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Wharton Business Plan Competition Venture Finals 2010-2011

University of Pennsylvania

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And the Winners Are...

Stylitics: Michelson Grand Prize
Next Generation Phlebotomy: 2nd Prize
Baby.com.br: 3rd Prize

Final Round Presentations + Awards Ceremony

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

Wednesday, April 27, 2011
The Wharton Business Plan Competition acknowledges and thanks its sponsors for their generosity and support.

THANK YOU!

GRAND PRIZE SPONSOR:

The Gary Karlin Michelson, M.D. Charitable Foundation, Inc.

VENTURE FINALS EVENT SPONSOR:

MentorTechVentures
VENTURE FINALS AGENDA

Each team will have 10 minutes to present and 10 minutes for Q&A. There will be 5 minutes in between teams for set-up/take-down/microphoning.

1:00-1:10 p.m.       Introduction & Welcome
1:10-1:30 p.m.       Flipables
1:35-1:55 p.m.       BOSS Medical
2:00-2:20 p.m.       Pledge4Good, LLC
2:25-2:45 p.m.       Cyrano Nasal Sciences, LLC
2:45-3:10 p.m.       Networking Break
3:10-3:30 p.m.       Baby.com.br
3:35-3:55 p.m.       Stylitics
4:00-4:20 p.m.       Next Generation Phlebotomy
4:25-4:45 p.m.       DictionarySquared
4:45-4:50 p.m.       Conclusion + Announcements
4:50-5:50 p.m.       Networking Break + Elevator Pitches*
5:50-6:15 p.m.       Awards Ceremony

* While the judges are deliberating, finalists will present 1-2 minute Elevator Pitches to the assembled audience and public who will then vote on the People's Choice Award. The Award will be announced during the Awards Ceremony.
NOW IN ITS THIRTEENTH 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 in the 2010-2011 academic year drew participation from 210 student teams, comprising over 450 participants from seven 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.

LEARNING COMPONENTS

MENTOR PROGRAM
The Mentor Program matches student teams with experienced entrepreneurs, seasoned business managers and venture capitalists who provide 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.
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, as well as present their plans before a panel of judges during a 5-minute pitch. The process of putting together a full business plan encourages students to detail all aspects of launching, growing and managing a new venture; pitching to judges provides a real-life opportunity to sell the business to professional experts. Also in Phase III, teams compete against other semi-finalists in one of three, self-selected, industry tracks: life sciences, information technology and other. Eight of the 25 semi-finalists advance to the final round of the competition—the “Venture Finals”. Industry track representation in the Finals will reflect proportional track distribution among the 25 semi-finalists.

PHASE IV
Venture Finals
The premier event of the WBPC, the Venture Finals is a unique opportunity for the “Great Eight” finalists to present, in a longer format, 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. After these presentations the judges adjourn and deliberate the Michelson Grand Prize, Second Prize and Third Prize. While the judges are deliberating, the entire audience and public can convene for a reception during which each Great Eight team delivers a 1-2 minute Elevator Pitch on their concept; following these pitches, the audience votes on the winner of the People’s Choice Award.

All prizes are announced during the evening’s Award Ceremony, immediately following the networking reception.
WORKSHOPS

Workshop seminars 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:

Library Resources for Entrepreneurs and Business Plan Writing

KAREN ANELLO
Business Research Librarian, Lippincott Library, The Wharton School
October 29, 2010

Technology Transfer

MICHAEL POISEL (WG’97)
UPstart Program Director, Center for Technology Transfer, University of Pennsylvania

VINCENT ENDRES
Vice President of Ventures, Sarnoff Corporation
November 15, 2010

Idea Generation

ETHAN MOLLICK
Assistant Professor of Management, The Wharton School
November 15, 2010

Team Building

MERIDETH MYERS
Assistant Professor of Management, The Wharton School

PANELISTS:
STEPHAN JACOB (WG’11)
KEMBREL; PHILIP CORTEZ (WG’11)
MEETEOR; AND DAVIS SMITH (WG’11)
baby.com.br.

December 8, 2010

Business Plan Writing 101

PATRICK FITZGERALD (C’97)
Associated Faculty, Wharton Entrepreneurial Programs

January 19, 2011

Patents, Intellectual Property and The Start-Up

SAMUEL APICELLI
Partner, Duane Morris LLP
February 22, 2011

Measuring Impact for Social Enterprises

WES HUTCHINSON
Stephen J. Heyman Professor of Marketing, The Wharton School
February 23, 2011

Pitching Your Plan: A Communications Workshop

GLENN ROCKEFELLER
President, Tech Solutions Group; Wharton Communication Program
March 21, 2011

Presentation Training for the Great Eight Finalists

GLENN ROCKEFELLER
President, Tech Solutions Group; Wharton Communication Program
April 14 + 15, 2011

Wharton Entrepreneurial Programs
COMPETITION PRIZES

In 2010-2011 student teams participating in the WBPC compete for over $70,000 in cash prizes and $45,000 in in-kind services. The total cash and prizes in 2010-2011 is a more than 50% increase over what has been available in the past. The prizes are:

Michelson Grand Prize
$30,000
The Michelson Grand Prize is made possible by a generous donation from The Gary Karlin Michelson, M.D. Charitable Foundation, Inc.

Second Prize
$15,000

Third Prize
$10,000

People's Choice Award
$3,000

Wharton Undergraduate Award
$10,000
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 Wharton undergraduate students. The team must reach the semi-finals and submit a business plan for consideration as a finalist.

WBPC Student Committee Awards
$1,000 each
The student management committee of the WBPC awards prizes in three categories: Social, Disruptive and Committee's Choice. The teams must reach the semi-finals and submit a business plan for consideration as a finalist.

In-kind Legal + Accounting Services
Each of the top prize winners will receive up to $10,000 of in-kind legal services (a $5,000 increase from previous years) and $5,000 of in-kind accounting services.

Providing in-kind legal services are:
- Blank Rome LLP
- Duane Morris LLP
- Morgan Lewis Counselors at Law

Providing in-kind accounting services are:
- Ernst & Young
- Jefferson Wells
- KPMG

PAST PARTICIPANTS

Since its inception, the WBPC has generated a host of business concepts. Not only are many Grand Prize winners still in operation today, but also, the semi-finals and finals phases have spawned successful ventures. Past participants have raised significant amounts of venture funding, sold their businesses to multi-national corporations and received industry recognition for their innovations. For additional details on past participants and where they are now, visit page 26.
The Wharton School and Wharton Entrepreneurial Programs would like to thank

The Gary Karlin Michelson, M.D. Charitable Foundation, Inc.

for its sponsorship of the 2011 Wharton Business Plan Competition Grand Prize.

The Gary Karlin Michelson, M.D. Charitable Foundation, Inc. is devoted to improving access to educational resources, bolstering concern for animal welfare, and driving technological innovation in the nation’s premier universities. In addition to its support for the Wharton Business Plan Competition, the Gary Karlin Michelson Foundation funds the $75 million Michelson Prize and Grants in Reproductive Biology and has established the Found Animals Foundation (foundanimalsfoundation.org).
THE FINALISTS

Baby.com.br
BOSS Medical
Cyrano Nasal Sciences, LLC
DictionarySquared
Flipables
Next Generation Phlebotomy
Pledge4Good, LLC
Stylitics
Baby.com.br

DESCRIPTION
Modeled after Diapers.com, the internet retailer that sold to Amazon for $545 million in November 2010, Baby.com.br will take advantage of the underdeveloped, but rapidly expanding e-commerce space in Brazil. With e-commerce spending increasing 170% in the last 2 years and internet penetration soaring, Baby.com.br plans on conquering the currently fragmented and unsophisticated online baby market.

Team Leader
Davis Smith, WG’11

Team Member
Kimball Thomas
BOSS Medical

DESCRIPTION

BOSS Medical (Better Orthopaedic Spinal Solutions) is commercializing a new device to improve spinal fusion procedures by reducing patient morbidity and surgical risk—all while enabling superior spinal fusion rates at a substantially lower cost than comparable tools. Spinal fusion is a surgical procedure that is widely used to increase structural support in the spine and prevent serious spinal cord damage; more than 400,000 patients undergo spinal fusion procedures in the U.S. every year. A failed fusion can lead to an additional surgical procedure, with potentially life threatening risks to the patient, as well as significant additional costs to the healthcare system. Bone grafting is imperative to the success of the spinal fusion, and autograft (bone tissue from the patient) is clinically viewed as the “gold standard” grafting material. However, obtaining autograft from a patient requires a separate “harvesting” surgery that can cause significant complications. BOSS Medical has developed “The BOSS Harvester,” a low-cost, minimally invasive device that quickly and safely extracts autograft from the hip, thereby avoiding the complications associated with current autograft extraction procedures. The BOSS Medical team is led by a Wharton and Engineering undergraduate at the University of Pennsylvania collaborating with a development team comprised of five biomedical engineering graduate students at Johns Hopkins University. Working closely with three leading spinal surgeons from the Johns Hopkins Medical Institute, the team has the unique opportunity to bring the BOSS Harvester to market, and improve the lives of thousands of patients.

Team Leader
Abhiraj Modi, W'11, BSE'11

Team Members
Maxim Budyansky
Shoval Dekel
Haim Gottfried
Neil Shah
Peter Truskey
Cyrano Nasal Sciences, LLC

DESCRIPTION
Cyrano Nasal Sciences, LLC is a Delaware incorporated company that is commercializing a revolutionary drug therapy for allergic rhinitis (hayfever) and related disorders. Allergic rhinitis (AR) affects an estimated 65 million Americans who spend more than $5 billion annually for prescription drugs. Cyrano’s product will be called Rhinox*, and it is based on a method of applying botulinum toxin (BoNT) within the nose. BoNT is protected by 2 awarded and 6 pending U.S patents; and controlled clinical trials have shown that a single intranasal application of BoNT can eliminate all symptoms of AR for up to 5 months. No rhinitis therapy currently sold or in clinical trials has nearly the efficacy, duration, low cost or patient convenience advantages of Rhinox*. The path to market requires obtaining a source of BoNT that is brought through FDA approval for this indication. Cyrano is seeking $6 million to obtain a BoNT source, file an IND and perform phase 2 trials. Series B financing of $24 million will fund phase 3 trials, a supplementary biologics license application and a marketing and sales effort. FDA approval is expected in late 2016. The team believes Rhinox* can capture approximately 2.5% of the market within the first 6 months after approval, which is comparable to other recent AR drug approvals (i.e., Veramyst®, Xystal®), allowing the company to become profitable in the first year of sales. While Cyrano’s plan contemplates bringing the product to market independently, the team believes a large opportunity exists for partnership with a major pharmaceutical marketer.

Team Leader
Alexandre Paris, W’13

Team Members
Asif Amirali
Mark Funston
Ira Sanders
Shawn O’Brien
Marilyn Carlson
Joseph Sgherza
DictionarySquared

DESCRIPTION
DictionarySquared is an online vocabulary training program that provides a fun and interactive way to help high school students learn words and can be used in preparation for the SAT. The website has been fully developed and has been used by over 1,000 students in classrooms at four high schools for the past two years. The site was developed based on extensive research and mimics the way the brain learns words by showing words in context and using an optimized review schedule. Students see the word's definition, pronunciation and several snippets with the word in context. Furthermore, the website is multimedia-infused, containing video clips from popular movies and photographs that illustrate the essence of the words. Students compete for points and a position on the top-10 lists of their schools, which makes the experience fun. In addition to existing features – including quizzes, write your own definition and write a sample sentence – DictionarySquared is enhancing the site to add more games and a social networking component. These new features will allow users to compete with their friends and the website's content to be adapted to a user's interests. DictionarySquared can be marketed as vocabulary training for a specific test, such as SAT, GRE or TOEFL, or as advanced vocabulary training to integrate into schools' curriculums. The SAT test-prep market is over $4 billion, and DictionarySquared plans to initially target this segment, as well as the two million U.S. homeschooled students. The product can eventually be marketed to other grade levels, international students or in other languages.

Team Leader
Kathryn Schledwitz, WG'12

Team Members
Adam Kapelner, PhD(Wharton)'14
Flipables

DESCRIPTION
Flipables™ are protective, low cost, biodegradable, disposable sandals that will be provided to patrons of public showers in places such as gyms, university facilities and beach clubs. In many respects, Flipables are akin to toilet seat covers and Purell, which have now become ubiquitous at public bathrooms and office buildings. No longer will gym goers need to pack wet sandals in their bags after showering at the gym, or worse, contract fungal foot diseases in public showers.

Team Leader
Lee Bienstock, WG’11
Next Generation Phlebotomy

DESCRIPTION

Next Generation Phlebotomy (NGP) has developed the PhlebCath prototype, which is a novel, Class II (expected) device that integrates with Peripheral IV (PIV) systems to extract blood for laboratory testing from patients. The U.S. hospital system spends $1.15 billion every year extracting blood from patients in hospitals, while nearly 72% of this expense ($834 million) is due to inefficiencies in the process. PhlebCath can significantly lower blood extraction costs at the hospital, reduce lab errors from hemolyzed samples and dramatically improve the patient experience. PhlebCath will face little direct competition because no device exists to reliably extract blood from PIVs. NGP is seeking a seed round of $250,000 to finalize prototype development and complete validation studies. NGP will achieve profitability by 2014 and reach peak sales of $102 million in 2016. NGP believes its device will become a new standard of care for peripheral blood extraction.

Team Leader
Marc Montserrat, WG’12

Team Members
Ravi Raghavan, WG’12
Pitou Devgon, WG’10
Pledge4Good, LLC

DESCRIPTION

Pledge4Good, LLC ("Company") is a for-profit business offering an innovative internet-based fundraising platform for nonprofit companies. Pledge4Good combines nonprofit fundraising with real world social gaming, social networking, goal setting theory and mobile check-ins. Through the Company's mobile application and websites—Pledge4Good.com and Swear-Jar.com—individuals will be able to make monetary pledges to nonprofits of their choice. Unlike existing fundraising websites, the pledges will be tied to achievements from everyday life. The achievements are predetermined by the individuals and can be anything: losing a pound, receiving an A or getting a birdie at golf. The trigger for a donation is strictly determined by each user. Also unlike other fundraising websites, Pledge4Good, by batching together small donations, will allow users to make "micro" pledges as low as $1.00. The social aspect of Pledge4Good encourages friends to share in a pledge by matching donations. Further, unlike other fundraising websites, Pledge4Good will be 100% transparent and clearly display the portion of each pledged donation that goes to a nonprofit. Pledge4Good will be intimately tied into social networks such as Facebook, LinkedIn and Twitter via status updates regarding the establishment of a pledge, the completion of an achievement and the corresponding donation from all involved with the pledge. The Company's fundraising platform will be initially marketed to charities and educational institutions, with political entities and candidates as potential future partners. Pledge4Good developed out of a conversation that co-founder Vikram Bellapravalu had with his father Sharad regarding innovative fundraisers for a charity golf tournament.

Team Leader
Vikram Bellapravalu, W’12

Team Members
Frank Chu, W’12
Andrew Ward, W’12
Fahad Najam, W’12
Stylitics

DESCRIPTION
Stylitics is a first-of-its-kind fashion insights company. The company tracks and analyzes actual offline clothing and purchase behavior, in real-time, by incentivizing people to log what they own, wear and buy. Incentives include game mechanics like rewards, levels and points, as well as fashion features like virtual closets. Stylitics’ insights help fashion brands improve their marketing ROI, help media buyers allocate ad spend more effectively and help ad-supported media companies increase ad revenues through measurable audience analysis. The company’s revenue comes from subscription fees from clients and revenue share. For brands, Stylitics helps them reconnect with consumers after the fragmentation of the fashion business due to fashion bloggers and online retail. For traditional media companies, Stylitics battles the decline in ad revenue. For agencies, the company helps them advise clients better through up-to-the-minute behavioral insights. Stylitics enjoys a huge market potential, with over 50,000 prospective clients in the U.S. alone. Revenue is drawn from a demonstrated impact on ad revenue, a $150 billion annual market. The company’s proprietary analytics have been developed at Berkeley and Wharton and include dozens of never-before-seen metrics. Put succinctly, Stylitics is on track to become “Nielsen for Clothing.” Stylitics has a staff of seven developers, designers and fashion advisors, led by an experienced team with years of relevant experience. The company has launched a beta product, won awards and received validation of the value proposition from leading fashion brands and media companies. Stylitics’ full program launches in August 2011.
Check out how we support entrepreneurship globally

www.wep.wharton.upenn.edu
ENTREPRENEURIAL PROGRAMS
VENTURE
FINAL JUDGES

LEFT TO RIGHT

David A. Cohen
President, Karlin Asset Management

David Ferguson, WG'85
Partner, Weston Presidio

P. Sherrill Neff
Managing Partner, Quaker BioVentures

Richard Perlman, W'68
Chairman, Compass Partners, LLC
VENTURE FINAL JUDGES

DAVID A. COHEN  
President, Karlin Asset Management

David A. Cohen is President and co-founder of Karlin Asset Management, a Los Angeles based investment firm with an equity capital base of over $1 billion. Cohen has over 25 years of experience in principal investing, real estate, private equity, corporate finance and capital markets. This includes almost a decade in senior executive positions with Pacific Holdings, which is comprised of over 25 operating companies, had revenues of over $7 billion and was recognized as one of the largest U.S. private companies. He reported directly to the Chairman and was responsible for the organization’s investments (public and private) and strategy and completed over 40 transactions representing value of over $3.5 billion. Cohen started his career as an investment banker at Lazard Frères.

Cohen holds a Master’s Degree in Finance from Cambridge University (England) with honors and completed all coursework for a PhD but not the dissertation. He attended graduate school at Sydney University (Australia) as a Rotary Foundation Scholar and holds a BS in Engineering and Applied Sciences from Boston University summa cum laude.

DAVID FERGUSON, WG’85  
Partner, Weston Presidio

David Ferguson is a partner in Weston Presidio. He is a member of the RE/MAX, LLC, Board of Managers, and he serves as a director for Evenflo, MacDermid and Robbins Bros.

Ferguson was formerly a director of AECOM Technology Corporation (NYSE), Airbase Services, The Bagel Group, Beylik Drilling, Buster Brown Apparel, Cabela’s (NYSE), Case Swayne, Cellu Tissue Holdings (NYSE), College Sports Television, Details, Inc, Guitar Center (NASDAQ), HOB Entertainment (DBA the House of Blues), Insulair, jetBlue Airways (NASDAQ), Logistics Express, M2 Automotive, Morris Air, New Mexico Beverage Company, Physical Electronics, Restoration Hardware (NASDAQ), TA Instruments, Terrace Corporation (Palladium Corporation and Ottawa Senators Hockey Club), Thompson PBE, Whitmire Distribution Corporation, WhiteCap Industries, Wild Oats Markets (NASDAQ) and Vans.

Prior to joining Weston Presidio, Ferguson was a partner with JP Morgan Partners for 14 years. He was a member of the mergers and acquisitions groups of Bankers Trust New York Corporation and Prudential Securities, Inc. Ferguson is a Certified Public Accountant and worked in the audit departments of KPMG and Deloitte & Touche.

Ferguson is a member of the Board of Advisors of Berklee City Music (Berklee College of Music). He was formerly a member of the boards of BRAVO! Vail Valley Music Festival, the Vail Jazz Foundation, Loyola University Maryland, the Vail Mountain School and the Board of Governors of the National Hockey League.

Ferguson received a BA in accounting from Loyola University Maryland and an MBA in finance from the Wharton School of the University of Pennsylvania. He received a Doctorate in commercial science, honors causa, from Loyola University Maryland. Ferguson is married and has three children.
P. SHERRILL NEFF
Managing Partner, Quaker BioVentures

Sherrill Neff is a founding partner of Quaker BioVentures, a Philadelphia based healthcare venture fund with $700 million in assets under management. Neff is a member of the Board of Directors of the National Venture Capital Association, and was previously Chairman of the Greater Philadelphia Venture Group and former President of the Pennsylvania Biotechnology Association.

Neff currently sits on the following boards of directors of Quaker BioVentures portfolio companies: Amicus Therapeutics, Biolex Therapeutics, Neuronetics, Ophthiorn, RainDance Technologies and Regado Biosciences. He was Quaker BioVentures' board representative to the following former portfolio companies: BioRexis Pharmaceuticals and Medmark.

Neff is currently a board member of Resource Capital Corporation (NYSE:RSO), a publicly traded real estate investment trust, and is a former member of the following publicly traded corporate boards: Resource America, the Bancorp, Jefferson Bank and Neose Technologies.

Neff currently serves on the boards of the following non-profit organizations: The Biotechnology Institute, and the Policy Board of WXPN, the member-supported radio station affiliated with the University of Pennsylvania. He is a former member of the board of the University City Science Center and the Vesper Boat Club.

Prior to forming Quaker BioVentures in 2002, Neff was President, Chief Operating Officer and a Director of Neose Technologies, Inc., a publicly traded life sciences company. Previously, Neff was Senior Vice President, Corporate Development at U.S. Healthcare, Inc., a leading publicly traded health maintenance organization. Neff was formerly a Managing Director in the investment banking division of Alex Brown & Sons, and formerly an attorney at Morgan, Lewis & Bockius.

Neff is a graduate of Wesleyan University and the University of Michigan Law School.
Richard Perlman, W’68
Chairman, Compass Partners, LLC

Richard Perlman is the Chairman of Compass Partners, LLC, a merchant banking firm he founded in 1995 that specializes in middle market companies. He is also Executive Chairman of The ExamWorks Group, Inc. (EXAM: NYSE) which he co-founded in 2007 and built organically and through 30 acquisitions to become the global leader in the independent medical examination industry in less than 3 years.

Prior to that Perlman was Chairman of TurboChef Technologies, Inc. (NASDAQ: OVEN) of which he acquired control in 2003, grew from revenues of $3 million to $100 million and sold to Middleby Corporation (NASDAQ: MIDD) for $250 million in 2008, was Chairman of PracticeWorks, Inc. (NASDAQ: PRWK) which grew from $40 million in revenue in March 2001 to $200 million in revenue at its sale to Eastman Kodak for $500 million in cash in October of 2003 and Chairman of AMICAS, Inc. (NASDAQ: AMCS) which grew from $19 million in revenue at its IPO in 1997 to $200 million in March of 2001. AMICAS was subsequently sold to Merge Healthcare, Inc. (NASDAQ: MRGE). Prior to his involvement in the public markets, Perlman acquired several private companies in the home furnishings, automotive replacement parts and real estate industries where he was the controlling principal and Chief Executive Officer.

Perlman serves as a Trustee of The James Beard Foundation and as a Director of the nonprofit board of Fighting Chance, a cancer counseling service. He is a 1968 graduate of the Wharton School of the University of Pennsylvania and received his MBA from the Columbia Graduate School of Business in 1972.
MentorTech Ventures CONGRATULATES

All of the Finalists

and Welcomes Them into the Growing Community of Penn Startups

MentorTech Ventures Penn Alumni Portfolio Companies Include:

**Bioconnect Systems**
Adam Dakin (W’85) CEO & Founder

**ClickEquations**
Lucinda Holt (C’85, WG’91) CEO

**diapers.com**
Marc Lore (WG’07) Founder & CEO
Vinit Bharara (C’93) Founder & COO
(Sold to Amazon April 2011)

**First Flavor Inc.**
Jay Minkoff (WG’83) CEO
Adnan Aziz (SEAS’04) Founder

**INNOVA DYNAMICS**
Alex Mittal (M&T’07), Co-Founder
Arjun Srinivas (M&T’07), Co-Founder
Michael Young (SEAS’08), Director of Technology
(2008 WBPC 2nd Prize & Gloeckner Undergraduate Award Winners)

**Detect-Ready™**
Todd Wallach (MSE’99, MBE’02) CEO

**PayQuik**
Bhairav Trivedi (WG’99), CEO
David Noteware (WG’99), Founder
(Sold to Citi in January 2008)

**SeniorHomes.com**
Chris Rodde (WG’99), CEO

**TicketLeap**
Chris Stanchak (WEV’03), CEO
Michael Vaughan (W’97), VP Sales

**yodle**
Nathaniel Stevens (W’05), Founder

**wanderfly**
Evan Schneyer (W’04), Christy Liu (C’04), Cezary Pietrzak (W’04) & Jorge Trujilo (SEAS’03, MSE’04), Co-Founders

Visit our website to learn more about MentorTech’s investments in Penn MENTORTECHVENTURES.COM
NEW IN 2010-2011, in Phase III, teams competed against other semi-finalists in one of three industry tracks: Information Technology, Life Sciences and Other. In Phase III, teams prepared full business plans and presented 5-minute presentations to a panel of judges in their industry track. The semi-finalists (less the Great Eight) are listed here, by track.
SEMI FINALISTS

INFORMATION TECHNOLOGY

Integral Solutions
Team Leader
Nipun Girotra, WG’11
Team Member
Paul Kaminski

Integral Solutions provides defect prevention for the multi-tiered globally-distributed supply-chain.

Mooblue
Team Leader
Roberto Sanchez Garvin, WG’12
Team Members
Nimit Maru, WG’12
Thanat Owlarn, BSE/MSE’12
Yash Saini, BSE/MSE’11

Mooblue is a next-generation mobile advertising company. Its mission is to help mobile publishers better monetize content by providing a platform that allows the sale of mobile ads through Real Time Bidding.

MyCandidate.com
Team Leader
Josh Woodford, WG’11
Team Members
Keya Dannenbaum, WG’12
Paul Jungwirth, PhD(GSE)’18

MyCandidate is a web-based service that matches voters to candidates based on the issues that matter most to them. MyCandidate allows voters to quickly learn about candidates and issues, and re-engage in the political process in a meaningful, informed way.

Verday
Team Leader
Kate Rohacz, BSE’11, W’11
Team Members
Jason Fiedler, C’11
Phill Baker, BSE’11, W’11

Verday is an online energy management application for energy-conscious individuals in the U.S. that empowers consumers to reduce their home energy usage through social, informational and financial incentives.

LIFE SCIENCES

Complexed Technologies
Team Leader
Evan Gibson, WG’12
Team Members
Krystina Priest, WG’11
Harsh Kavi
Dan Feng, PhD(Med)’14
Michael Kramarz, Med’14

Complexed Technologies, Inc. is harnessing its proprietary biomarker discovery technology to develop diagnostic tests for the early detection of certain cancers and identify novel targets for new cancer therapeutics. The Company's initial development focus is a blood-based diagnostic test for breast cancer with higher sensitivity and specificity than current screening practices.
Intimal Solutions
Team Leader
Philip Mishkin, WG’12

Team Members
R. James Yu
Fletcher Wilson

Intimal Solutions is creating a first of its kind, catheter-based therapy to treat the valvular pathophysiology of chronic deep venous insufficiency, a disease that causes painful venous stasis ulcers, a condition which costs the U.S. healthcare system $1.86 billion annually.

MicroPOV
Team Leader
Jae-Won Shin, Med’12

Team Members
Michael Hogan, SEAS’99
Mary Kushman
Nicole Schumacher, WG’11

MicroPOV is addressing a need for rapid and comprehensive diagnosis of hospital-acquired infections (HAIs) which cost ~$40 billion in the U.S. and ~100,000 lives. MicroPOV’s system performs rapid, parallel tests for multiple pathogenic organisms as a superior alternative to single-organism tests generally used in clinics. This means doctors will only have to test once for HAIs as opposed to multiple times today.
neuroFix therapeutics

Team Leader
Emilie Coueignoux, WG’13

Team Members
Charlly Ka
Dexter Hadley, MD’09
Jeffrey Barnes

neuroFix therapeutics is a drug-discovery company developing a novel test-and-treat paradigm to personalize therapeutics for neuropsychiatric disorders. Using state-of-the-art genomics, neuroFix identified a distinct subset of ADHD patients that are promising candidates for targeted therapy with the company’s lead candidate drug, NFC1, which will be a first-in-class drug using a test-and-treat approach for ADHD with an estimated revenue potential of $400 million/year.

Project BioSyn

Team Leader
Sherise Epstein, C’12

Team Members
Tomithy Too
Cynthia Zhang

Project BioSyn is developing biotechnological software that optimizes the drug design process for pharmaceutical companies. Unlike current methodologies, Project BioSyn’s computational approach to design is efficient and cost-effective due to its innovative fusion of new technologies. Considering the company’s proprietary position, the proven interest in the product, and our annual addressable market potential of $14.2 billion, ProjectBioSyn plans on synthesizing many possibilities for the world.
SEMI FINALISTS

Rotigs
Team Leader
Michael Milone, Med'14
Team Members
Taylor Meacham, JD'11
Joaquin de Rojas, Med'14
Jaseong Koo, WG'11
Khyati Mehta, WG'11

The Rapid Oral Tracheal Intubation Guidance System (Rotigs) is a polyethylene mouthpiece and scaffold that facilitates airway establishment during difficult intubations. Rotigs, by minimizing gagging and securing a midline oral approach, mitigates risks to patients, lowers hospital cost and simplifies physician technique.

Farmucopia
Team Leader
Katherine Janes, WG'11
Team Members
Rebecca Stavros, WG'11
Erin Nowak

Farmucopia is a convergence of two food patterns - agribusiness and the local food trend. The company involves an urban farm model, based on hydroponic technology, that will be scalable to a national level via franchising.

Axis Achievement, LLC
Team Leader
Nicholas Wilcox, W'12
Team Members
Shannya Fiske
Joshua Cruz, GSE'13
Katherine Picarsic, WG'12

Axis Achievement, LLC brings the latest in university-level, educational theory and practice in reading, writing and critical thinking to middle and high-school classrooms as a state-approved provider of Title I, Title IIa, SES and enrichment services.

Mind my Stop
Team Leader
Klaus Thuerbach, WG'12
Team Members
Stew Campbell, WG'12
Mike Scardigl, WG'12
Faris Rahman, WG'12
Wagish Bhartiya, WG'12

"Mind my Stop" is an advertising platform for local urban retailers or service providers. It connects next-stop-announcements in buses and subways with mentioning the availability of a certain retailer/service provider close by. From "Next stop, 21st and Market" to "Next stop, 21st and Market, Trader Joe's".
OneCard Loyalty

Team Leader
Jesse Beyroutey, W’11

Team Members
Linda Cheung, W’09
Johnathan Hall
Neil Assur, C’10
Adela Mou, C’09, W’09

OneCard combats “card overload” and marketing pollution, helps small businesses compete with the big guys and creates a dynamic online marketing portal through a Universal Loyalty Card and cloud-based CRM system.

SizeSeeker

Team Leaders
Ian Campbell, WG’12
Mona Safabakhsh, WG’12

Team Members
Tanay Mehta, W’14
Charu Jangid, BSE’14
Paul Tozour, EMTM’12
Rohan Kumar, WG’12

SIZESEEKER is an application for next generation video game consoles that helps consumers find clothes that fit when they’re shopping online. SIZESEEKER takes user measurements as scanned by Microsoft’s Xbox Kinect and matches them to apparels’ factory specifications to recommend appropriate clothing sizes in the absence of a fitting room.
Stylyt
Team Leader
Jenny Wu, WG’11
Team Member
Nina Cherny, WG’11

Stylyt.com is a crowdsourcing and e-commerce platform for user-generated fashion design. Stylyt features a web-based, interactive design tool that allows shoppers to connect with brands by creating an item in the brand’s collection. The item will then be voted on by the Stylyt community, with the winning design manufactured and sold exclusively on Stylyt.com as part of a limited edition collection.

Tiandi Natural Health
Team Leader
Wayne Hao, WG’11
Team Members
Michelle Ching
Raleigh Harrell
Eric Liu
Yvonne Hao

“Ancient Eastern wisdom for the modern health-conscious consumer.” Tiandi Natural Health (Tiandi is Chinese for Heaven and Earth) is a consumer lifestyle company that offers traditional Eastern medicine products and services to the modern consumer. Tiandi’s mission is to help Americans live longer, healthier and happier.

Zoda, Inc.
Team Leader
Mike Mayon, WG’11
Team Members
Andy Nickerson, WG’11
Ben Goodwin

Zoda, The Probiotic Soda, is an all-natural beverage containing probiotic cultures created to offer the mainstream consumer a drinking experience similar to that of traditional carbonated soft drinks, but with the proven health benefits of probiotics, antioxidants, vitamins and minerals.
PAST PARTICIPANTS
PAST PARTICIPANTS

2009 Semi-Finalist
ONE|VISION
ONE|VISION is now Warby Parker, creating boutique-quality, classically crafted eyewear at a revolutionary price point.
warbyparker.com

2003 Third Prize Winner
Ferro Solutions
Ferro Solutions produces Ferro Solutions Energy Harvesters (FSEH), independent power sources that generate electricity from vibrations to power wireless transceivers, sensors, micro-motors and actuators.
ferrosolutions.com

2008 Second Prize Winner
InnovaMaterials
InnovaMaterials has developed InnLay,™ an environmentally-friendly platform that lets manufacturers impart the surface of products with new properties and functionalities via off-the-shelf equipment. The company is also responsible for IonArmour,® a breakthrough Innlay™-enabled technology for the antimicrobial market.
innovamaterials.com

2004 Grand Prize Winner
InfraScan
InfraScan continues development of its flagship product, the Infrascanner™, a handheld imaging device using near infrared (NIR) technologies for the detection of hematoma, or bleeding in the brain, in head trauma patients.
www.infrascanner.com
Team Members of 2003 Grand Prize Winner

**PAWs Pet Insurance**

Team members are now leading **Petplan**, the #1 rated pet insurance in America by PetInsuranceReview.com.

gopetplan.com

---

2002 Grand Prize Winner

**Envisia**

Envisia is now **MicroMRI** and has developed an innovative method to visualize bone micro-architecture using high resolution MRI.

micromri.com

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2001 Grand Prize Winner

**ProtoCell**

ProtoCell is now **Integral Molecular**, a Philadelphia-based biotechnology company providing innovative solutions for scientific research and drug discovery applications involving cellular and viral integral membrane proteins.

integralmolecular.com

---

2006 Third Prize Winner

**Home-Base USA**

**Home-Base USA** is the nation's leading B2B appointment setting and lead generation company.

homebase-usa.com

---

2003 Grand Prize Winner

Team Members

**PAWs Pet Insurance**

Team members of PAWs Pet Insurance are leading **Embrace Pet Insurance** which combines the next-generation of veterinary-friendly pet health insurance with a deep commitment to profitable, long-term customer acquisition and retention.

embracepetinsurance.com
2005 + 2006 Semi-Finalist

Intellitoys

Intellitoys is an innovative technology company focused on top quality educational and entertaining toys, including smart-e-bear™ and friends.

intellitoys.com

2007-2008 Participant

UR7s.com

UR7s.com is an interactive multimedia promotional platform dedicated to every level of Rugby Sevens worldwide.

ur7s.com

1999 Finalist

PayMyBills.com

PayMyBills.com was an early success in the dot com era, growing to over 200 employees and eventually being sold to PayTrust for $65 million.

PayMyBills.com

2009 Finalist

DocASAP

DocASAP allows patients to book appointments with the doctors and dentists of their choice at the click of a button.

docasap.com

2007 Finalist

Tamara Kanes

Tamara Kanes is a UK-based company specializing in affordable women's businesswear and bespoke tailoring.

tamarakanes.com
2002 Finalist

**BondMyAuction**

BondMyAuction is now **buySAFE, Inc.** providing eCommerce bonding services that build consumer confidence and provide significant financial and brand building benefits for online merchants.

buysafe.com

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2010 Committee Award - Global Venture

**Hector Beverages** is bringing the functional beverage revolution to India.

hectorbeverages.com

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2010 People’s Choice Award

**Kembrel**

Kembrel is partnering with the hottest lifestyle brands and offering up to 75% off retail prices to its student members via limited-time sales.

kembrel.com
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.

OUR APPRECIATION

PHASE I JUDGES
PHASE II JUDGES
PHASE III JUDGES
MENTORS
CONTRIBUTORS
WEP ADVISORY BOARD
WBPC COMMITTEE
<table>
<thead>
<tr>
<th>Name</th>
<th>Affiliation</th>
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<tbody>
<tr>
<td>Mark Abramovich, WG'03</td>
<td>Founder &amp; Principal, Interdisciplinary Solutions LLC</td>
</tr>
<tr>
<td>Jayson Ahlstrom</td>
<td>President &amp; Founder, ClassTop</td>
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<tr>
<td>Gregory Allen, WG'92</td>
<td>Chairman &amp; Founder, Counsel On Call</td>
</tr>
<tr>
<td>Jared Allgood</td>
<td>CEO, ClassTop</td>
</tr>
<tr>
<td>Kristina Anderson, WG'10</td>
<td>Founder, Chattersource.com</td>
</tr>
<tr>
<td>Leslie Armitage, W'90</td>
<td>Partner, Fulcrum Partners, L.P</td>
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<tr>
<td>Raymond Aronoff, WG'08</td>
<td>Boston Consulting Group</td>
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<tr>
<td>Alex Avendano, W'07</td>
<td>Solid Foundation</td>
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<tr>
<td>Justin Baier, WG'08</td>
<td>Boston Consulting Group</td>
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<td>Aradhana Bali, WG'10</td>
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<tr>
<td>Azor Barros, WG'10</td>
<td>Associate, Warburg Pincus</td>
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<tr>
<td>Grant Bechtold, WG'10</td>
<td>Associate, Volante Capital</td>
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<tr>
<td>Ali Bebhabani, WG'07</td>
<td>Associate, New Enterprise Associates</td>
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<tr>
<td>Brandon Belford, WG'08</td>
<td>Finance Specialist, U.S. Department of Energy</td>
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<tr>
<td>Gregory Bibas, WG'08</td>
<td>Consultant, Bain &amp; Co.</td>
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<tr>
<td>Adriano Blanaru, WG'10</td>
<td>Co-founder &amp; CEO, Clipik</td>
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<tr>
<td>Michael Bloom, WG'10</td>
<td>Associate, Paul Capital Partners</td>
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<tr>
<td>Neil Blumenthal, WG'10</td>
<td>Co-founder, Warby Parker</td>
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<tr>
<td>Will Burghes</td>
<td>Associate, Citi (Strategy Team)</td>
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<tr>
<td>Jed Cairo, W'09, WG'09</td>
<td>Associate, Kohlberg Kravis Roberts</td>
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<tr>
<td>David Cheong</td>
<td>Associate, Broadcliff Capital Partners</td>
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<tr>
<td>Mark Chou, W'09</td>
<td>Analyst, The Blackstone Group</td>
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<tr>
<td>Jonathan Cooper, WG'09</td>
<td>Manager, The TriZetto Group</td>
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<tr>
<td>John D'Iuliy</td>
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<tr>
<td>Ken Elevant, W'91</td>
<td>General Partner, Opus Capital Ventures</td>
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<tr>
<td>Steven Engelbrecht, WG'09</td>
<td>President, Sitation, LLC</td>
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<tr>
<td>Jarah Euston, WG'09</td>
<td>Boston Consulting Group</td>
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<tr>
<td>Xiaoming Fang, WG'09</td>
<td>Associate, McKinsey &amp; Co</td>
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<tr>
<td>Joshua Feinberg, WG'07</td>
<td>Boston Consulting Group</td>
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<tr>
<td>Adam Gerson, WG'07</td>
<td>Vice President, Efficiency 2.0</td>
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<tr>
<td>Ariel Goldblatt, WG'10</td>
<td>Associate, Apax Partners</td>
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<td>Devin Griffin, WG'09</td>
<td>Vice President, Silver Chalice New Media</td>
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<tr>
<td>Patrick Hackett, W'83</td>
<td>Managing Director, Warburg Pincus LLC</td>
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<tr>
<td>Anton Hanebrink, WG'04</td>
<td>Senior Associate, Opus Capital</td>
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<tr>
<td>Daniel Harbuck, W'09</td>
<td>Co-Founder, StealthRowing</td>
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<td>Bosun Hau, WG'09</td>
<td>Investment Manager, MVM Life Science Partners</td>
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<tr>
<td>Carol Heiberger, WG'76</td>
<td>Rollout Success</td>
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<tr>
<td>Craig Isakow, WG'08</td>
<td>Deputy Program Lead, EECBG, U.S. Department of Energy</td>
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<tr>
<td>Philip Ives</td>
<td>Technology Director, Philadelphia Development Group</td>
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<tr>
<td>Thomas Jones</td>
<td>President &amp; CEO, Fifth Generation Computer Corp</td>
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<td>Sebby Kannukkaden</td>
<td>Associate, Arcapita Ventures</td>
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<tr>
<td>Martyn Kelly, WG'05</td>
<td>CEO, HighLine Polycarbonate LLC</td>
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<tr>
<td>Vikas Khurana, WG'08</td>
<td>Co-Founder, MDConsenter</td>
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<tr>
<td>Alison Killilea, WG'06</td>
<td>W Capital Partners</td>
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<tr>
<td>Brian Kim, WG'90</td>
<td>Allegiance Capital Equity Partners</td>
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<td>Susan Kim, WG'10</td>
<td>Senior Consultant, IBM</td>
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<tr>
<td>Francis Kim, WG'08</td>
<td>Lime Wire</td>
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<tr>
<td>Eric Kinariwala, W'05</td>
<td>Perry Capital</td>
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<tr>
<td>John King</td>
<td>Principal, Chernin Company</td>
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<tr>
<td>Evan Klebe, WG'10</td>
<td>3i Corporation</td>
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</tbody>
</table>
Michael Koby, WG’04
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CEO, Home-Base USA

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Callidus Software

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Cliffwater LLC

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Vice President, Fuzebox

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PHASE II JUDGES

Craig Aberle, WG’00
Owner, Ebiz Corp

Adam Allen, W’93
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Sanjay Anand, WG’98
President & CEO, Option 1 Nutrition Solutions

Buddy Arnheim, W’89
Partner, Technology Group, Perkins Coie LLP

Guy Ashley, W’93
Vice President, CMMC Ventures

John Ason
Angel Investor

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

Jay Bakhru, WG’04
Director, Language Tailor

Vin Bhat
Co-Founder, [212]MEDIA

Darren Black, WG’03
Partner, Schroder Venture Life Sciences

Steve Bowman
President, BizClarity

Marc Braunstein, WG’79
Co-Founder & President, Belcaro Group (ShopAtHome.com)

William Burkoth
Pfizer Strategic Investments Group

Brian Cabezud, WG’06
Investment Director, Syntek

Jeff Carpenter, WG’98
AcademicWorks, Inc.

Andrew Cherry
KPMG, LLP

Ashish Chordia, WG’07
Founder & CEO, 3GA Labs Inc.

Brett Cohen, W’94
CEO, BAC Consulting LLC

Kathleen Comerford, WG’96
President, Split Rock Associates

George DeSola
Former Chairman & CEO, DecisionOne

Paisley Demby, WG’99
CEO, PBN Consulting

Ray DeMeo
CoolCentric

Vishnu Deuskar
Managing Director, ABN AMRO Bank

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Joshua Ehrig
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Gerry Fitzgerald
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Arcapita, Inc.

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President & CEO, Tetragenetics

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Sean-Michael Green
Consultant, Sean-Michael Green, Inc.

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Founder & Managing Partner, DKH Business Advisors, Inc.

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Sr. Director, Microsoft

Miles Huffstutler, WG’86
Consultant & Investor

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Co-founder, Expressiva Nursingwear Inc.
WHARTON BUSINESS PLAN COMPETITION

Bharati Jacob, WG'91
Managing Partner, Seed Fund

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Founder & President, Lontra Ventures

Raji Kalra

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

Guarav Kapoor, WG'03
CFO, MetricStream

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General Partner, Levensohn Venture Partners

Lynne Kielhorn, WG'94

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

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Managing Partner, Kosch Capital

Irene Landolt
Partner & Founder, Landolt LLP

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

Steve Lebischak, WG'02
Acting CEO, Aero-X Golf

Kevin Leland
Poggedale

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Executive Director, High Tower Advisors LLC

James Martin
Executive Director, Schering Plough

Mehrin Masud-Elias
Duane Morris

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

Mark Mitchell, WG'05
Senior Associate, Safeguard Sciences

Ron Murayama, WG'03
Founder & CEO, Amden Corporation

Vincent Natoli, WG'02
Founder & CEO, Stone Ridge Technology

Tereza Nemessanyi, WG'97
Founder & CEO, Honestly Now Inc.

Brian Nerney, WG'81
Managing Director, Sundial Capital Management

Neill Occhiogrosso, WG'06
Associate, Highland Capital

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Satya Patel, W'96
Business Product Manager, Battery Ventures

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General Partner, Meridian Venture Partners

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CEO & Founder, Seattle Avionics

Maria Redin, WG'08
Business Designer, IDEO

Dominic Rodrigues, WG'00
President, Risk Capital

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Managing Director, Sonenshine Partners

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Partner, Virata Capital

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Director, Aegis Consulting

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President & CEO, Zizzle, LLC

Eric Silberstein
Salvo Roger & Eliniski

Scott Sill, WG'00
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Crosscut Ventures

Barry Steinman
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Founder, Storm Global LLC

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Managing Partner, Sullivan

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Ed Tepper, WG'86
President, Mongo Media

Brett Topche, W'03
Senior Associate, MentorTech Ventures

Frank Voci

Joel Washington
Associate, Comcast Interactive Capital

Adrienne Wetmore, C'02
Corporate Counsel, Tyco Electronics

Samuel Whitaker, C'02
Founder & CEO, GreenPhire

Christopher Wilfong, W'05
Director of Portfolio Operations, Two River Group Holdings

Adam Zong, WG'00
President & CEO, Fortes Pharmaceuticals, Inc.
**PHASE III JUDGES**

New in 2010-2011, in Phase III, teams competed against other semi-finalists in one of three industry tracks: Information Technology, Life Sciences, and Other. In Phase III, teams prepared full business plans and presented 5-minute presentations to a panel of judges in their industry track. The Phase III judges are listed, by track, below.

### INFORMATION TECHNOLOGY

<table>
<thead>
<tr>
<th>Name</th>
<th>Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Richard Cohen, C'92</td>
<td>Partner, Duane Morris</td>
</tr>
<tr>
<td>Amy Dorfmeister</td>
<td>Partner, Ernst &amp; Young</td>
</tr>
<tr>
<td>Jay Jamison, WG'98</td>
<td>Venture Partner, Blue Run Ventures</td>
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<tr>
<td>Michael Kopelman, WG'05</td>
<td>Partner, Edison Venture Fund</td>
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<tr>
<td>Warren Lee, WG'00</td>
<td>Partner, Canaan Partners</td>
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<tr>
<td>Jean-Marc Levy, WG'88</td>
<td>Chief Financial &amp; Development Officer, TheMarkets.com</td>
</tr>
<tr>
<td>Deepak Sindwani, SEAS'99, W'99</td>
<td>Principal, Bain Capital Ventures</td>
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### LIFE SCIENCES

<table>
<thead>
<tr>
<th>Name</th>
<th>Affiliation</th>
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<tbody>
<tr>
<td>Armen Karamanian, PhD'09</td>
<td>Karlin Asset Management</td>
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<tr>
<td>Jordan Leef, W'07</td>
<td>Associate, MentorTech Ventures</td>
</tr>
<tr>
<td>Mike Luby, WG'98</td>
<td>Co-Founder, President &amp; CEO, BioPharma Alliance</td>
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<tr>
<td>Jim O'Connell, WG'07</td>
<td>Principal, Safeguard Scientific</td>
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<tr>
<td>Fahd Riaz</td>
<td>Partner, Morgan Lewis</td>
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<tr>
<td>Steve Tang, WG'92</td>
<td>CEO, University City Science Center</td>
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<tr>
<td>Geeta Vemuri, WG'99</td>
<td>Partner, Quaker BioVentures</td>
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### OTHER

<table>
<thead>
<tr>
<th>Name</th>
<th>Affiliation</th>
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<tbody>
<tr>
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