Wharton Business Plan Competition Venture Finals 2013-2014

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Disciplines
Business

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WHARTON BUSINESS PLAN COMPETITION
VENTURE FINALS 2013/2014

FINAL ROUND PRESENTATIONS + AWARDS CEREMONY

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

Thursday, May 1, 2014
The Wharton Business Plan Competition acknowledges and thanks its sponsors for their generosity and support.

GRAND PRIZE SPONSOR:
Ellen H. & Richard E. Perlman (W’68)

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Gary Karlin Michelson Foundations

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MENTORTECH VENTURES

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VENTURE FINALS AGENDA

Each team will have 10 minutes to present and 10 minutes for Q&A with the judges. There will be a 5 minute break between each team for transition. Presentations will take place in Jon M. Huntsman Hall, G06. The networking breaks, elevator pitches and awards ceremony will take place in the Jon M. Huntsman Hall Baker Forum.

1:00 - 1:10 pm  Introduction and Welcome
1:10 - 1:30 pm  Identified Technologies
1:35 - 1:55 pm  Senvol
2:00 - 2:20 pm  Abaris
2:25 - 2:45 pm  Matt & Marie's
2:45 - 3:10 pm  Networking Break
3:10 - 3:30 pm  VeryApt
3:35 - 3:55 pm  Slidejoy
4:00 - 4:20 pm  AdmitSee
4:25 - 4:45 pm  PhaseOptics
4:45 - 4:50 pm  Conclusion and Announcements
4:50 - 5:50 pm  Networking Reception and Elevator Pitches
5:50 - 6:15 pm  Awards Ceremony

*While the judges are deliberating, Finalists will present 2 minute elevator pitches to the assembled audience, who will then vote for the Michelson People's Choice Award.*
Wharton Entrepreneurship supports entrepreneurial students from all schools at the University of Pennsylvania with its robust offering of research, teaching, and co-curricular programs. Whether you're exploring entrepreneurship, developing your idea, or ready to launch, Wharton Entrepreneurship can help.

- Goergen Entrepreneurial Management Program
- Business Plan Competition
- $10K Wharton Venture Award
- Sol C. Snider Entrepreneurial Research Center
- Entrepreneurial Intern Fellowship
- Venture Initiation Program
- Entrepreneur in Residence Program
- Wharton Small Business Development Center

Find out more by visiting us at entrepreneurship.wharton.upenn.edu, WhartonEntrep, and read our blog!
THE WHARTON SCHOOL AND WHARTON ENTREPRENEURSHIP WOULD LIKE TO THANK The Gary Karlin Michelson Foundations for sponsorship of the 2014 Wharton Business Plan Competition & the People’s Choice Award.

THE GARY KARLIN AND ALYA MICHELSON FOUNDATIONS are devoted to improving access to educational resources, bolstering concern for animal welfare, and driving technological innovation in the nation’s premier universities. The Gary Karlin and Alya Michelson Foundations include the Michelson Medical Research Foundation, Found Animals Foundation (foundanimals.org) and Twenty Million Minds Foundation (20mm.org).
PROGRAM OVERVIEW

Now in its sixteenth 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 Entrepreneurship, 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 2013-2014 academic year saw a record number of 181 Business Overview submissions from over 490 participants across nine Schools at the University.

Participants Receive:
• a structured educational entrepreneurial experience
• access to experienced entrepreneurs through the Mentor Program
• interaction with seasoned venture capitalists
• a diverse workshop series on topics such as Idea Generation, Market Sizing, Business Models and Investor Perceptions
• an introduction to myriad entrepreneurial resources both on campus and regionally

LEARNING COMPONENTS

Mentor Program
The Mentor Program matches student teams with experienced entrepreneurs and industry professionals who provide insight into the business world and, in doing so, help to shape specific aspects of the students’ plans. Ongoing interaction between students and mentors beyond the WBPC is encouraged.

Judges
Judges bring experience and knowledge of the venture process and provide valuable feedback to students on their venture concepts at every stage of 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 overview or plan only once during the competition.
PARTICIPATION PROCESS

The WBPC is a comprehensive, 7-month platform to help entrepreneurs and their teams launch their new businesses. The WBPC is structured to help teams enhance their understanding of starting a business and develop their ventures in both a collaborative and competitive environment.

During the Fall semester, the WBPC hosts a series of workshops designed to support student entrepreneurs as they develop their ideas and refine their business models. Workshops are open to all students at the University of Pennsylvania and selected sessions are offered in collaboration with Wharton Entrepreneurship's Venture Initiation Program, as well as other select organizations on campus.

First Round (Business Overview)
The first round of the WBPC requires students to submit a 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 this year's first round, 25 Semifinalists were selected through a rigorous judging process from the 181 business overviews submitted.

Semifinals
The Semifinalists are invited 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, while pitching to judges provides a real-life opportunity to sell the business to professional experts. During the Semifinals, teams compete against other Semifinalists in one of three, self-selected, industry tracks: Healthcare, Information Technology and Other. Eight of the 25 Semifinalists advance to the final round of the competition—the “Venture Finals”. Industry track representation in the Finals reflects proportional track distribution among the 25 Semifinalists.

Venture Finals
The premier event of the WBPC, the Venture Finals is a unique opportunity for the “Great Eight” Finalists to present their business plans to a panel of 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 to deliberate and decide the winners of the Perlman 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 Finalist team delivers a 1-2 minute Elevator Pitch on their concept. Following these pitches, the audience votes on the winner of the Michelson People's Choice Award.

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

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

IDEA GENERATION
Ethan Mollick
Edward B. and Shirley R. Shils Assistant Professor of Management, The Wharton School September 25, 2013

MARKETING FOR STARTUPS
Elea Feit
Executive Director, Wharton Customer Analytics Initiative October 9, 2013

LIBRARY RESOURCES FOR ENTREPRENEURS
Cathy Ogur

STARTUP CASE STUDY
Kartik Hosanagar
Associate Professor of OPIM, The Wharton School November 6, 2013

DEVELOP YOUR BUSINESS MODEL
Jeffrey Babin C’85/WG’91
Senior Lecturer and Associate Director Engineering Entrepreneurship Program School of Engineering and Applied Science November 20, 2013

SOCIAL ENTREPRENEURSHIP
Directors of Social Impact, WBPC Student Management Committee and Wharton Social Impact Initiative December 4, 2013

FIND YOUR PERFECT TEAM
WBPC Student Management Committee December 4, 2013

MARKET SIZING
Elliot Menschik GR’99/M’00
Co-Founder, VentureForth Managing Director, DreamIt Health December 11, 2013

GENERATING HIGH POTENTIAL IDEAS
Kartik Hosanagar
Associate Professor of OPIM, The Wharton School January 17, 2014

ACCOUNTING AND TAX ISSUES FOR ENTREPRENEURS
Robert Fesnak
Managing Partner, Fesnak LLP Andrew Malone
Tax Partner, Fesnak LLP February 5, 2014

SOCIAL IMPACT: GET COMPETITIVE
Ian MacMillan
The Dhirubhai Ambani Professor of Innovation and Entrepreneurship, The Wharton School and Peter Frumkin
Professor of Social Policy School of Social Policy and Practice February 12, 2014

BUSINESS PLAN WRITING 101
Patrick FitzGerald C’97
Lecturer The Wharton School February 26, 2014

ADDRESSING STARTUP LEGAL ISSUES
Robert Borghese C’85/W’85/L’90
Lecturer The Wharton School March 5, 2014

PRESENTATION TRAINING FOR THE SEMIFINALISTS
Steve Bowman
President, BizClarity and Dorm Room Fund First Round Capital

MANAGING OUTSOURCED TECHNOLOGY TEAMS
Chok Ooi
CEO and Director, Agility March 26, 2014

INVESTOR PERCEPTIONS
Laura Huang
Assistant Professor The Wharton School April 9, 2014

PRESENTATION TRAINING FOR THE GREAT EIGHT FINALISTS
Glenn Rockefeller
Director, Tech Solutions Group & Communicate 2.0 Lecturer, Wharton Communications Program April 18 & 25, 2014
COMPETITION PRIZES

In 2013-2014 student teams participating in the WBPC compete for over $80,000 in cash prizes and $45,000 in in-kind services.

**PERLMAN GRAND PRIZE**
$30,000
The Perlman Prize is made possible by a generous donation from Ellen Hanson Perlman and Richard E. Perlman (W'68). The contribution represents the largest gift to the Wharton Business Plan Competition and will provide funding in perpetuity.

**SECOND PRIZE**
$15,000

**THIRD PRIZE**
$10,000

**MICHELSON PEOPLE’S CHOICE AWARD**
$3,000
The Michelson People’s Choice Award is made possible by a generous donation from the Gary Karlin Michelson Foundations.

**GLOECKNER AWARD**
$10,000
The Frederick H. Gloeckner Award in Entrepreneurial Studies is made possible by a generous gift from Frederick H. Gloeckner and 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 Semifinals and submit a business plan & pitch to the Semifinalists judges for consideration as a Finalist.

**WHARTON SOCIAL IMPACT PRIZE**
$10,000
The Wharton Social Impact Prize is awarded to the Semifinalist team with the best example of social impact in their business plan. The team must reach the Semifinals and submit a business plan & pitch to the Semifinalists judges for consideration as a Finalist. Funding for the WBPC Social Impact Prize is generously donated by the Wharton Social Impact Initiative.

**COMMITTEE AWARDS**
$1,000 EACH
The WBPC Student Management Committee awards prizes in the following three categories: Best Use of Technology, Most Disruptive and Committee's Choice. To be eligible, teams must reach the Semifinals and submit a business plan & pitch to the Semifinalists judges for consideration as a Finalist.

**IN-KIND PRIZES**
Each of the top 3 prize winners will receive up to $10,000 of in-kind legal services and $5,000 of in-kind accounting services, as well as access to a local co-working space.

**PROVIDING IN-KIND LEGAL SERVICES ARE:**
- Blank Rome LLP
- Duane Morris LLP
- Morgan Lewis Counselors at Law

**PROVIDING IN-KIND ACCOUNTING SERVICES ARE:**
- Grant Thornton
- KPMG

**PROVIDING IN-KIND CO-WORKING SPACE IS:**
- CityCoHo Philly Nexus

**PAST PARTICIPANTS**
Since its inception, the WBPC has helped develop many business concepts into thriving businesses. Not only are many Grand Prize winners still in operation today, but also, the Semifinals and Finals rounds have spawned a number of 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 29.
You have a tireless passion for your business. **We will too.**

Our team works collaboratively with entrepreneurs to build value in their business. The late nights. The early mornings. Strategic debates. Shared wins. **We’re in it together.**

For more than 60 years, Safeguard Scientifics (NYSE:SFE) has been synonymous with entrepreneurship and innovation. Today, Safeguard targets companies focused on diagnostics, devices, healthcare IT, fintech, Internet and digital media, and enterprise software. Safeguard targets initial capital deployments between $5M and $15M, and follow-on financings between $5M and $10M.

Our partner companies have been acquired by highly-respected global companies such as Shire Pharmaceuticals, Eli Lilly, GE Healthcare, McKesson, Becton Dickinson, Teva Pharmaceuticals, Myriad Genetics and more!

Learn more at
www.safeguard.com
THE FINALISTS

Abaris
AdmitSee
Identified Technologies
Matt & Marie’s
PhaseOptics
Senvol
Slidejoy
VeryApt
Abaris

Abaris is the first of its kind online marketplace allowing consumers to easily compare different annuity products. Unlike traditional annuity brokers, Abaris offers an unbiased and transparent overview of annuity options with a significantly reduced broker fee. By avoiding today's higher-cost sales channels (e.g., insurance agents and private wealth managers), Abaris improves the profitability of annuity sales for underwriters, while simultaneously making pricing terms more attractive for consumers.

In a market marred with financial complexity, expensive commissions and mysterious fees, Abaris will use its proprietary decision engine to provide unbiased product recommendations to consumers for whom annuity products are appropriate retirement investments. Consumers will get quotes on the actual terms of the product they seek and be able to compare their quotes across providers. By combining an easy-to-use online marketplace platform with strategic partnerships with leading insurance underwriters, Abaris will increase overall annuity purchases with lower fee loads and more transparent pricing and customization.

Team Leader:
Matthew Carey C'07/WG'15

Team Members:
Jason Grimes WG'15
Nimish Shukla G'15/WG'15
Adam Colombo ENG'14/W'14
AdmitSee

AdmitSee.com is a one-stop-shop, student-sourced online reference tool for college and graduate school applicants. The site serves as a platform for already admitted students ("Admits") to earn money for anonymously sharing their application details, such as essays, grades, extracurriculars and advice. Laid out like an online retail website, AdmitSee.com features advanced search functions for users to filter through LinkedIn-style Admit profiles and find verified, relevant profiles for purchase. All profiles have a basic preview that shows the Admit’s score ranges, essay topics, the word count of their responses, and the schools they were accepted to. Any additional or more specific information can only be accessed if the user pays to unlock the profile. Each profile is priced based on how much information is shared, and can be purchased individually or as part of a Package curated by school or essay topic. The site lets the user consult an extensive database of individual case studies provided directly by the students themselves and, in effect, act as his/her own private college counselor.

The site also offers free information. By aggregating and analyzing our database of profiles, our "Metrics" part of the site will allow users to visually recognize trends and compare schools with interactive graphs. Expansion efforts include more user-friendly features, such as the ability to recommend profiles to other users, longer term add-ons, such as scholarship matching and our "Ask the Admit" direct messaging feature in which Admits can serve as mentors for prospective students. AdmitSee aims to offer students insight into specific schools and their student bodies so all applicants receive targeted, focused guidance and end up at the schools that are the best fit for them. By providing a resource for students by students, AdmitSee strives to level the higher education playing field and build an online community in the process.

Team Leader:
Stephanie Shyu L’14

Team Member:
Lydia Fayal L’14
Identified Technologies

For industrial firms who require extensive data to increase their outputs, decrease their input costs, and operate safely, Identified Technologies delivers teams of flying robots to collect data quicker, more frequently, and in a more scalable format than today’s labor intensive or imprecise manned aerial and satellite methods. We are protected by multiple pending patents and are licensing key flight control technology from the University of Pennsylvania’s GRASP Lab.

We are initially serving the oil & gas industry, but our technology has broad applications to other industries wherever aerial sensing is needed. We are currently rolling out our technology to multiple sites, including several for a Fortune 200 natural gas processing and transportation firm.

Team Leader:
Andy Wu PhD’16

Team Member:
Dick Zhang ENG’15 (on leave)
Matt & Marie's

Matt & Marie's is an Italian sandwich restaurant that brings the fine dining food and hospitality experience to an accessible, fast food format. During a lunch break in our store, customers are taken from a world of buzzing smartphones and coldly decorated offices and given a reprieve with inspired aesthetics, headache-less operations and unique tastes. And trust us, once you try our Italian Stallion, featuring coppa, fennel and genoa salami, sharp provolone, house made sweet pickled peppers and spicy pepperoncini aioli, you'll never go back to tired out national sandwich chains. Our hearty Italian sandwiches, served on seven inch long crunchy on the outside, soft on the inside Italian bread will change the way you eat lunch.

The Food Network, Yelp and a foodie movement have greatly increased the general population's knowledge and expectations of food. Great companies have responded to those higher expectations. In burgers, Five Guys grew to over 1,000 locations within 10 years of franchising. In TexMex, Chipotle became a fan favorite. These companies hit the consumer sweet spot – hearty portion sizes, fresh ingredients, a small targeted menu, and a slightly higher price point. Matt & Marie's will fill this position in the sandwich market.

We will exclusively target large office buildings and hospitals for our stores, areas with high foot traffic of our target customer. These customers have short lunch breaks and high pressure jobs, which create an opportunity to not only differentiate our brand with great food and ambiance, but also by keeping lines short. We are currently constructing our first location on 18th and Arch in Philadelphia, which will open this summer to serve the Center City lunch crowd.

Team Leader:
Justin Sapolsky W'08/WG'14

Team Member:
Nicole Capp WG'14
Diabetic Retinopathy remains one of the leading causes of vision loss in the United States despite significant advances in therapy. Current pharmaceuticals could prevent vision loss before it starts, but no practical screening tool exists to identify treatment candidates, and as a result many patients lose vision that could have been saved. PhaseOptics technology solves this problem by offering a revolution in non-invasive ophthalmic imaging earlier and more safely than any current technology. Moreover, this test can be performed in the primary care setting, saving patients the time and expense of a visit to the ophthalmologist. This will provide drastic reduction in blindness for patients and a new revenue stream for ophthalmologists who can remotely interpret the images.

Team Leader:
Frank Brodie MD'14/WG'14

Team Members:
Grant Mitchell MD'14/WG'14
Paul Blanton WG'14
Senvol works with manufacturers and analyzes their industrial parts. Using its proprietary algorithm, Senvol determines which of these parts can be more cost-effectively made using 3D printing versus the status quo. For manufacturers, the main benefit of Senvol’s algorithm is that it helps them save money.

Senvol has worked with a variety of Fortune 500 companies in industries such as aerospace, oil & gas, consumer products, and automotive.

Team Leader:
Zach Simkin C’06/WG’14

Team Member:
Annie Wang C’05/G’13/WG’13
Slidejoy

Slidejoy is an intelligent Android app that pays users to view beautifully designed ads every time they unlock their phones. Over time, the app learns the preferences of a user based off of previous behaviors during different times of day and at different locations and curates a more profitable and relevant user experience.

Users will have a choice to use their accrued earnings to donate to various nonprofit organizations directly in the app (Hero Mode) or receive a cash payout through Square Cash (Normal Mode). Payouts for a specific month in Normal Mode will be disbursed on the last day of the month (Pay Day), 3 months after that specific month.

Team Leader:
Sanghoon Kwak G’14/WG’14

Team Members:
Jaeho Chung WG’14
Robert Seo WG’12
VeryApt

VeryApt helps users find an apartment they will love, quickly and easily. The apartment search process is tedious, exhausting, and imprecise. We solve this pain point by combining user-generated reviews with data driven analytics to deliver intelligent, personalized apartment recommendations. Our platform examines a user’s preferences across several data inputs to provide a tailored list of apartments. The user can then read hundreds of reviews to gain greater conviction on each building. The user also has access to verified amenity lists, photos, and neighborhood guides. Once the user has selected their favorite buildings, they can seamlessly check availability and pricing, and schedule an appointment. We have currently generated $40K in revenue, acquired over 1,000 verified user reviews, and have built a site that has received excellent user feedback in Philadelphia.

Team Leader:
Ashrit Kamireddi WG’14

Team Members:
Scott Bierbryer WG’14
Andrew Mackowski
Ross Bierbryer
Ready to Win $100K?

To fund your company

Our 2014 $100K program is underway

Wharton and University of Pennsylvania teams are invited to apply.

This year ten finalist teams will win $100K each and 50 semifinalist teams will be accepted into FOUNDER.org University, a 12-month company building program. Entrants are also eligible to apply for funding through the FOUNDER.org Capital, a venture capital fund for student entrepreneurs.

www.founder.org/100k

Entry deadline: April 15
David A. Cohen, PAR'14/PAR'16/PAR'17
CEO, Chief Investment Officer, and Co-Founder
Karlin Asset Management, Inc.

Doug Given, MD, WG'93
Advisor, Bay City Capital

Marc Magliacano, W'96
Partner
Catterton Partners

Richard Perlman W'68
Founder and Executive Chairman
ExamWorks Group, Inc.

Kathryn Stewart, WG'88/PAR'12/PAR'17
Managing Director, J. Moore Partners

VENTURE FINALS JUDGES
David A. Cohen is CEO and Chief Investment Officer of Karlin Asset Management, a Los Angeles based private investment firm he co-founded in 2005. The company has received considerable recognition as an innovator in the asset management and family office investing arena. It has also received numerous awards including Family Office of the Year by both Institutional Investor and Private Asset Management. Karlin employs a multi-asset class framework to invest opportunistically across a variety of strategies including value securities, distressed real estate, direct lending and natural resources.

Mr. Cohen has over 25 years of experience in principal investing in public securities, real estate, and private equity. He is a frequent speaker and thought leader on distressed investing, risk management, asset allocation and contrarian thinking. Mr. Cohen spent nearly a decade in senior executive positions with one of the largest private companies in the U.S. He also served as a Principal in a $16 billion alternative investment firm (acquired by Blackrock), and started his career as an investment banker and derivatives specialist at Lazard Frères & Co. in New York.

His academic background includes degrees from Cambridge University (M.Phil., honors, completed all Ph.D. coursework, Finance), and Boston University (B.S., summa cum laude and Tau Beta Pi, Engineering), and graduate work at Sydney University as a Rotary Foundation Scholar (Engineering).

Mr. Cohen serves in executive leadership roles or board positions with a variety of non-profit organizations in the areas of education, public policy, medical research and animal welfare. He and his wife Laurie have four children (three current Penn undergraduates).
Doug Given, MD, PhD, MBA is an Advisor to Bay City Capital, leveraging his vast expertise in biotechnology, biopharmaceuticals, specialty medical products and healthcare innovation. Dr. Given has participated in the development of more than a dozen drugs, biologics and medical devices that became top sellers in the global marketplace. Moreover, he has served on the board of directors, often as Chairman, at eight public and eight private companies, and is the current board Chairman at Arrowhead Research Corporation, Vivaldi Biosciences and Medical eXellence.

Dr. Given possesses strong operating experience, leading several companies from founding through the growth, IPO and M&A process as a C-level executive. Prior to joining Bay City Capital in 2000 and serving since 2004 as an investment partner, he was Corporate Sr. Vice President and Chief Technology Officer of Mallinckrodt, Chief Executive Officer of NeoRx, and Chief Executive Officer of Progenitor and Mercator Genetics. Dr. Given has also served in senior leadership positions at large global organizations, including Vice President at Schering Plough Research Institute, Vice President at Monsanto/G.D. Searle Research Laboratories, and Medical Advisor at Lilly Research Laboratories.

Additionally, Dr. Given has developed longstanding relationships with numerous world-class academic and medical institutions. He chaired the Visiting Committee, University of Chicago Medical Center, Division of Biological Sciences and the Pritzker School of Medicine from 2007-2013 and is a life member. He is also a member of the Johns Hopkins Bloomberg School of Public Health Advisory Board and the Harvard School of Public Health International Advisory Council. Early in his career, Dr. Given was a fellow in Internal Medicine and Infectious Diseases at Harvard Medical School and Massachusetts General Hospital. He holds an MD with honors and a PhD from the University of Chicago, as well as an MBA from the Wharton School at the University of Pennsylvania.
Mr. Magliacano is a private equity investment professional spending over 15 years investing in consumer growth companies. As a Partner at Catterton, the largest consumer focused private equity firm in the US, he has made investments in a broad range of consumer categories including fitness, food and beverage, digital marketing, specialty retail, consumer health, among others. In the recent past, he has served on the Board of Directors of Restoration Hardware, HelloWorld, CorePower Yoga, Mid-Atlantic Convenience Stores, ClearChoice Dental, Heartland Recreational Vehicles, YoCrunch Yogurt Co. and Van's Natural Foods helping to position these companies for accelerated growth and sustainable category leadership.

Prior to joining Catterton, Mr. Magliacano was a senior investment professional at North Castle Partners, a private equity firm focused on consumer investments that benefit from healthy living and aging trends. During his tenure at North Castle, he originated and executed investments in the consumer health, nutrition and wellness, and fitness sectors. Upon graduation, Mr. Magliacano worked at NMS Capital, the merchant bank of NationsBanc Montgomery Securities, making growth investments in early stage consumer and retail businesses.

Mr. Magliacano received a BS in Economics from the University of Pennsylvania's Wharton School of Business with dual concentrations in Finance and Operations and Information Management and received his MBA from Columbia Business School.

Mr. Magliacano has been a volunteer for the Penn Alumni Interview Program since graduation and is a member of the Penn Club of NYC.
Richard Perlman, W’68
Founder and Executive Chairman
ExamWorks Group, Inc.

Richard Perlman is the founder and Executive Chairman of ExamWorks Group, Inc. (NYSE:EXAM) the global leader in the independent medical exam industry. ExamWorks provides evidence based medical evaluations to the property and casualty market for workers compensation, automotive and general liability injury claims. Since its founding in 2008 the company has grown revenues to $700 million and is the market leader in the United States, the United Kingdom and Australia. It also has operations in Canada.

Prior to that Perlman was Executive chairman of TurboChef Technologies, Inc. (NASDAQ:OVEN), the world leader in speed cook technology, of which he acquired control in 2003 and sold to Middleby Corporation (NASDAQ:MIDD) in 2008, PracticeWorks, Inc. (NASDAQ:PRWK), the world leader of dental practice management software and digital radiography, which he sold to Eastman Kodak (NYSE:EK) in 2003, and AMICAS (NASDAQ:AMCS) a leading medical practice management software company which was sold to in two transactions to Cerner Corporation (NASDAQ:CERN) and Merge Technologies, Inc. (NASDAQ:MRGS).

Prior to Perlman’s involvement in the public markets, he acquired several private companies in the home furnishings, automotive replacement parts and real estate industries where he was the controlling shareholder and Chief Executive.

Perlman is also the Chairman of Compass Partners, LLC a merchant banking firm specializing in middle market companies which he founded in 1995. Perlman sits on the boards of various private companies in which Compass has invested, as well as the board of The One Group, LLC (STKS).

Perlman is the donor of the Perlman Prize for the Wharton Business Plan Competition and serves as a Trustee of The James Beard Foundation.

Perlman is a 1968 graduate of the Wharton School of the University of Pennsylvania and received his MBA from The Columbia University Graduate School of Business in 1972.
Kathryn Stewart, WG’88/PAR’12/PAR’17
Managing Director
J. Moore Partners

Kathryn Stewart leads the East Coast operation of J. Moore Partners, which provides comprehensive M&A and merchant banking services for entrepreneurially-driven high tech companies.

Previously, Kathryn was a partner at Alex. Brown and post acquisition, served as a Managing Director at Deutsche Bank. She was a member of the firm’s Equity Review Committee and served as chairman of the Deal Marketing Committee. Preceding Alex. Brown, Kathryn was an engineer for San Francisco-based Chevron in its Telecommunications Division.

Kathryn actively invests in Angel, Venture and Private Equity on behalf of a Private Family Office and is an investment committee member for the DC-based Investor Partners Fund. Angel and early stage investments include Circle-up, GoCanvas, Homesnap, Passive Capital Management and Saleswarp.

Kathryn is a Board Advisor at Apio Systems, a New York based MDM company. She is also a Board Member of Baltimore Based Passive Capital Management. She serves on the Dingman Board of Advisors at the Robert H. Smith School of Business at the University of Maryland. She is also a Trustee and Finance Chair at Stone Ridge School of the Sacred Heart in Bethesda, Maryland. She is also a Board Member, National Fund at the USBG in Washington, DC.

Kathryn holds an MBA in Finance from the Wharton School at the University of Pennsylvania and a Bachelors of Science in Electrical Engineering from Michigan State University, 2014 Rose Bowl Champs!
2013 VENTURE FINALS
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

**Cloudmine**
Brendan McCorkle (EMTM'11), Co-founder & CEO

**Curalate**
Apu Gupta (WG'05), CEO

**Detect-Ready**
Todd Wallach (MSE'99/MBE'02), CEO

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

**GOTenna**
Jorge Perdomo (C'10), Co-founder & CTO

**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 & Gleeckner Undergraduate Award Winners)

**Medivo**
Sundee Bhan (C'94), CEO

**Payperks**
Jake Peters (ENG'01/W'01), CTO

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

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

**SniptSnap**
Ted Mann (C'99), CEO & Founder

**Spreecast**
Jeff Fluhr (ENG'96/W'96), CEO
Colin Evans (C'96/ENG'96) VP Business Development

**yodle**
Nathaniel Stevens (W'10), Founder

**Wanderfly**
Evan Schneyer (W'04), Christy Liu (C'04), Cezary Pietrzak (W'04) & Jorge Trujilo (ENG'03/MSE'04), Co-Founders
(Sold to TripAdvisor October 2012)

**Warby Parker**
Neil Blumenthal (WG'10), Co-CEO
Dave Gilboa (WG'10), Co-CEO

Visit our website to learn more about MentorTech's investments in Penn [MENTORTECHVENTURES.COM]
In the Semifinals, teams competed against other Semifinalists in one of three industry tracks: Healthcare, Information Technology and Other. Teams prepared full business plans and presented 5-minutes pitches to a panel of judges in their industry tracks. The Semifinalists (less the Great Eight Finalists) are listed by track on the following pages.
HEALTHCARE

AirCare
Team Leader:
Stephanie Hwang NU'11/GNU'14

Team Members:
George Zeng WG'13, Kevin Langdon, Jin Ge MD'15/WG'15

AirCare is a communications platform that allows any clinician the ability to remotely monitor any patient, anytime, anywhere. Our technology integrates mobile, tablet, and web software as well as automated phone calls and text messages to send customized questionnaires to patients, improving the quality of care they receive.

AppHappy
Team Leader:
Steven Mong WG'14, MBA Program for Executives, Philadelphia

Team Members:
Helen Pun NU’16/W’16, Christine Skovira C’13/W’13, Linda Kang NU’15, Matthew Lee GR’16/NU’16, Nancy Hanrahan (Penn Faculty)

AppHappy serves to expand the provision of mental health care by developing a mobile app providing stress management through gamified cognitive behavioral therapy.

KLAR
Team Leader:
Raffi Holzer GEN’14

KLAR manufactures a coating for dental mirrors that once applied keeps them clean throughout dental procedures.

Take Command Health
Team Leader:
Jack Hooper WG’14

Team Members:
Breanna Hockenbury WG’14, Matt McPhail EE’15, Jonathan McNeill MD’14

Take Command Health is a do-it-yourself website that empowers individuals and businesses to be savvy healthcare consumers, starting with health insurance. We are the “Turbotax” and “Mint.com” for high deductible health plans (HDHPs) and health savings accounts (HSA). Our tools provide data-driven, personalized advice to help our members 1) select a plan 2) track their expenses, and 3) identify savings opportunities.

INFORMATION TECHNOLOGY

GovPredict
Team Leader:
Steven Johnston WG’14

Team Members:
Emil Pitkin PhD’14, Edward Lando W’14

GovPredict is an accurate, real-time predictive analytics tool for forecasting the probability that a congressional bill will pass and that a given congressman will vote for passage. These insights are based on algorithmic machine-learning that analyzes bill characteristics, congressional voting records, district demographics, and other meaningful variables.

Prayas Analytics
Team Leader:
Yash Kothari W’15

Team Member:
Pranshu Maheshwari C’15/W’15

Prayas Analytics is a retail analytics solution that uses existing security footage to empower retailers with data to better understand customer behavior and discover store efficiencies.
Roominate
Team Leader:
Sally Huang WG’15, MBA Program for Executives, San Francisco

Team Member:
Roy Lam WG’15, MBA Program for Executives, San Francisco

Roominate seeks to transform the residential real estate marketing and home improvement industry by dramatically changing the way people visualize how they decorate their homes.

Semmantica
Team Leader:
Yago Montenegro G’15/WG’15

Team Members:
Jesus Baron, Natalia Samperiz

Semmantica is the online advertisement management and sales analytics software for Spanish and Latin American e-commerce businesses.

OTHER

Black Box Denim
Team Leader:
Adina Luo W’16

Team Member:
Molly Liu W’16

Custom jeans at designer quality. Perfect cut, wash, and fit. Delivered to your doorstep.
bookn’tell
Team Leader:
Yonatan Sela WG’14
Team Members:
Israel Krush, Amir Pintow, Yair Finkelstein

Bookn’tell is the first referrals engine for local service providers. We enable users to find local service businesses through credible friend referrals, book appointments online and save money when referring other friends.

Cloudbook
Team Leader:
Matan Agam WG’14
Team Member:
Joseph Tucker

Cloudbook is a new education technology company that modernizes exam taking, grading, security, and big data learning analytics by using a tablet-based assessment system that is easy and affordable to administer to students for on-site exams. Cloudbook helps instructors, students, and administrators spot trends early, recommend solutions, and experience lifelong improvements.
**SEMIFINALISTS**

**Dana Cita**  
*Team Leader:*  
Susli Lie WG'14

*Team Member:*  
Tom Schmittzehne WG 03

Dana Cita, which means “Aspiration Fund” in Indonesian, aims to empower Indonesian youths to create a better future for themselves by bridging the education financing and employment gaps. Dana Cita does so by providing loans for aspiring students to attend vocational schools and universities while also connecting them to promising future careers through a job matching platform and our network of partner institutions.

**FloSports**  
*Team Leader:*  
Zachary Garber WG'15

*Team Member:*  
Ezequiel Baril WG'15

FloSports is taking the idea of fantasy sports and flipping it on its head. Specifically, FloSports users can win cash prizes by correctly predicting which players will underperform during their games.

**LentesCol**  
*Team Leader:*  
Diego Marino WG'14

*Team Member:*  
Jaime Oriol WG'14

LentesCol is disrupting the contact lenses retail business in Latin America, offering a new way of purchase that is easier, cheaper and more convenient.

**OwnYourCity.com**  
*Team Leader:*  
Joseph Carroll WG'14

*Team Members:*  
Eoin Condren WG'14, Austin Domenici WG'14

OwnYourCity.com is a platform that allows individuals to buy a slice of previously unattainable individual real estate assets through the new concept of real estate crowdfunding. OwnYourCity will be to real estate what Vanguard.com is to index and mutual funds - a platform that provides retail investors with an investment vehicle to gain direct exposure to a very specific asset in an easy and cost efficient manner so that they can diversify their investment portfolio.

**ProfessorWord**  
*Team Leader:*  
Betty Hsu WG'14

*Team Member:*  
Ivan Chang

ProfessorWord helps students learn vocabulary in context as they read online. Check out our free tool at www.professorword.com

**Urban Attic**  
*Team Leader:*  
Erik Stiller WG'15

*Team Members:*  
Balint Simsik WG'15, Gabe Wilcox WG'15

Urban Attic provides door-to-door storage services for individuals and businesses. We pick up goods from customers’ homes and offices, store them in secure warehouses, and deliver specific items on request, a process that can be managed end-to-end through our website and mobile app.
PAST PARTICIPANTS

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

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

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

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

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
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

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

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

2005 + 2006 Semifinalist
Intellitoy
Intellitoy is an innovative technology company focused on top quality educational and entertaining toys, including smart-e-bear™ and friends.
intellitoy.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
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

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

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

2011 Michelson Grand Prize Winner
Stylitics
Stylitics is an innovative platform that gives a direct look into what consumers wear, own and buy on a daily basis providing real-time customer data and insights for brands and retailers. stylitics.com
Bounce Exchange

Bounce Exchange is a start-up that is now one of the top 5% fastest growing enterprise software companies in the U.S. We help top internet retailers and publishers to better monetize their web traffic using patented marketing technology.
bounceexchange.com

Graphene Frontiers

Graphene Frontiers is now Graphene Technologies which has developed a groundbreaking, patented, green, nano-materials synthesis technology that produces graphene from carbon dioxide.
graphenetechnologies.com

1DocWay

1DocWay is an innovative Telepsychiatry platform built to better connect hospitals with the patients in and around their community.
1docway.com

RightCare Solutions

RightCare Solutions delivers the Discharge Decision Support System, point-of-care risk assessment and workflow tools that reduce 30- and 60-day hospital readmissions.
rightcaresolutions.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

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# SEMIFINALS JUDGES

In the Semifinals, teams compete against other Semifinalists in one of three industry tracks: Healthcare, Information Technology and Other. For the Semifinals, teams prepared full business plans and delivered 5-minute pitches to a panel of judges in their industry track. The Semifinals judges are listed by track below. Also listed are the judges who served on the panel to decide the winner of the WBPC's first Social Impact Prize.

## HEALTHCARE

<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shelley Boyce, WG'95</td>
<td>Founder &amp; CEO, MedRisk</td>
</tr>
<tr>
<td>James Cassano, WG'73</td>
<td>Partner, CoActive Health Solutions</td>
</tr>
<tr>
<td>Robert Corrado, MD, WG'00</td>
<td>Principal, Devon Hill Capital Partners</td>
</tr>
<tr>
<td>Pitou Devgon, MD, WG'10</td>
<td>Co-Founder, Creative Vascular</td>
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<tr>
<td>Ron Lennox, WG'89</td>
<td>Partner, Alia Ventures</td>
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<tr>
<td>Mike Luby, WG'98</td>
<td>Co-Founder, President &amp; CEO, BioPharma Alliance</td>
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<tr>
<td>Peter Melley</td>
<td>QED Program Manager, University City Science Center</td>
</tr>
<tr>
<td>James O'Connell, WG'07</td>
<td>Principal, Safeguard Scientifics</td>
</tr>
<tr>
<td>Matt Rieke, MD, M'97/WG'98</td>
<td>Partner, Quaker BioVentures</td>
</tr>
<tr>
<td>James Self, WG'96</td>
<td>President, Managing Partner &amp; Founder, ProBioPharm</td>
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<tr>
<td>Troy Williams, WG'06</td>
<td>Managing Partner, Devon Hill Capital Partners</td>
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## INFORMATION TECHNOLOGY

<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Position</th>
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</thead>
<tbody>
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<td>Michael Aronson, W'78</td>
<td>Managing Director, MentorTech Ventures</td>
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<tr>
<td>Jon Auerbach, C'89</td>
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</tr>
<tr>
<td>Mike Burns, EE'95/GEE'95/W'95</td>
<td>Managing Director, Alara Capital</td>
</tr>
<tr>
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</tr>
<tr>
<td>Jeffrey Ginsberg, W'86</td>
<td>Managing Director, Mistral Equity Partners, LLC</td>
</tr>
<tr>
<td>Karen Griffith Gryga, GEN'93/WG'93</td>
<td>Managing Partner, DreamIt Ventures</td>
</tr>
<tr>
<td>Thomas Hartman, WG'88</td>
<td>Principal, Leaders/Boards/Associates</td>
</tr>
<tr>
<td>George Krautzel</td>
<td>Founder, Mission OG</td>
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<tr>
<td>Jean-Marc Levy, WG'88</td>
<td>SVP, IntercontinentalExchange</td>
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