4-25-2012

Wharton Business Plan Competition Venture Finals 2011-2012

University of Pennsylvania

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

Part of the Business Commons


This paper is posted at ScholarlyCommons. https://repository.upenn.edu/bpc_venture_finals/5
For more information, please contact repository@pobox.upenn.edu.
Wharton Business Plan Competition Venture Finals 2011-2012

Keywords
entrepreneurship, business plan

Disciplines
Business

This other is available at ScholarlyCommons: https://repository.upenn.edu/bpc_venture_finals/5
And the Winners Are...

RightCare Solutions: Michelson Grand Prize
1DocWay: 2nd Prize
Calcula: 3rd Prize

Wednesday, April 25, 2012

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

Wharton Entrepreneurial Programs
University of Pennsylvania
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:

MentorTech Ventures
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.

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00-1:10 p.m.</td>
<td>Introduction + Welcome</td>
</tr>
<tr>
<td>1:10-1:30 p.m.</td>
<td>Graphene Frontiers</td>
</tr>
<tr>
<td>1:35-1:55 p.m.</td>
<td>Bounce Exchange</td>
</tr>
<tr>
<td>2:00-2:20 p.m.</td>
<td>Calcula</td>
</tr>
<tr>
<td>2:25-2:45 p.m.</td>
<td>QMagico</td>
</tr>
<tr>
<td>2:45-3:10 p.m.</td>
<td>Networking Break</td>
</tr>
<tr>
<td>3:10-3:30 p.m.</td>
<td>1DocWay</td>
</tr>
<tr>
<td>3:35-3:55 p.m.</td>
<td>RightCare Solutions</td>
</tr>
<tr>
<td>4:00-4:20 p.m.</td>
<td>Grand Round Table</td>
</tr>
<tr>
<td>4:25-4:45 p.m.</td>
<td>ChondroPro BioSciences</td>
</tr>
<tr>
<td>4:45-4:50 p.m.</td>
<td>Conclusion + Announcements</td>
</tr>
<tr>
<td>4:50-5:50 p.m.</td>
<td>Networking Break + Elevator Pitches*</td>
</tr>
<tr>
<td>5:50-6:15 p.m.</td>
<td>Awards Ceremony</td>
</tr>
</tbody>
</table>

*While the judges are deliberating, finalists will present 1-2 minute Elevator Pitches to the assembled audience and public who will then vote for the People's Choice Award. The Award will be announced during the Awards Ceremony.
NOW IN ITS FOURTEENTH 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 2011-2012 academic year drew participation from more than 235 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/healthcare, 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 reflects 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 Awards 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:

Idea Generation

**Ethan Mollick**  
Assistant Professor of Management, The Wharton School  
October 24, 2011

Team Building

**Merideth Myers**  
Assistant Professor of Management, The Wharton School

**Panelists:**  
**Balu Chandrasekaran (WG’12)**  
**Daniel Lowy (WG’13)**  
**Aaron Royston (WG’13)**  
November 2, 2011

Idea Pitches and Networking Session

**Glenn Rockefeller**  
President, Tech Solutions Group; Wharton Communication Program  
Friday, November 18, 2011

Library Resources for Entrepreneurs and Business Plan Writing

**Cathy Ogur**  
Business Research Librarian, Lippincott Library, The Wharton School  
December 7, 2011

Business Plan Writing 101

**Patrick FitzGerald (C’97)**  
Associated Faculty, Wharton Entrepreneurial Programs  
February 2, 2012

Legal Aspects of Entrepreneurship

**Praveen Kosuri**  
Director, Entrepreneurship Legal Clinic, University of Pennsylvania School of Law  
**Matt McDonald**  
Partner, Drinker Biddle  
**Scott Connolly**  
Partner, Drink Biddle  
March 13, 2012

Presentation Training for the Great Eight Finalists

**Glenn Rockefeller**  
President, Tech Solutions Group; Wharton Communication Program  
April 11 + 12, 2012

Battle of the Business Plans

April 17, 2012

Wharton Entrepreneurial Programs
COMPETITION PRIZES
In 2011-2012 student teams participating in the WBPC compete for over $70,000 in cash prizes and $45,000 in in-kind services.

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.

Student Choice Award
$3,000
As determined at the Battle of the Business Plans on April 17, 2012.

Committee's Choice Award
$1,000
As determined by the Student Management Committee of the WBPC.

In-kind Legal + Accounting Services
Each of the top prize winners will receive up to $10,000 of in-kind legal services 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
- KPMG (two awards)

PAST PARTICIPANTS
Since its inception, the WBPC has helped develop a host of business concepts into thriving businesses. 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 25.
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 2012 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

1DocWay
Bounce Exchange
Calcula
ChondroPro BioSciences
Grand Round Table
Graphene Frontiers
QMagico
RightCare Solutions
1DocWay

DESCRIPTION
1DocWay is an online doctor's office. The company connects hospitals with underserved patient populations, through a lightweight technology and implementation service. With 1DocWay, rural, elderly, disabled and busy patients can schedule appointments online and see their doctor through the company's secure video chat platform. In doing so, the company helps hospitals expand their reach of services into underserved areas, building hospitals' referral base. 1DocWay works with underserved care facilities to increase access to specialist physicians and improve community health/wellness; and the company helps physicians improve scheduling flexibility and revenue by expanding their patient pool. Today, according to a Gallup study, access is the most pressing problem in healthcare: 50 million Americans live at least 60 miles away from the nearest specialty physician. Furthermore, the underserved include elderly, disabled and busy people who are inconvenienced by commuting to a physician's office. This creates a total telemedicine market expected to be $27B by 2016. Current telemedicine systems cost over $15,000 per unit, and thus limit the access points where care can be received. Furthermore, they offer no service component to ensure the products are actually used; hospitals and clinics currently have limited human resources to invest in bringing a telemedicine program to life. 1DocWay's service component does all the heavy lifting for the hospitals and clinics such that the solution is truly turnkey. 1DocWay is laser-focused on psychiatry delivered to rural areas as a market-entry point. Over 85% of psychiatric outpatient visits require no physical interaction between the doctor and the patient, and so can be done easily online. On top of this, major insurance payers, including Medicare, Medicaid, BlueCross and others reimburse telepsychiatry. To date, 1DocWay has built a fully functional product based on user feedback from 80 psychiatrists and 250 patient interviews and has sold its product to a $35M behavioral health system. Over 200 doctor-patient sessions have been conducted over 1DocWay in the past 3 months, and the initial client has already seen a positive return on investment.

Team Leader
Somir Malik, WG'13

Team Members
Nuvid Bhuiyan, W'14
Mubeen Malik, C'08
Danish Munir, ENG'09/W'09
DESCRIPTION
Bounce Exchange™ is patented “Exit-Intent” technology that uses a flagship combination of invisible javascript receptors, mouse gestures and acceleration to determine when a visitor is going to “bounce” off of a website. In layman’s terms, when visitors “mouse” towards the “back button”, address bar or “X”, Bounce Exchange activates and monetizes the exit of the visit. The company knows when a visitor is going to leave a site and transitions the content (at the moment of exit) to be more relevant to the user.

Team Leader
Cole Sharp, WG’12

Team Member
Ryan Urban
Calcula

DESCRIPTION
Urological guidelines stipulate that current kidney stone therapies are indicated only for stones larger than 10mm despite the fact that 85% of patients have stones smaller than 10mm. This means that each year in the United States 1.5 million patients go untreated for what is described as the most excruciating pain imaginable. The primary reason that current therapies are not applicable as a first line is their requisite anesthesia risk. Calcula is developing novel urological medical devices for the removal of kidney stones without anesthesia in the office setting. Clinically, the opportunity represents a dramatic shift in patient care. Fiscally the opportunity represents an addressable disposable market of $400M/year in the US alone. Including the EU the market exceeds $1B/year.

Team Leader
Evan Werlin, Med'13

Team Members
Dan Azagury
Buzz Bonneau
David Gal
Kate Garrett
ChondroPro biosciences

DESCRIPTION
ChondroPro Biosciences is creating an innovative, disease modifying therapeutic technology to treat osteoarthritis (OA), a disease that affects over 22 million individuals in the US and costs the US healthcare system roughly $850B annually in direct and indirect costs. ChondroPro, the company's lead molecule, has shown promising results in animal models and will be the only product available to alter the course of osteoarthritis, rather than simply providing symptomatic relief. The founders believe ChondroPro will prolong the time before joint replacement is necessary or even obviate the need entirely and thus become the standard of care in the growing OA market, with peak sales of roughly $5B.

Team Leader
Jamil Beg. WG'12

Team Members
Peter Derman. WG'12
Kyle Dow. WG'12
Phil Mishkin. WG'12
Grand Round Table

DESCRIPTION
Physicians need to work in a connected healthcare system in order to stay up-to-date on medical knowledge, cultivate their expertise, gain referrals and provide better care. Unfortunately, since the health care system is so disorganized and disconnected, busy doctors simply do not have the time to connect. The company's goal is to empower medical practitioners to connect seamlessly with the expertise, experiences and shared resources of their own medical communities on one simple-to-use platform. Grand Round Table is professional social networking meets knowledge discovery and management. These two components are necessary to help practitioners make smarter, more informed medical decisions, saving them time while promoting efficient, high-quality care.

Team Leader
Kristy Loong, WG'13

Team Member
Eric King
Graphene Frontiers

DESCRIPTION

Graphene, hailed as the “miracle material of the 21st” century, was the subject of the Nobel Prize in Physics in 2010 and is predicted to disrupt major industries from energy to electronics... and Graphene Frontiers believes that it can produce graphene better, faster and cheaper than anyone else on the planet. Graphene Frontiers manufactures graphene films and graphene coated transmission electron microscope grids. Graphene Frontiers’ production technology is available for licensing and will enable electronics manufacturers to make high-quality, low-cost graphene films in production volumes for use as a transparent, flexible conductor in displays, touch screens and thermal management solutions. The company’s patent-pending atmospheric pressure chemical vapor deposition process solves the problems of scale and cost, and will allow companies like Apple and Nokia to take their next generation thin, flexible mobile devices from prototype to production. Graphene Frontiers has an experienced entrepreneurial executive serving as full time CEO and a deep bench of technical talent and advisors to develop, commercialize, protect and capture value from this technology. In addition to outstanding academic credentials, the leadership team has over 35 years combined experience in nanotechnology and materials research and 40 years of business and commercialization experience. Three team members are also graduates of the Stanford University Innovation Corps (NSF I-Corps) program for technology commercialization. The company’s patent pending process is unique in that it produces graphene with superior characteristics using readily available and inexpensive materials while operating at atmospheric pressure and low (<900° C) temperatures; the method is uniquely suited for low-cost, high-quality production at industrial scale. The intellectual property for the platform technology will provide the company and its partners/licensees with freedom to operate in an increasingly crowded patent landscape and the ability to develop and protect additional, application specific intellectual property as new uses for graphene are identified and perfected.

Team Leader

Mike Patterson, WG’12
QMagico

DESCRIPTION
QMagico will help solve the problem of low quality education in Brazil. Around 34.5 million K-12 students are enrolled in public schools, which struggle with lack of teachers and the lack of preparation for those teachers they do have. Of the remaining 5 million students that attend private schools, only a small fraction benefits from first-class education, since this opportunity is limited to the elite and concentrated in a few urban centers. Through online educational videos (in Portuguese), Quadrado Magico offers its users high-quality academic content. Besides videos, the website also contains interactive exercises, individualized performance reports (with quantitative and qualitative results) and a crowdsourcing platform to connect students and help them address doubts they might have (under development). Some content is accessible to registered users for free, and other content is accessible to monthly subscribers at a very low price. At the beginning of its activities, the company will offer only math videos, covering K-12 content. In its next phase, videos on other subjects will be added – such as Portuguese, physics, chemistry, biology, geography and history – covering all Brazilian curricular requirements for primary and secondary education. The company's target segments are students who struggle to understand topics in the classroom, students who do not have access to high quality education, parents who want to get more involved with their children's education and schools that want to offer their students an innovative educational tool.

Team Leader
Claudia Massei, WG'12
RightCare Solutions

DESCRIPTION
RightCare Solutions has licensed the intellectual property rights to a proprietary algorithmic discharge decision support system (D2S2) from the University of Pennsylvania. At admission (within first 48 hours), D2S2 can help hospitals identify what patients are at high-risk for a readmission. This gives caregivers the opportunity to focus on these high-need patients and coordinate care during a patient's hospital stay, so the most appropriate post-acute care is ready to go post-discharge. RightCare has successfully completed its first case study at a major hospital testing readmissions before D2S2 and then after D2S2. The data is currently being drafted for publication but a significant reduction in 30-day readmissions was observed when using D2S2 compared to without D2S2. RightCare has developed D2S2 with 'smart capabilities', such that D2S2 gets smarter over time as usage increases because of its closed loop integrated system design. Thereby, RightCare can re-calibrate D2S2 accordingly as the database grows, without needing significant development time.

Team Leader
Eric Heil, WG'12

Team Members
Mrinal Bhasker, WG'12
Matt Tanzer, WG'12
Check out how we support entrepreneurship globally

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

LEFT TO RIGHT

Michael Burns, EE’95, GEE’95, W’95
Managing Partner, Alara Capital

David A. Cohen, PAR’14, PAR’16
President, Karlin Asset Management

Richard Perlman, W’68
Chairman, Compass Partners, LLC

Santo Politi, WG’97
General Partner, Spark Capital
VENTURE FINAL JUDGES

Michael Burns, EE’95, GEE’95, W’95
Managing Partner, Alara Capital

As a Managing Partner at Alara Capital, Mike Burns has over 18 years of experience in technology investing and management. Prior to the Fund, Burns was a Managing Director at Guggenheim Partners where he ran the venture capital business. As an entrepreneur, he was a founder and the Director of Business Development at Agere, which developed high-speed, multi-protocol network processors. Agere was acquired by Lucent Technologies and became the network processor division of Lucent Microelectronics.

After Agere, Burns was a founder of Traffic.com, serving in many roles including Chief Operating Officer. Traffic.com went public on the NASDAQ and is now a division of Nokia. Formerly, Burns was a Program Manager with Lockheed Martin. He also served as an officer in the United States Navy.

Burns has sat on more than 20 Boards of Directors. He’s been a founder, investor and director of businesses across the technology spectrum that later went IPO or were sold in significant trade sales to market-leading companies, including Finisar, JDSU, Nokia, Texas Instruments, Alcatel-Lucent, CyOptics, NET, Excite, Lycos, Ask.com and LSI Logic.

Burns graduated magna cum laude from the University of Pennsylvania’s Jerome Fisher Program in Management and Technology. He has a BS degree in Finance from the Wharton School as well as BSE and MSE degrees in Electrical Engineering from the Moore School. Burns graduated Eta Kappa Nu and Tau Beta Pi and was a Benjamin Franklin Scholar.

David A. Cohen, PAR’14, PAR’16
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 largest US 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. He 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.
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 37 acquisitions to become the global leader in the independent medical examination industry in less than 4 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.

Santo Politi, WG'97
General Partner, Spark Capital

Santo Politi has led Spark’s investments in Adapt.tv, Admeld, Inform, CT-100/CNET (acquired by NYSE:CBS), eToro, Genie, IPWireless, KickApps (acquired by KIT Digital), OneRiot, Tashtego, Triggit and Vurve. He has also participated in Spark’s investments in thePlatform (acquired by NASDAQ:CMCSA) as a board member.

Politi most recently was a Partner at Charles River Ventures with an investment focus on media and entertainment infrastructure. His investments at CRV include Big Band Networks (NASDAQ:BBND), Broadbus Technologies (acquired by NYSE:MOT) and Groove Mobile (acquired by NASDAQ:LVWR).

Prior to joining Charles River in early 2001, Politi served as President of New Media for Blockbuster Entertainment Inc. (NYSE:BBI), where he was responsible for establishing a new operating division focused on extending the company beyond its brick and mortar retail stores into digital broadcast and video on demand.

Before his work at Blockbuster, Politi co-founded BT Venture Partners, an early stage venture capital firm affiliated with Bankers Trust. Some of his successful investments at BT Venture Partners include Aether Systems, Inc. (NASDAQ:AETH), Novatel Wireless, Inc. (NASDAQ: NVTL) and Digital Think (NASDAQ:DTHK).

Politi has held various engineering and management positions with the Video Systems Division of Matsushita Electric Industrial in Osaka, Japan; Panasonic Broadcast and Television Systems Company and Weston Instruments, a subsidiary of Schlumberger Industries.

Politi is the recipient of an Emmy® Excellence in Technology Award. He has also been named multiple times to the Forbes Midas List, which ranks top venture capitalists who have created the most wealth for their investors.

Politi holds an MBA in Finance from the Wharton School of the University of Pennsylvania, an MS in Electrical Engineering from NJIT and BS degrees in Electrical Engineering and Physics from Bogazici University in Istanbul, Turkey. Politi is fluent in Japanese, conversational in Spanish and French and is a native Turkish speaker.
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 Ventures Penn Alumni Portfolio Companies Include:

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

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

**GENTIS**
- Dr. Charles Cohen (ENG’87 & ’92, W’93), Founder

**KEMBREL**
- Cherif Habib (WG’11), Co-Founders
- Stephan Jacob (G’11/WG’11), Co-Founders
  (2010 WBPC People’s Choice Winner)

**medivo**
- Sundeep Bhan (C’94), 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

**yodle**
- Nathaniel Stevens (W’10), Founder
  (local online advertising)

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

**INNOVA DYNAMICS**
- Alex Mittal (ENG’07/W’07), Co-Founder
- Arjun Srinivas (ENG’07/W’07), Co-Founder
- Michael Young (C’08/ENG’08), Director of Technology
  (2008 WBPC 2nd Prize & Gloeckner Undergraduate Award Winners)

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

Visit our website to learn more about MentorTech’s investments in Penn MENTORTECHVENTURES.COM
IN PHASE III, teams competed against other semi-finalists in one of three industry tracks: Information Technology, Life Sciences/Healthcare 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

Good Call
Team Leader
Jonathan Boyer-Dry, L'13

Good Call is creating a platform and service that allows any broadcaster or personality to live broadcast his or her own audio commentary to sports games and live events to accompany the action on television.

OpportunistIQ
Team Leader
Eduardo Mestre, WG'13

Team Member
Zachary Dennett, WG'13

OpportunistIQ is an online platform that allows marketers to engage consumers through social trivia. It allows consumers to play a host of different trivia challenges, a portion of which contain sponsored trivia questions from companies and enables companies to increase consumer engagement with brands by asking fun trivia questions.

OrgaMiser
Team Leader
Matt Quigley, WG'13

Team Member
Brooks Powlen, WG'13

OrgaMiser is a mobile platform solution that allows users to monetize unused daily deal purchases and connects local businesses with daily deal purchasers.
Securly
Team Leader
Vinay Mahadik, WG’13

Team Member
Bharath Madhusudan

Securly provides a cloud-based centrally managed, network-based safe-browsing (parental controls and malware protection) service for the home network. The company overcomes issues with pricing, management and installation of security software on the multiple internet connected devices in a typical home network.

Sonoma
Team Leader
Tom Baldwin, WG’13

Sonoma is a content and curation-based ecommerce platform that unlocks the world of wine and gourmet for Brazilian consumers.

SteppingClouds
Team Leader
David Shi, W’13

Team Members
Wilson Pulling; Vaibhav Wardhen, W’13

SteppingClouds is an online international marketplace for services. SteppingClouds will begin as a marketplace for online tutoring services, connecting students in China with native-language English tutors in the United States.

Wishberry
Team Leader
Melanie Zhao, W’13

Team Members
Felicia Curcuru, W’07; Stephanie Weiner, W’14

Wishberry is a group gifting website that helps people give and receive great gifts, and easily coordinate with many people to give group gifts in a simple and fun way.
accessMD
Team Leader
Rajiv Mahale, WG'13

Team Members
Marissa Brittenham, WG'13; Jonathan McEuen, WG'13; Vikas Tandon, WG'12; Haley Thun, Med'15

accessMD connects the best hospitals and physicians in the country with patients to deliver medical second opinions of the highest quality — electronically, securely and efficiently. This service saves patients time and money, optimizes hospital efficiency and reach and supports physicians around the country with tools from the best medical centers.

Allazo Health
Team Leader
Clifford Jones, WG'13

Team Member
Arif Virani, WG'13

Allazo Health is a proprietary analytics company that is revolutionizing the $5.5B population health management industry. Its AllazoEngine™ drives enhanced patient engagement through advanced, individualized targeting of behavior-influencing interventions to patients. Allazo Health’s customers are health insurers and pharmacy benefit managers that provide population health management programs (wellness, disease management and medication adherence programs).
Digital Medical Technologies
Team Leader
Josh Stein, WG’12

Team Members
Jesus Alcazar, WG’13; Brenton Fargnoli, C’07/Med’12/WG’12;
Stevan Jovanovic, WG’13; Grant Mitchell, Med’14/WG’14;
Austin Neudecker, WG’12

Digital Medical Technologies’ first product is a pill bottle that uses patented technology to accurately calculate the amount of pills or liquid medicine remaining in the bottle. If a patient does not comply with the prescribed dosage schedule, the bottle reminds the patient to take his or her medication via automated phone call or text message.

Stemnostics
Team Leader
Kyle Spinler, PhD’15

Team Members
Amnon Buxboim; Jae-Won Shin, PhD’11

Stemnostics is providing services to accurately predict the long term regenerative capacity of blood stem cell from bone marrow and cord blood prior to transplantation.
**SEMI FINALISTS**

**OTHER**

**Catalogue**
**Team Leader**
Rajiv Mahale, WG'13

**Team Members**
Joseph Ferraro; Paul Kangas Miller, GFA'08

Catalogue is an online marketplace for professionally curated interior design inspiration.

**Invisergy**
**Team Leader**
Ryan Marschang, W'14

**Team Members**
John Foye, W'13; Rishabh Jain, ENG'09/W'09; Steven Shimizu

Invisergy is developing a solar technology that can convert any transparent surface into an energy-harnessing device. One area of application is the ability to create solar windows in residential and commercial buildings.

**KinderPacks**
**Team Leader**
Mei Siauw, WG'13

**Team Members**
Nilesh Khandelwal, WG'13; Brigitte Palouda, WG'13

KinderPacks offers parents a curated recommendation toy service with a Netflix style subscription program for high-quality educational toys tailored specifically to the child's age and stage, starting from newborn.

**Little Global Village**
**Team Leader**
Yoshiko Inoue, WG'12

**Team Member**
Judith Frost

The Little Global Village aspires to develop foreign language fluency in early childhood (from birth to five years of age), when children are best able to learn multiple languages. This venture will attempt to accomplish this in the most scalable and effective manner possible, creating a DVD, programming for cable television and iPad/iPhone applications in addition to a bricks-and-mortar 'laboratory' classroom approach. The company will take a novel approach that redefines the language-learning segment.

**Plato Education Group (PEG)**
**Team Leader**
Katie Picarsic, WG'12

**Team Members**
Nate Picarsic

To address the problem of teacher-parent relationships in schools, PEG's Parent Relationship Management tool will leverage the principles of customer relationship management in a technology solution tailored for K-12 educators. The product will consist of standard features with optional customization/functionality to meet each individual teacher, school or district's needs.

**PSS Payroll Solutions**
**Team Leader**
Nigel Lobo, W'08/WG'13

**Team Members**
Erika Lobo, W'13

PSS Payroll Solutions aims to be one of the pioneers of integrated payroll and human resource solutions providers across PAN India, catering to small, medium and large scale businesses. Services will include payroll calculation, time and attendance monitoring, benefits administration, tax preparation and filing and labor law compliance consulting.
PARTICIPANTS
Past
2011 Michelson Grand Prize Winner
**Stylitics**

Stylitics, a fashion insights company that provides a better way for brands to understand and connect with consumers, launched in private beta in November 2011 and was a “The Next Big Thing in Tech” nominee for the Fashion 2.0 Awards.

[stylitics.com](http://stylitics.com)

2011 Third Prize Winner
**Baby.com.br**

Baby.com.br is Brazil’s leading baby products e-commerce company, offering the deepest selection, lowest prices and Brazil’s best customer service experience.

[Baby.com.br](http://baby.com.br)

2009 Semi-Finalist
**ONE|VISION**

ONE|VISION is now **Warby Parker**, creating boutique-quality, classically crafted eyewear at a revolutionary price point.

[warbyparker.com](http://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](http://ferrosolutions.com)

2008 Second Prize Winner
**InnovaMaterials**

InnovaMaterials is now **Innova Dynamics**, an innovator in advanced materials technology and cleantech that is inventing and commercializing disruptive advanced materials technologies for a sustainable future.

[innovadyanmics.com](http://innovadyanmics.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

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

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

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 now SalesRoads, the nation’s leading B2B appointment setting and lead generation company.
Salesroads.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

2010 Committee Award - Global Venture
Hector Beverages is bringing the functional beverage revolution to India.
hectorbeverages.com

2003 Grand Prize Winner
Team Members
PAWs Pet Insurance
Team members are now leading Petplan, the #1 rated pet insurance in America by PetInsuranceReview.com.
gopetplan.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
WHARTON ENTREPRENEURIAL ADVISORY BOARD
WBPC COMMITTEE
**PHASE I JUDGES**

Mark Abramovich, WG'03  
Founding Partner, Cross-Functional Solutions, LLC

Jayson Ahlstrom  
President and Founder, ClassTop

Baris Aksoy, WG'08  
Vice President, JLL Partners

Gregory Allen, WG'92  
Chairman and Member, Counsel On Call

Jared Allgood  
CEO, ClassTop

Kristina Anderson, WG'10  
Founder, A boutique firm

Leslie Armitage, W'90  
Partner, Bingham Fox LLP

Raymond Aronoff, WG'08  
CFO, NTS

A.J. Audet, W'53  
Owner, Audet Associates

Alex Avendano, W'07  
Vice President of Business Development

Justin Baier, WG'08  
Project Leader, Boston Consulting Group

Sheezan Bakali, WG'10  
Director of Marketing, b.com

Aradhana Bahl, WG'10  
CEO, HighLine Polycarbonate

Ali Bebbahani, WG'07  
Associate, New Enterprise Associates

Gerald Benjamin  
International Consultant, Executive Resources

Anton Bernstein, W'08  
CEO, Inseamana

Arjun Bhimavarapu, W'11  
Analyst, Bain Capital Ventures

Gregory Bibas, WG'08  
Senior Vice President, 3 Day Blinds

Jamaal Brown, WG'10  
Associate, Etico Capital

Josh Bruno  
Associate, Bain Capital Ventures

Will Burghes  
Vice President of Strategy, Barclays Capital

Jed Cairo  
Associate, Kohlberg Kravis Roberts

Mark Chou, W'09  
Associate, New York City Investment Fund

Jonathan Christodoro  
P2 Capital Partners

Matthew Cole, C'87  
Jacobs Law Group PC

Paul Curry, WG'10  
Strategy and Research Consultant, Dell

Sarah Dong, ENG'06/W'06/GEN'11/WG'11  
Investment Associate, Fifth Street Capital

Sean Dowling, WG'11  
Associate, Osage Partners

Taylor Duvall, WG'11  
Director, Business Development, TetraLogic Pharmaceuticals

Chantal El-Khoury, WG'09  
Consultant, BCG

Joshua Feinberg, C'98/WG'07  
Consultant, BCG

Chris Fortier, WG'11  
Pinnacle Ventures

William Fradin, WG'11  
CEO, HighLine Polycarbonate

Francis Kim, WG'08  
CEO, ScholarPRO

Jaya Kirtane Hathaway, W'02/WG'08  
Recruiter, CPI

Sarah Frew, WG'11  
Director, Business Development, Fifth Street Capital

Michelle Gaster, C'86/WG'11  
Director, Executive Search, New England Capital

Jessica Gould, WG'11  
Associate, Fwd North

Patrick Hackett, C'83/WG'83  
Managing Director, Warburg Pincus LLC

Wayne Hao, WG'11  
Principal, Principal Advisors

Daniel Harbuck, W'09  
Schnitzer Northwest

Carol Heiberger  
ExecuSpeak Dictionary

Rohin Jain, W'04/WG'06  
Partner, Triton Partners

Katherine Janes, WG'11  
Director of Business Development, Frog

William Jocson, WG'10  
Managing Director, JLL Partners

Ripan Kadakia, ENG'03/W'03/WG'11  
Pinnacle Ventures

Umair Kayani, WG'11  
CEO, ScholarPRO

Martyn Kelly, WG'05  
CEO, HighLine Polycarbonate

Vikas Khurana, WG'08  
CEO, ScholarPRO

Francis Kim, WG'08  
CEO, ScholarPRO

Jaya Kirtane Hathaway, W'02/WG'08  
Recruiter, CPI
PHASE I JUDGES

David Kreiger, C’99/WG’07
CEO, SalesRoads

Yana Krivozus, WG’11
Senior Associate, Glencoe Capital Partners

Amr Kronfol, C’09/WG’09
Warburg Pincus

Serena Lai, WG’07
Director of Enterprise Solutions, MediaMath

Daniel Lennon, WG’10
Managing Director, Academy Securities

Francisco Menjibar, WG’10
Senior Associate, Apex Partners

Greg Millhauser, C’03/WG’10
Associate Practice Executive, Campbell Alliance

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

Christopher Myers
Managing Director, Philadelphia Development Group

Marina Nazarova Rakhlin, WG’11
Starmark

Andy Nickerson, WG’11
Business Development, Skype

Hichem Omezzine, WG’10
Acta

Justin Overdorff, WG’11
Associate, TechStars NYC

Julie Price, WG’08
Founder, Shunobi Labs

Hassan Ragab, WG’04
The Harding Group

Sean Richardson, WG’11
Principal and CTO, Round Capital, LLC

Jesse Sanders, WG’06
Associate, Allied Capital Corporation

Robert Schwartz, WG’93
Woodmont Partners, LLC

Samuel Schwerin, WG’99
Managing Partner, Millennium Technology Ventures

Awais Shaikh, WG’11
Associate, H.I.G. Capital

Scott Shandler, WG’06
Founder and CEO, Longevity Biotech, Inc

Mimi Shih, WG’10
Associate, Macquarie Capital Advisors

Milt Silver, W’52
Professor, Drozd University

Jack Smith, W’51/WG’52
The Modern Group

Brian Smith, ENG’98/GEN’00/GR’01/WG’08
Assistant Vice President, Virtua Health

James Soldano, WG’10
Vice President, Sterling Investment Partners

Bhuvan Srinivasan, WG’11
Bain Capital

Charles Stacey, WG’10
Investment Manager, Inventages Venture Capital

Matt Stephenson, WG’11
Min Sung, WG’08
Principal, STIC Investments

Jonathan Taqqu, WG’08
Intent Media

Paul Tis, W’93
Regional Director, 1-800-GOT-JUNK?, LLC

John Ulrich, WG’97
Principal, Jester Capital Management

Bhavin Vakani, WG’11

Patrick Verdonck, WG’08

Liya Wang, WG’10

Matthew Wang

Brian Weisberg, W’84

Ted Wilson
Vice President,round Capital
PHASE II JUDGES

Grant Allen, WG’07  
Vice President, ABB Technology Ventures

Maury Apple, WG’99  
Associate, Imperial Capital

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

Guy Ashley, W’93  
Vice President, CMMC Ventures

John Ason  
Angel Investor

Russell Barnett  
Vice President, Marketing, Popchips

Richard Baum, WG’85  
Venture Partner, Weatherly Group

Thatcher Bell, WG’05  
Principal, Draper Fisher Jurvetson Gotham Ventures

Greg Besner, WG’96  
CFO and Managing Director, SecondMarket Holdings Inc.

Vin Bhat  
Co-Founder, [212]MEDiA

Adam Birnbaum, WG’10  
Sales Strategy Manager, Medtronic, Inc.

Darren Black, WG’03  
Partner, SV Life Sciences

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

Stephen Broad, WG’89  
CEO, Asian Naturals

Michael Bruck, WG’97  
Former President, Interaction Software, Inc./Chat University

William Burkoth  
Senior Director, Pfizer Strategic Investments Group

Brian Cabezad, WG’06  
Investment Director, Syn Tyler

Jeff Carpenter, WG’98  
Entrepreneur/Investor, AcademicWorks, Inc.

Christine Chen, WG’10  
Marketing, Johnson & Johnson

Andrew Cherry  
KPMG, LLP

Ashish Chordia, WG’07  
President, Tribal Technologies

Matt Clementz, WG’01  
Chairman and CEO, Cultured Marble Products/First Rate Renovations

Beth Cohen, WG’91  
Director of Emerging Growth Services, Blank and Rome LLP

Brett Cohen, W’94  
CEO, BAC Consulting LLC

Kathleen Comerford, WG’96  
President, Split Rock Associates

Casey Courneen, W’92  
President, Blackstone Technology Group

Michael Dauber, WG’09  
Vice President, Battery Ventures

Zach Davis  
Co-Founder, Stylistics

Philip de Cortes, G’11/WG’11  
Co-Founder, Meteor Inc.

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

Daniel Deeney, EMTC’02  
Partner, New Venture Partners

Dain DeGroff, WG’99  
President, Triangle Peak Partners

Ray DeMee  
General Manager Americas, DCV Engineering

Rohan Deuskar, WG’11  
Co-Founder and CEO, Stylitics

Vishnu Deuskar  
Managing Director, ABN AMRO Bank

Pitamber Devgon, WG’10  
Senior Associate, Safeguard Scientifics

Sean Dowling, WG’11  
Associate, Osage Partners

Joshua Ehrig  
CEO, Atricity

Daniel Faga, WG’07  
Principal, Centerview Partners

Gerry Fitzgerald  
Strategic Consultant, Ab Initio

John Fox, WG’01  
Vice President, Marketing, Siemens

Jed Freifeld, W’92  
Managing Director, Cascade Advisors LLC

Weston Gaddy, W’07  
Associate, Bain Capital Ventures

Linnea Geiss, WG’07  
Principal, Arcapita, Inc.

Adam Gerson, WG’07  
Vice President, Client Services and Operations, Efficiency 2.0

Jeffrey Ginsberg, W’86  
Managing Director, Mistral Equity Partners, LLC

Steven Gold, W’87  
Senior Partner for Entrepreneurship, Olin College
PHASE II JUDGES

Keith Goldan, WG’02
Vice President, NuPathe

Jennifer Goldstein, ENG’01/GEN’06/WG’06
Director, Pfizer Venture Investments

William Gordon, WG’86
Vice Chairman, Stamford Innovation Center

Brian Gornick, WG’09
Senior Associate, Accel KKR

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

Kirk Griswold, WG’88
Partner, Argosy Partners

Harry Haber

Cherif Habib, WG’11
Co Founder, Kembrel.com

Div Harish, WG’98
Managing Partner, YPoint Capital

Kyle Harrison, WG’99
Product Management, Google

Thomas Hartman, WG’88
Entrepreneur in Residence, Ventana Capital

Jim Hazy, WG’88
Professor of Entrepreneurship, Adelphi University

Jeffrey Hechtman, W’86
Partner, Horwood, Marcus & Berk Chartered

Philip Heifetz, WG’96
Vice President of Finance, Other Pharmaceuticals Inc.

Bob Heller, W’80
Managing Director, Southern Equity Partners LLC

Robert Herzog, WG’95
CEO and Founder, ZogSports

Peter Hsing, WG’97
Managing Director, Merus Capital

Miles Huffstutler, WG’86
Consultant and Investor

Santosh Huralikoppi
CEO, NS Infotech Inc.

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

Paul Hynek, WG’90
President, EZ Numbers

Craig Isakow, WG’08
Founder, Melon

Bharati Jacob, WG’91
Managing Partner, Seed Fund

Ankur Jain, WG’09
Vice President, Blumberg Capital

Jay Jamison, WG’98
Venture Partner, BlueRun Ventures

Walter Kalmans, C’89/W’89
Founder and President, Lontra Ventures

Raji Kalra

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

Andrew Kaplan
Director, Deutsche Bank

Pace Klein, WG’04
Wiese Law Firm, PA

Scott Kosch, WG’98
Managing Partner, Kosch Capital

Jason Kothari, W’07
CEO, Valiant Entertainment

Joseph Kushner, WEV’93
Senior Partner, AMC | TRIBECA Group

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

Steve Lebischak, WG’02
Acting CEO, Aero-X Golf, Inc.

Jordan Leef, NU’07/W’08
Senior Associate, MentorTech Ventures

Dan Lidawer, W’81
Executive Director, HighTower Advisors LLC

Alice Limkakeng, C’95/W’95
Principal, Bain Capital Ventures

Manish Maheshwari, WG’06
General Manager and Global Business Head, txtWeb, Intuit

Stephanie Marrus, WG’82
Managing Director, Portfolio Strategies

James Martin
Vice President, GlaxoSmithKline

Mayank Mehta, WG’09
Co-Founder, Head of Product, Cooliris

Nihal Mehta, C’99/ENG’99
CEO, Local Response

David Mes, WG’05
Principal, Cipio Partners

Mark Mitchell, WG’05
Principal, Safeguard Sciences

Idris Mohammed, WG’00
Partner, Development Partners International

Rana Mumtaz, WG’06
Founder and CEO, FABLOGUE

Ron Murayama, WG’03
Founder and CEO, Amden Corporation

Hareesh Nair, WG’08
Sr. Manager, Corporate Development, Medtronic
PHASE III JUDGES

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

INFORMATION TECHNOLOGY

Jeff Bodle  
Partner, Morgan, Lewis & Bockius LLP

Richard Cohen, C'92  
Partner, Duane Morris

Amy Dorfmeister  
Partner, Ernst & Young

Andrew Flett, WG'03  
Partner, Investcorp Technology Partners

Bob Green, W'82  
Managing Partner, Contour Ventures

Jean-Marc Levy, WG'88  
Senior Vice President, NYSE Euronext

Tony Haibin Liu  
Managing Partner, Lava Ventures, Eastern Link Capital

Doug Petillo, WG'97  
Managing Partner, Navigant Ventures

Michael Vaughan, W’97  
COO, Venmio

LIFE SCIENCES/HEALTHCARE

Michael Aronson, W’78  
Managing Director, MentorTech Ventures

Rob Corrato, WG’00  
President and CEO, Executive Health Resources

Ben Doranz, WG’01  
President and CSO, Integral Molecular

Armen Karamanian, PhD’10  
Principal, Karlin Asset Management

Chris Laing  
Director of Science & Technology, University City Science Center

Mike Luby, WG’98  
President and CEO, BioPharma Alliance

Fahd Riaz  
Partner, Morgan, Lewis & Bockius LLP

Troy Williams, WG’06  
VP, Corporate Development, Executive Health Resources

OTHER

Seth Berger, C’89/WG’93  
Founder, Affili

Nitin Gupta, WG'11  
Senior Associate, Element Partners

Brian Hughes  
Partner, KPMG

George Krautzel  
Corporate Executive Board (former)

Jay Tapper  
Founder, J TAP

Brett Topche, W’03  
Senior Associate, MentorTech Ventures

Steve Woda, WG'01  
President and CEO, uKnow.com
MENTORS

Oliver Abel, WG'80
Founder, Oliver's Chocolates

Sam Allen, WG'06
Chairman, Scancafe

Rodrigo Alvarez, GEN'05
Smart Motion Technologies

Kristina Anderson, WG'10
Founder, Chattersource.com

Alex Avendano, W'07
Social Strategy

Ajay Bakshi, WMP'04
Consultant, McKinsey & Co.

Edward Cable, W'06
Mifos Marketing Coordinator, Grameen Foundation

Royal Daniel, WAM'05
COO, Energy Storage and Power

Philip de Cortes, G'11/WG'11
Co-Founder, Meteor Inc

Lucinda Bromwyn Duncalfe, C'85/WG'91
Founder, Real Food

Richard Effress, W'92
Owner and President, Integris LLC

Adam Erlebacher, WG'08
VP Product Marketing, BankSimple

Peter Gelpi, WG'87
President and CEO, Clarity Health Services

Todd Gibby, WG'97
President and CEO, Intelliworks

Mark Goldstein, W'76
CEO, LoyaltyLab

Diana Kattan, W'12
Co-founder, TutorChatLive

Jed Kleckner, G'04/WG'04
CEO, Delivery.com

Gayle Laakmann, ENG'05/GEN'05/WG'11
Co-founder, CareerCup

Mike Last, WG'05
CEO, Intellitoys

Marco Lentini, C'96/WG'02
CEO and President, Avanti Food Corporation

Dan Lindholm, ENG'10/W'10
Founder, Minno

Marc Magliacano, W'96
Partner, Catterton Partners

Abi Mandelbaum, WG'10
Founder, YourCampus360

Damian Miller
Founder and CEO, Orb Energy

Alexander Mittal, ENG'07/W'07
CEO, Innova Dynamics

Krishna Nandigam, WG'12
Founder, Urban Cargo

Sachin Rekhi, ENG'05/W'05
Senior Product Manager, imeem

Aaron Royston, M'13/WG'13
Co-Founder and President, Sportaneous

Irene Susantio, WG'08

Richard Thompson, WG96
Founder, Wild Needle

Scott Tornek, C'87/WG'95
Co-President and CEO, So Smart!
WHARTON BUSINESS PLAN COMPETITION MANAGEMENT COMMITTEE

Co-Chairs
Seena Mortazavi, WG'13
Shannon Pierce, WG'13

Directors, Judge Relations
Roopak Majmudar, WG'13
Nippar Poolthananunt, WG'13
Madhushree Srinivasan, W'07/WG'13

Directors, Marketing
Starry Peng, W'13/SEAS'13
Iris Yung, W'13

Directors, Mentoring & Education
Chris Heather, WG'13
Christian Littlejohn, WG'13/L'13
Anya Ruvinskaya, WG'13

Director, Operations & IT
Charu Jangid, W'14/SEAS'14

WHARTON ENTREPRENEURIAL ADVISORY BOARD

Shelley Boyce, Chair, WG'95
Founder and CEO, MedRisk

Robert B. Goergen, Honorary Chair, WG'62
Founder and Chairman, Blyth Inc.

Robert Coneybeer, WG'96
Managing Director, Shasta Ventures

Stephen M. Goodman, W'62/L'65
Partner, Business Transactions Practice, Morgan, Lewis & Bockius LLP

Vivake Gupta, WG'06
Chief Executive Officer, Lab49

James McElwee, WG'76
Director, James McElwee Venture Advisory

Greg Pitter
Wharton Entrepreneurial Programs

Rene Poellinetz
Wharton Entrepreneurial Programs

Rai Poquiz
Wharton Computing & Information Technology

Kelley Rowe, WG'12
Co-President, Wharton Entrepreneurship Club, 2011-2012

Mona Safabakhsh, WG'12
Co-President, Wharton Entrepreneurship Club, 2011-2012

Scott Sill, WG'00
Wharton MBA Program for Executives

Brett Topche, W'03
MentorTech Ventures

Jacqueline Vrettos
Wharton Entrepreneurial Programs

Lisa Warshaw
Wharton Communications Program

Amy Weinstein
Wharton MBA Program for Executives

Muriel Whiteside
Wharton Entrepreneurial Programs

Peter Winicov
Wharton Communications

Irina Yuen, C'90/G'96/WG'96
Wharton Entrepreneurial Programs

Alan L. Zeiger
Blank Rome LLP

WHARTON BUSINESS PLAN COMPETITION
The Wharton School became the first school to develop a fully integrated curriculum of entrepreneurial studies. Today Wharton, through Wharton Entrepreneurial Programs, supports and seeded innovation and entrepreneurship globally through research, teaching and co-curricular programs. The Sol C. Snider Entrepreneurial Research Center is the first center dedicated to the study of entrepreneurship and global wealth creation. Through the George Entrepreneurial Management Program more than 4,800 students at the PhD, MBA and undergraduate levels participate in dozens of courses spanning a wide range of academic departments.

Outside the classroom, entrepreneurial-minded students from across the entire University of Pennsylvania community benefit from a variety of programs designed to support venture development and entrepreneurial career paths. Programs include the Wharton Business Plan Competition, the Venture Initiation Program, the Wharton Venture Award, the Wharton Entrepreneurial Internship Program, the Entrepreneur in Residence Program, the Venture Development Program, and the Wharton Entrepreneurs Workshop. Spring Pitch Event and the Wharton Entrepreneurs Workshop.