
The Wharton School

Neil Malhotra
WBPC Grand Prize Winner 2006-2007

Deirdre Martin
Wharton Entrepreneurial Programs

Alison Matejczyk
Wharton External Affairs

Stephanie McAlaine
Wharton Private Equity Partners

Jessie McCulley
Wharton External Affairs

Megan Mitchell
Wharton Entrepreneurial Programs

Leslie Mitts, WG'90
Wharton Small Business Development Center

Jack Negrey
KPMG

Greg Pitter
Wharton Entrepreneurial Programs

Albert Piscopo
PricewaterhouseCoopers

Pat Pruitt
Ernst & Young

Neel Premkumar, WG’08
CreativeClub

Samuel Reeves, W’05
Wharton Small Business Development Center

Alex Rein, WG’08
Co-President, Wharton Entrepreneurship Club

Emily Robin, C’00, W’00
Wharton External Affairs

Sheila Rostiac
Schering-Plough Corporation

Lisa Serad
Wharton Entrepreneurial Programs

Katherine Schieffelin
Wharton External Affairs

Anne Stamer
Weiss Tech House

Jeroen van den Berge, WG’08
WBPC Committee Co-Chair, 2006-2007

Matt Varga
Wharton Entrepreneurial Programs

Bryun Williams
Wharton Entrepreneurial Programs

Peter Winicov
Wharton Entrepreneurial Programs

Alan L. Zeiger
Blank Rome LLP

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