Wharton Business Plan Competition Venture Finals 2014-2015

University of Pennsylvania

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

Part of the Business Commons

https://repository.upenn.edu/bpc_venture_finals/2

This paper is posted at ScholarlyCommons. https://repository.upenn.edu/bpc_venture_finals/2
For more information, please contact repository@pobox.upenn.edu.
Wharton Business Plan Competition Venture Finals 2014-2015

Keywords
entrepreneurship, business plan

Disciplines
Business

This other is available at ScholarlyCommons: https://repository.upenn.edu/bpc_venture_finals/2
WHARTON BUSINESS PLAN COMPETITION
VENTURE FINALS 2014/2015

FINAL ROUND PRESENTATIONS + AWARDS CEREMONY

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

Thursday, April 30, 2015
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)

PLATINUM SPONSOR: 
Gary Karlin Michelson Foundations

GOLD SPONSOR: 
Eric Aroesty (C’92)

SAFEGUARD™
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  Prayas Analytcs
1:35 - 1:55 pm  Soceana
2:00 - 2:20 pm  ThirdEye
2:25 - 2:45 pm  KidFoods
2:45 - 3:10 pm  Networking Break
3:10 - 3:30 pm  Fever Smart
3:35 - 3:55 pm  Bungalow Insurance
4:00 - 4:20 pm  FOCUS Foods
4:25 - 4:45 pm  Silver Lining
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

Sol C. Snider Entrepreneurial Research Center

Entrepreneurial Intern Fellowship

$10K Wharton Venture Award

Business Plan Competition

Wharton Small Business Development Center

Entrepreneur in Residence Program

Venture Initiation Program

Find your path WE@Wednesdays

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 Michelson Foundations
for sponsorship of the 2015 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 (michelsonmedical.org), Found Animals Foundation (foundanimals.org) and Twenty Million Minds Foundation (20mm.org).
Now in its seventeenth 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 competition with a specially selected student committee. The WBPC is open to all students at the University of Pennsylvania and in the 2014-2015 academic year saw 175 Business Overview submissions from over 530 participants across 10 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, Financial Modeling, 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 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 information sessions and 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 will be offered in collaboration with Wharton Entrepreneurship’s Venture Initiation Program, as well as other select organizations on campus.

First Round
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 investors, entrepreneurs and industry experts, and at the end of this year’s first round, 25 Semifinalists were selected through a rigorous judging process from the 175 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, Technology and Other. Eight of the 25 Semifinalists advance to the final round of the competition—the “Venture Finals”.

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. Select workshops are offered as part of Wharton Entrepreneurship’s WE Wednesday workshop series. This year’s workshops were:

IDEA GENERATION
Prof. Ethan Mollick
Edward B. and Shirley R. Shils Assistant Professor of Management,
The Wharton School
October 1, 2014

TECHNOLOGY PUSH, MARKET PULL, AND THE SEARCH FOR PRODUCT-MARKET FIT
Prof. Karl Ulrich
CIBC Professor of Entrepreneurship and e-Commerce,
Vice Dean of Innovation,
The Wharton School
October 8, 2014

HOW TO ACCESS $1000s OF MARKET RESEARCH - FOR FREE!
Cathy Ogur
Business Research Librarian,
Lippincott Library, The Wharton School
October 15, 2014

BUSINESS MODEL DEVELOPMENT WITH CANVAS
Prof. Jeffrey Babin C’85/WG’91
Senior Lecturer and Associate Director,
Engineering Entrepreneurship Program,
School of Engineering and Applied Science
November 5, 2014

SOCIAL ENTREPRENEURSHIP - AN OVERVIEW
Dr. James Thompson
Director, Wharton Social Entrepreneurship
November 12, 2014

THE ART AND SCIENCE OF SELLING
Katy McCarthy WG’14
Google Enterprise Sales; Tesorio
November 21, 2014

FIND YOUR PERFECT TEAM
WBPC Student Management Committee
December 1, 2014

MARKETING FOR STARTUPS
Elea Feit
Senior Fellow,
Wharton Customer Analytics Initiative
November 25, 2014

BUSINESS PLAN WRITING 101
Patrick Fitzgerald C’97
Lecturer, The Wharton School
Managing Director, Dreamlt Ventures
January 28, 2015

PRETYPING
Karina Sotnik
Penn Center for Innovation
February 11, 2015

FINANCIAL MODELING FOR STARTUPS
Dr. Elliot Menschik G’99/M’00
Managing Director, Dreamlt Health
February 12, 2015

OUTSOURCING TECHNOLOGY DEVELOPMENT
Kirk Portas
Founder, ATTO Consulting
February 18, 2015

SOCIAL IMPACT - METRICS & MEASUREMENT
Dr. James Thompson
Director, Wharton Social Entrepreneurship
February 19, 2015

LEGAL ISSUES FOR STARTUPS
Robert Borghese C’85/W’85/L’90
Lecturer, The Wharton School
March 4, 2015

PRESENTATION TRAINING FOR THE SEMIFINALISTS
Steve Bowman
President, BizClarity
March 17, 2015

WHAT DO EARLY STAGE INVESTORS LOOK FOR?
Josh Kopelman W’93
Founder and Partner, First Round Capital
April 17, 2015

PRESENTATION TRAINING FOR THE GREAT EIGHT FINALISTS
Glenn Rockefeller
Director, Tech Solutions Group & Communicate 2.0
Lecturer, Wharton Communications Program
April 14, 17 & 24, 2015
COMPETITION PRIZES
In 2014-2015 student teams participating in the WBPC compete for over $80,000 in cash prizes and $55,000 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 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 undergraduate team in the WBPC. At least 50% of the team must be Penn 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 Business Plan, 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 LEGAL + ACCOUNTING SERVICES
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.

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 STRATEGY AND CONSULTING SERVICES IS:
GLG Share

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 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. Additional details on past participants are listed on the following pages.
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, micromotors 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
Intellitoys

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

2012 Finalist
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

2012 Finalist
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

2012 Second Prize Winner
1DocWay
1DocWay is an innovative Telepsychiatry platform built to better connect hospitals with the patients in and around their community.
1docway.com

2012 Michelson Grand Prize Winner
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

2013 Semifinalist
Skillbridge
Skillbridge gives clients on-demand access to a 'hidden market' of top-tier Elite Business Freelancers. Hire the experienced consultants, experts, and specialists you need for short-term engagements without the overheads of consulting firms or the complications of auction-based marketplaces.
skillbridge.co
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 Sciences (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](http://www.safeguard.com)
Bungalow Insurance

Bungalow Insurance is using data and design to create an insurance experience that finally meets the needs, habits, and expectations of Millennial consumers.

Millennials are increasingly turning to the Internet to research and purchase insurance, and most are met by a confusing and frustrating experience that frequently re-routes them to an in-person agent. As a result, only 37% of renters actually have renters insurance, even though renters insurance is widely considered to be an important protective measure for young adults, and most renters agree that renters insurance is a good idea to have. At Bungalow, we are solving these problems by building an easy-to-use online renters insurance buying platform designed for Millennials, and partnering with affiliates to distribute our product to their tenants, dramatically lowering our customer acquisition expenditures.

Team Leader:
Tom Austin WG’15

Team Members:
Zack Stiefler WG’15
Fever Smart

Fever Smart was founded to solve the problem of temperature monitoring. After one of the company's co-founders underwent chemotherapy treatment and identified a need for continuous body temperature monitoring, the team worked to create a technology solution. Fever Smart is a small, non-invasive, real-time temperature monitoring system primarily designed to help protect those who are at risk for disease infection. During its initial Indiegogo crowdfunding campaign in September 2014, Fever Smart raised more than $60,000 in presales and reached over 150% of its funding goal. Fever Smart works with consumers, hospitals, and healthcare providers to support patients who need continuous temperature monitoring.

Fever Smart’s technology is simple and easy to use. A small electronic device, or “Brain Unit,” is attached to the patient via a disposable patch, and the “Relay Unit” sits in the same room. The Brain Unit monitors body temperature and transmits data real-time through a nano-bluetooth chip to the Relay Unit, which then sends the temperature data to Fever Smart’s servers. Using a smart phone or any Internet-connected device, a Fever Smart user, be it a parent or healthcare provider, can constantly monitor the patient’s temperature in real time and even receive alerts when their temperature begins to rise or reaches unsafe levels. Patients will build important personal temperature data sets that can be used to track trends over time.

While Fever Smart has initially targeted the demographic of parents and children, the team is currently working with partner organizations to help fight the Ebola outbreak in West Africa by empowering volunteers and natives of the region with a method of catching infection at the very first sign. The next major area of focus will be creating infrastructural vital sign monitoring solutions for hospitals around the country and around the world.

Team Leader:
Aaron Goldstein W’16

Team Members:
Collin Hill W’16
William Duckworth ENG’16
Becca Goldstein C’14
FOCUS Foods

Agriculture today is unsustainable. Through greenhouse gas emissions, soil erosion, chemical runoff, and inefficient water use, current farming methods harm nearly every aspect of the environment. Further, the global population will exceed 9 billion people by 2040 and the UN's World Food Program projects that worldwide food production will need to increase by 60% to meet this growing food demand. To tackle this pressing issue, FOCUS Foods will harness the power of an innovative new method of farming called aquaponics. Aquaponics combines the best aspects of both aquaculture and hydroponics to create a completely closed-loop system for growing 100% organic fruits and vegetables.

FOCUS Foods will be an innovative urban farm, growing fruit, fish, and vegetables with aquaponics technology and selling its produce and fish. FOCUS Foods will target two markets: grocery stores and farm-to-table restaurants. When selling to grocery stores, FOCUS Foods will actually locate on top of the stores in giant greenhouses. This means the elimination of all transportation and distribution costs – and a custom farm growing exactly what the store needs. By harnessing the power of aquaponics technology and providing hyper-local produce and fish, FOCUS Foods will provide a year-round supply of fresh, healthy food to its local communities. We'll be producing healthier food at lower costs than conventional farms with a negligible impact on the environment.

The company is starting here in Philadelphia but in later years will build stand-alone systems to sell to farm-to-table restaurants, expand to other cities, and explore other strategic partnerships.

Team Leader:
Julia Kurnik WG'15

Team Member:
Geoff Becker
KidFoods

KidFoods is a subscription service that delivers prepared meals to children and pre-teens. By hiring an in-house chef and nutritionist, KidFoods will eliminate the daily hassle of planning, preparing, cooking and serving nutritious meals. The Company’s introductory product consists of a weekly planning and meal delivery service. KidFoods distributes meals directly to consumers, and will attempt to sign larger contracts with schools, nurseries and summer camps.

The child-focused food market is a $30B space that has experienced low innovation over the last several decades. Although new food products have entered the market, the way that parents shop, cook, and prepare meals has remained unchanged. Lack of innovation is exacerbated by a diminishing amount of time that parents can allocate towards meal preparation and an increasing awareness of childhood nutrition. Over 70% of parents report a desire to optimize their children’s diet for whole-grains, healthy meats and more vegetables, yet only 30% of parents have the time and resources to plan and prepare nutritious meals consistently.

The lack of innovation, increasing demands on parents’ time, and rising awareness about childhood nutrition provide a compelling environment for KidFoods’ product.

Team Leader:
Neil Vangala WG’16

Team Members:
Rishi Reddy WG’16
Jessica Winschel WG’16
Prayas Analytics

Prayas Analytics is an analytics solution that helps brick-and-mortar retailers run tests and optimize in-store operations. The metrics that Prayas collects include, but are not limited to, queue length, speed of service, and customer abandonment. Operations teams at large retailers can use this information to optimize labor costs, evaluate staff performance, A/B test, and drive operational improvements more generally. Furthermore, this data is collected by leveraging our clients’ surveillance video footage and our cloud-based software suite, creating a seamless solution that requires no hardware installation inside the stores.

Prayas Analytics has made significant progress to date and has aggressive milestones to achieve in the next 6 months. Prayas is currently working on a paid 10-store deployment with Staples that will be generating over $200,000 in annual recurring revenue. Prayas is also working on paid pilots with Barneys New York and the Payomatic Corporation. The company expects to begin 1-3 more paid pilots with large retailers in the coming months. Prayas Analytics has raised over $25,000 from First Round Capital’s Dorm Room Fund, the Weiss Tech House Innovation Fund, and Wharton Entrepreneurship. The company has been featured on TechCrunch and is also currently a part of Wharton’s incubator, the Venture Initiation Program.

Team Leader:
Yash Kothari W’15

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

Silver Lining is a double bottom line company that creates beautiful and bespoke outerwear and accessories to highlight the idea that “it’s what’s inside that counts.” We offer outerwear for optimists, and 6% of gross profits go to arts education programs for underserved students.

Silver Lining offers a core collection of jackets and accessories whose linings are designed in collaboration with established artists. We also manufacture 40% of our jackets as unfinished “shells” wherein the lining can be digitally printed to-order and custom “installed” with minimal turnaround. This process allows us to roll over inventory across seasons and combines the economic advantages of a scalable batch production process with delayed differentiation manufacturing.

Silver Lining selects the finest materials to create luxury merchandise that can be further customized, deepening the engagement with our customer. Classic trench coats and field jackets are wardrobe staples enhanced by a customized lining and our own Silver Lining design details, and we believe these attributes differentiate our product in today’s ultra-competitive retail environment.

To date we have sold 130 Units for $26,000 in pre-sale revenue, with the majority of those sales from our successful Kickstarter campaign. Product prices range from $65-$750 with an average purchase price of $400. Our growth model involves development of a strong luxury brand with later expansion into new product categories via collaborations and strategic partnerships; finally we aim to develop a diffusion line to address lower price-tier markets. Our goal is to capture total market share of just under $1 billion.

With funding, Silver Lining can build out our marketing strategy, as well as develop an in-house crowdfunding pre-sale platform to replicate the success of its Kickstarter campaign in each subsequent collection. This platform will provide valuable market forecasting data each season and will alleviate cash-flow constraints.

Team Leader:
Rel Lavizzo-Mourey WG’15
(MBA Program for Executives - San Francisco)

Team Members:
Miriam Williams C’04/WG’15
(MBA Program for Executives - Philadelphia)
Pav Dharwarkar WG’15
(MBA Program for Executives - San Francisco)
Soceana

Forward-looking corporations seek to be social enterprises! Millennials are increasingly driven by higher-order benefits as employees and consumers. Soceana seeks to address this paradigm shift through an online platform for corporations to interact with their counterparts – Nonprofits, Volunteers and Philanthropists. These interactions create a 'network effect' that magnifies the social good generated.

Our platform supports Corporate Social Responsibility, Marketing and Human Resources functions through a 3 M Process - Match, Measure, Motivate. Soceana improves employee volunteerism through matching employees to roles that best fit their interests and skills. We enhance corporate marketing by providing data metrics of employee volunteering and giving for Annual Reports and 10Ks. We improve employee retention through features such as employee-led event planning, social networking and predictive analytics.

The social interactions on our platform are powered by a novel social currency – philas – that bridges volunteering hours and charitable contributions. This patent-pending system provides a super-incentive for volunteers to pay it forward. The digital currency may be earned, stored and gifted to social causes of their choice. It creates a 'multiplier effect' for every dollar donated, linking those with resources to give with those with time to volunteer.

Linking volunteerism and philanthropy will democratize giving. Philas keep track of not only the corporations or billionaire philanthropists making pledges, but also the average Americans donating their time and money to social good. The novel currency will empower the 65 million Americans who volunteer eight billion hours every year, while increasing the impact of the $250 billion of charitable giving.

We have assembled a world-class team with the millennial mindset and experience to deliver on the promise of Soceana. We have credible, connected advisors. We have a strategic partner with 5M volunteers. We have impact investors, paying customers and pilots with corporations. For details please visit soceana.com.

Team Leader:
Tess Michaels C'15/W'15

Team Member:
Natasha Doherty W'18
ThirdEye

Currently, there are approximately 7 million blind people in America who are largely dependent on others, and this number is growing by approximately 200,000 each year. This accounts for more than $41.1 billion in spending for assistive technologies each year. We believe in empowering visually impaired individuals.

As a result, we’ve created a product that helps give visually impaired persons independence by telling them what’s in front of them through audio feedback. All the user has to do is say the words “Okay Glass, recognize this,” to activate ThirdEye, and our product verbally returns back whatever object the user is looking at within seconds (for example a “5 US Dollar Bill” or an “Ibuprofen bottle”). ThirdEye comes as a package consisting of a smart glass device like Google Glass and a software application.

In the upcoming months, we plan to do further testing at the Wilis Eye Institute, the nation’s first eye hospital, and further improve our product with the help of the National Federation of the Blind—the largest organization for visually impaired patients in the country. Aside from being part of Wharton’s Venture Initiation Program, we’ve also gotten the support and mentorship of top incubators and venture capital firms like Silicon House, Plug and Play Incubator, and Philadelphia’s very own Seventy Six Capital.

We have a team of hustlers and engineers; among our founding team, we have experience in starting a social network for writers, publishing a book, writing a patent, writing for top international publications like HuffPost, winning top hackathons, starting non-profit organizations that have been recognized by the government, interning at early stage startups and more.

At the end of the day, our team is thrilled to leave an impact on the world. We believe in the power of technology as a medium to improve the lives of thousands if not millions of people. We believe that we can beat biology with technology and hope that you will join in our mission to convert our vision into a reality. Learn more by viewing our demo video at ThirdEyeGlass.com.
VENTURE FINALS JUDGES

(Left to right)

Thatcher Bell (WG’05)
Managing Partner, CoVenture

David Cohen (PAR’14/PAR’16/PAR’17)
CEO, Chief Investment Officer and Co-founder,
Karlin Asset Management, Inc.

Robert Corrato (WG’00)
Founder & Managing Partner,
Devon Hill Capital Partners

Karen Griffith Gryga (GEN’93/WG’93)
Managing Partner, DreamIt Ventures

Richard Perlman (W’68)
Founder & Executive Chairman,
ExamWorks Group, Inc.

Veronika Sonsev (WG’05)
CEO & Founder, InSparq
Thatcher Bell (WG’05)
Managing Partner
CoVenture

Thatcher is a Managing Partner at CoVenture, a venture capital firm that invests in and develops software for early-stage startups. He is also the Investor-in-Residence at Cornell Tech, working with the students, faculty and administration to productize academic research. Thatcher is a Venture Partner at Gotham Ventures, where he worked with Gotham’s portfolio companies Sailthru, AdStruc, LendKey, Altruik, EXPO, Lumeta, Veriterra, and Widetronix. He also led the firm’s investment in SinglePlatform, which was acquired by Constant Contact (NASDAQ: CTCT). Thatcher also serves on the Board of Directors of the NY Tech MeetUp and the New York chapter of Wharton Private Equity Partners.

Previously, Thatcher was a Senior Analyst at North Hill Ventures, the venture capital affiliate of Capital One Financial, where he worked on the deal teams for the firm’s investments in DealerTrack (NASDAQ: TRAK), Higher One (NYSE: ONE), Compete (acquired by TNS), and Exchange Solutions.

Before joining North Hill, Thatcher worked at two different start-ups: enterprise software vendor OpenPages (acquired by IBM) and Shark Tank, an online marketplace connecting lawyers and potential clients. Thatcher began his career as a consultant at Ernst & Young (now Cap Gemini Ernst & Young).

Thatcher earned his undergraduate degree in Engineering from Cornell University and an MBA from the Wharton School of the University of Pennsylvania.
David A. Cohen, CEO, Chief Investment Officer, and Co-Founder
Karlin Asset Management, Inc.

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 Freres & 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.
VENTURE FINAL JUDGES (continued)

Dr. Robert R. Corrato (WG'00)
Founder & Managing Partner
Devon Hill Capital Partners
Founder, Former Chairman, President & CEO
Executive Health Resources

Dr. Robert Corrato is currently a Founder & Managing Partner of Devon Hill Capital Partners (DHCP), a diversified healthcare investment firm with a focus on content and technology enabled healthcare service companies. Prior to founding DHCP, Dr. Corrato was the Founder, Chairman and President & CEO of Executive Health Resources (EHR), a national organization that provides technology-enabled, expert Physician Advisor teams concentrating on managing Medicare and Medicaid regulatory compliance, minimizing inappropriate medical necessity denials and achieving appropriate and efficient utilization of services and lengths of stay in acute care hospitals and health systems.

In his roles at EHR, Dr. Corrato was responsible for driving the vision and strategy for corporate growth and core competency expansion to best serve the healthcare marketplace. His leadership was instrumental in positioning EHR at the forefront of the healthcare compliance industry, growing EHR into the leading national provider of medical necessity compliance solutions that served the needs of over 2,000 hospitals in 50 states and Puerto Rico. Dr. Corrato also led the financing of EHR’s continued growth and was instrumental in bringing EHR and Optum together to form a premier national healthcare provider accountable care platform. In addition, Dr. Corrato’s focus on building a positive employee culture based on teamwork and customer service excellence was instrumental in EHR’s recognition as a “Best Place to Work” in the Philadelphia region by EHR’s 2,000+ employees over four consecutive years (2008-2011).

Prior to founding EHR, Dr. Corrato held the post of deputy director of the Office of Health Policy and Clinical Outcomes at Thomas Jefferson University in Philadelphia. An internist with extensive outpatient, inpatient, academic and community-based clinical practice experience, he is one of only six physicians in the U.S. to have completed medical fellowship training in managed care/administrative medicine.

Dr. Corrato earned his MBA from the Wharton School of Business at the University of Pennsylvania and received his medical degree from the Medical College of Pennsylvania.

Karen Griffith Gryga (GEN’93/WG’93)
Managing Partner
DreamIt Ventures

Karen Griffith Gryga is an experienced venture capitalist, investor and entrepreneur with over 20 years of startup and emerging growth company experience. Karen is a Managing Partner for DreamIt Ventures. DreamIt is a leading technology accelerator for entrepreneurs which has worked with and launched 178 companies since 2008 including Adaptly, LevelUp, Parsely, SeatGeek, MindSnacks, SnipSnap, Peeractive, TrendKite and Biomeme. Karen is Managing Partner, DreamIt Funds and Managing Partner of the DreamIt Athena program which is focused on female founders.

Karen was previously Co-Founder and Chairman of FashionInvest, an initiative focused on emerging growth entrepreneurs within Branded Goods, Fashion, Fashion Tech and Retail as well as Lipstick Wisdom, a community focused on practical, actionable advice for women. Karen was a Founder and Partner of Liberty Venture Partners, a Philadelphia based venture fund established in 1997 with $150 million under management. Karen holds a MBA in decision analysis from the Wharton School of Business at the University of Pennsylvania (with Distinction). At the same time as Wharton, Karen obtained a Masters in Computer Science from the Moore School of Engineering at the University of Pennsylvania. Karen earned her Bachelor of Science degree in computer science (Phi Beta Kappa) from the College of William and Mary in Williamsburg, Virginia.
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 $800 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 (NASDAQ: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. He also is on The Wharton School’s Undergraduate Executive Board and Wharton Entrepreneurship’s Advisory Board.

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.

Veronika Sonsev (WG’05)
CEO & Founder
InSparq

Veronika Sonsev is the CEO and Founder of InSparq, a company that helps retailers and brands instantly market and merchandise their trending products. Since its inception, Veronika has led InSparq to become the solution of choice for leading retailers like Kenneth Cole, DrJays.com and American Apparel.

Veronika is also recognized retail industry thought leader. She was honored by Fast Company as one of 60 members to The League of Extraordinary Women and by TechWeek as one of the Top 100 digital leaders in New York. Veronika has also spoken at a number of industry conferences including Fashion Digital NY, Fashion Digital LA, Grow Fashion, Social Media Week, Internet Week and Goldman dotCommerce.

Prior to founding InSparq, Veronika was an operating executive at Jumptap (a mobile advertising network acquired by Millennial Media) where she developed strategic partnerships and launched international markets. One of her key accomplishments at Jumptap was launching the company’s advertising business and closing the first million dollars in revenue.

Veronika began her Internet career at AOL. Over the eight years she spent at AOL, Veronika held a number of operating and business development roles. She generated over $400MM in revenues during her tenure and managed strategic relationships with brands like Verizon, Sprint, Yahoo!, Univision and IAC.

Veronika is also passionate about female entrepreneurship. She co-founded Women in Wireless and WIM Accelerator, helping the next generation of female leaders.

Veronika earned an MBA from The Wharton School of the University of Pennsylvania and a BA in Economics from American University.
In the Semifinals, teams competed against other Semifinalists in one of three industry tracks: Healthcare, 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

Cure Accelerator
Team Leader:
David Fajgenbaum M'13/WG'15

Team Members:
Grant Mitchell M'14/WG'14, Daniel van den Bergh WG'15, Greg Davis

Cure Accelerator (CA) is a centralized data repository and collaboration platform that collects clinically-actionable information on rare diseases to accelerate drug development and help patients to get the right drug based on thousands of aggregated cases.

Curifi
Team Leader:
Arun Villivalam WG'16 (MBA Program for Executives - San Francisco)

Team Members:
Nick Prieto WG'16 (MBA Program for Executives - San Francisco), Shika Pappoe WG’16 (MBA Program for Executives - San Francisco), Tom Ronay WG’16 (MBA Program for Executives - San Francisco), Charlie Tseng WG’16 (MBA Program for Executives - San Francisco), Aravind Aluri WG’16 (MBA Program for Executives - San Francisco), Dan McDole WG’16 (MBA Program for Executives - San Francisco)

Curifi is an online marketplace that lowers costs for facilities and increases pay for physicians and healthcare workers significantly by bringing together high quality healthcare providers and facilities in a seamless way using technologically advanced custom algorithms. Our team has an incredible insight into how to bring a fresh, advanced, and efficient solution into the healthcare staffing industry.

FluFind
Team Leader:
Anastasia D'Orazio WG'16

Team Members:
Matt McGuire WG’16, Sydney Shaffer, Rohan Joshi

A venture dedicated to bringing to market an innovation that uses RNA FISH to diagnose influenza in under 5 minutes.
Smart Pregnancy

Team Leader:
Patrick Byrne WG’15 (MBA Program for Executives - Philadelphia)

Team Members:
Mario Moreno WG’15 (MBA Program for Executives - Philadelphia), Mayank Gandhi WG’15 (MBA Program for Executives - Philadelphia), Nicolas Bar Armstrong WG’15 (MBA Program for Executives - Philadelphia), James Byrne

Smart Pregnancy is a low cost, highly automated, personalized population health management program developed by nationally recognized obstetricians that is designed to improve outcomes and reduce the costs associated with pregnancy. Smart Pregnancy completely transforms how prenatal care is delivered, aligning patients, physicians, and payers through an innovative technology and business strategy.

StudentsCare

Team Leader:
Erica Sokol SPP’15

A nonprofit organization that empowers undergraduate college students to engage in meaningful volunteer experiences. The organization will provide resources, tools, and one-on-one advising to identified student leaders, and guide them in establishing chapters of our organization on their campus and initiating our meaningful, hands-on volunteer programs in the healthcare field. One such program is a Hospital Buddy Program (piloted in 2010), in which students are matched one-on-one with children in the hospital being treated for cancer. All programs will be student-run, with staff guidance.

TECHNOLOGY

EntrepreNourish

Team Leader:
David Trecker WG’15 (MBA Program for Executives - Philadelphia)

Team Member:
Cheryl He

EntrepreNourish repairs the $600B small business lending market by consolidating financing and customer acquisition into one process.
2014-2015 SEMIFINALISTS (LESS THE GREAT EIGHT)

**Fig Loans**  
**Team Leader:**  
John Li ENG’07/W’07/WG’15  
**Team Member:**  
Jeff Zhou WG’15  

Fig (smalldollar.herokuapp.com) is a social enterprise that provides small dollar, short-term loans to borrowers currently served by payday, title or pawn lenders. Fig Loans bridges the gap between traditional credit options and predatory small-dollar products, offering a better alternative for borrowers with better credit profiles who are facing hard times.

**Ignite**  
**Team Leader:**  
Evan Glickman WG’16  
**Team Members:**  
Mark Kozlowski WG’16, Kiran Pookote WG’16, Tyler Neal L’16  

Ignite is a mobile bar ordering and crowdsourced promotion app that will reduce wait times for drink orders and pay users to bring their friends to participating bars.

**Learn.Dev**  
**Team Leader:**  
Mayank Gandhi WG’15 (MBA Program for Executives - Philadelphia)  
**Team Members:**  
Patrick DellaValle C’02/WG’15 (MBA Program for Executives - Philadelphia), Bryan Winther WG’15 (MBA Program for Executives - Philadelphia)  

Learn.Dev is a unified platform where the best existing eLearning content is curated across Massive Open Online Course (MOOC) platforms (Coursera), and delivered for corporate training needs. Unlike traditional providers, Learn.Dev is revolutionary in that it brings MOOCs to corporations, creating additional revenue and a new market for content creators.

**OTHER**  

**From:Earth**  
**Team Leader:**  
Behrad Javed WG’15  
**Team Members:**  
Priyanka Aggarwal WG’15, Emily Newkirk WG’15  

FROM:EARTH is responsible natural oral care company offering consumers a suite of simple, effective, elegantly designed products that are gentle, chemical-free, and built with both consumers and the environment in mind.

**GenHERation**  
**Team Leader:**  
Katlyn Grasso W’15  

GenHERation is a female empowerment network for high school girls. We provide girls the opportunity to work with national corporations and nonprofit organizations to develop their own advocacy campaigns to address community issues through our online platform.

**My Best Friend’s Weekend**  
**Team Leader:**  
Tisha Vaidya WG’15  
**Team Member:**  
Lauren Raouf WG’15  

My Best Friend’s Weekend is a Wharton startup in the travel & hospitality space. Our mission is simple: being the maid of honor’s wing woman throughout the whole bachelorette planning process. We are a full-service concierge service focused on creating customized bachelorette weekend experiences. We started the company in March 2014 and formally launched in June 2014. To date we have planned 40 bachelorette party weekends across 16 cities.
Phili

**Team Leader:**
David Coleman WG'16 (MBA Program for Executives - Philadelphia)

**Team Members:**
Greg Hagin WG'16 (MBA Program for Executives - Philadelphia), Carolyn Kim WG'16 (MBA Program for Executives - Philadelphia)

Phili is a universal philanthropic web based platform for donors. It engages new donors in the joy of giving; enables convenient giving for regular donors; and elevates the sophisticated donor experience. Phili uses micro transactions and free-to-play concepts to help established philanthropists invest in the next generation of philanthropic behavior.

Wellness Café

**Team Leader:**
Pearl Hou WG’15

**Team Member:**
Harry Du GEN’14

Wellness Café’s mission is to bring Chinese consumers healthy and safe food and goodies made in the US. We aim at becoming China’s most trusted e-commerce site for premium health and wellness products and services.

WeTrain

**Team Leader:**
Jonathan Sockol W’09/WG’16

**Team Members:**
Lisa Barnett C’11/WG’16, Marina Kreatsoulas WG’16, Nitish Aitharaju WG’16, Caroline Limpert WG’07, Ilya Pozin

Personal training is expensive. In Philadelphia, a trainer costs ~$80/hour, yet he/she takes home just ~25% of the fee. WeTrain creates efficiency by leveraging economies of scale. WeTrain is a mobile application that connects people with their social network to create small group training sessions. This increases trainer productivity by +50%, and cuts the consumer’s cost.

Sklippers

**Team Leader:**
Russell Warriner G’15/WG’15

**Team Members:**
Dean Drizin WG’15, Martin Jonca C’06/WG’15, Den Ly, Nestor Phan

For skiers of all ages and abilities who want a break from their ski boots, Sklippers are comfortable, lightweight, weatherproof and high-traction slip-on shoes that fold and fit conveniently in a jacket or pant pocket. Unlike ski boots, Sklippers are intended for casual wear while taking breaks on and off the mountain.
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

FIRST ROUND JUDGES

SEMIFINALS JUDGES

MENTORS

CONTRIBUTORS

WHARTON ENTREPRENEURSHIP ADVISORY BOARD

WBPC STUDENT MANAGEMENT COMMITTEE
FIRST ROUND JUDGES

Craig Aberle, WG '00
Owner, Barcode Media Group, Inc

Mark Abramovich, WG '03
Founder & Principal, Interdisciplinary Solutions LLC

Jayson Ahlstrom
Founder, President & COO, Juxta Labs

Adam Allen W'93
Owner, Pepper Cliff Productions

Herbert Althouse, WG '80
Partner, Charlotte Angel Partners

Nisa Amoils, L'95
Member, New York Angels

Kristina Anderson, WG '10
Strategic Partner Manager, Google

Leslie Armitage, W'90
Senior Managing Director, Relativity Capital

Guy Ashley, W'93
Principal, Finitor Group

Chris Ashton, WG '03
Co-founder & Co-CEO, Petplan Pet Insurance (North America)

Natasha Ashton, WG '03
Co-founder & Co-CEO, Petplan Pet Insurance (North America)

John Ason
Angel Investor, Kewpie Associates

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

Justin Bailey, WG '08
Principal, Boston Consulting Group

Aradhana Bali, WG '10
Manager, Google

Markus Beissinger, ENG '14/W'14
Founder & CEO, Sperch

Vikram Bellapravulu, WG '12
Co-founder & Head of Product, VL Financial Associates/Unique1On

David Bendell, GNU '13
Registered Nurse, Cleveland Clinic

Ron Ben-Zeev, W'86
Founder, President & CEO, World Housing Solution inc.

Allison Berliner, WG '13
Co-founder & CEO, Spot It Buy It

Anton Bernstein, W'08
Founding Partner, AussieCommerce

Brett Berry, WG '96
Founder & Managing Director, Bacca Capital

Brian Beutner, W '84
Chair of Board of Directors, MNSure

Scott Bierbryer, WG '14
Co-founder & COO, VeryApt

Robert Biggs, C'06
VP, Corporate Client Group Director, Morgan Stanley

Adam Birnbaum, WG '10
COO, StickyAlbums.com

Lauren Bitar, WG '12
Senior Consultant, Kurt Salmon

Jeffrey Boily
President & CEO, Centaur Animal Health

Doug Brackbill, GEE '80/W'80
CEO, Line2

Sean Brady, W'99
Director, Product Management, Ingram Content Group

Marc Braunstein, WG '79
President & Co-founder, ShopAtHome.com

Adam Breslin, WG '99
Partner, Penfund Management Ltd.

Stephen Broad, WG '89
Co-founder & CEO, GimMe Health Foods LLC

Frank Brodie, M'14/WG '14
Co-founder, Phase Optics & Maculens Vision Technology

Denise Brousseau
CEO, Thought Leadership Lab

Will Burghes
Director of Data & Analytics, kirshenbaum bond senecal + partners

Nicole Capp, WG '14
Co-founder & COO, Matt & Marie's

Jeff Carpenter, WG '98
Chairman, AcademicWorks, Inc.

Jon Case, W'84/WG '90
Principal, Founders Capital Management

Jim Chabas, WG '14
Associate, McKinsey & Co.

Christine Chen, WG '10
New Business Development, Johnson & Johnson

Jason Cheng, WG '06
Director, Strategy, Kaiser Permanente

Luke Chernosky, WG '14
Managing Partner, Chernosky Capital

Andy Cherry
Partner, KPMG, LLP

Rebecca Chin, C'07
Director, OPEN Content and Communications, MediaMath

Asish Chordia, WG '07
Founder & CEO, Alphonso Inc.

Toby Clarence-Smith, WG '13
Co-founder & Co-CEO, Petsy.mx

Daniel Clay, WG '14
Co-founder & Chief Creative Officer, DigiPuppets

Matt Clementz, WG '01
Chairman & CEO, Cultured Marble Products

Matthew Cole, C'87
Chair, Corporate Law Department, Jacobs Law Group PC

Casey Courneen, W'92
President, Blackstone Technology Group

Molly Crane, C'08
Associate, Blank Rome

Omoreh Crenshaw, WG '96
Founder & Managing Principal, Geocentric Development Group International

Michael Crosse, EMTM '12
Managing Partner, Baer Crossey LLC

Paul Curry, WG '10
Director, Curry Capital Management

Rajeev Dadoo, WG '03
Partner, SR One

Marcus Dahllof, C'97/WG '06
Strategic Technology and Business Leader

Atish Davda, ENG '08/W'08
Co-founder & CEO, EquityZen

Philip Cortes, G'11/WG '11
Principal Product Manager, Wealthfront

Veronica De La Corda, G'12/WG '12
Impact Investor, MOV Investimentos

Falguni Desai, WG '96
SVP, Strategy & Growth, BDO USA

Vishnu Deuskar
Managing Director, Salvus Advisors DMCC

Divya Dhar, WG '14
Co-founder, Seratus

Thomas DiClemente, WG '80
CEO & Managing Partner, Gran Sasso Ventures LP
Jacob Guzman
VP, Corporate Client Group Director, Morgan Stanley

Wayne Hao, WG’11
Founder, Principae Trading and Capital

Daniel Harbuck, WG’09
CEO, FriendsinRealLife.com

Diy Harish, WG’98
CEO, Loadstar Sensors

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

Carol Heiberger, WG’76
CEO, Founder & Author, ExecuSpeak Dictionary

Philip Heifetz, WG’96
President & CEO, EyeIC Inc

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

Robert Herzog, WG’95
CEO & Founder, ZogSports

Bill Holekamp, WG’72
President, Holekamp Capital

Betty Hsu, WG’14
Co-founder, ProfessorWord

Stephanie Hu, C’10
Associate, Morgan Lewis & Bockius LLP

Miles Huffstutler, WG’86
Managing Director, Lighthouse Growth Partners

John Hurley, C’12
Director of Product Marketing, Radius

Paul Hynek, G’90/WG’90
President, EZ Numbers

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

Charlie Javice, W’13
Founder, TAPD

Immanuel John
Partner, Grant Thornton

Daven Johnson, ENG’04/W’04
CEO & Founder, Intensity

Steven Johnston, WG’14
Consultant, Boston Consulting Group

Sami Kaipa, WG’12
Co-founder & COO, Glimpztit Inc

Walter Kalmans, C’89/W’89
Founder & President, Lomita Ventures

Ashtir Kamireddi, WG’14
Co-founder & CEO, VeryApt

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

Gaurav Kapoor, WG’03
COO, MetricStream

Gareth Keane, WG’10
Investment Manager, Qualcomm Ventures

Seth Kessler, WG’99
Senior Vice President, Global Strategy, InnerWorkings

Vikas Khurana, WG’08
Co-founder, MDConsentor

Michael Kijewski, LPS’10/WG’12
Product Manager, Varian Medical Systems

Francis Kim, WG’08
Director, Analytics, Index

Pace Klein, WG’04
Author, Entrepreneur

Derek Kleinow, WG’13
Startup Business Development, Amazon Web Services

Kyle Klocpic, WG’14
Associate, Colorado Impact Fund

Keith Kohler, G’93/WG’93
President, The K2 Group, LLC

Scott Kosch, WG’98
Managing Partner, Kosch Capital

Rahul Kothari, WG’06
Vice President, Mergers and Acquisitions, Sequa Corporation

Anuj Kulkarni, WG’12
Co-founder & Director, Prajavallabhat

Joseph Kushner, WEV’93
Partner, Tribeca Venture / Tribeca Foundry

Rene Lajous, WG’98
Principal, Cambria Group

Serena Lai, WG’07
Solution Engineer, Yahoo

Irene Landolt
Director, International Passenger Traffic, SBB Swiss Railways Systems

Pat LaVecchia, WG’91
Managing Partner & Co-founder, LaVecchia Group

Steve Lebischak, WG’02
COO, Asius Technologies

David Leis, W’97
Founder & Partner, Pluperfect

Marco Lentini, C’96/WG’02
Founder, CEO & President, Avanti Food Corporation

Kristy Leong, C’06/WG’13
Managing Director, Digital Sales and Marketing, Comcast Corporation

Michael Levinson, W’81
Founder & Managing Partner, Dreamit Ventures

Brett Lewis, G’13/WG’13
Consultant, Bain & Company

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

Susi Lie, WG’14
Founder, Dana Cita

Alice Limkakeng, C’965/W’95
Chief Business Officer, Boston Heart Diagnostics

Caroline Limpert, WG’07
Co-founder, FITiST

Bryan Lord, WG’10
President & Founder, New Venture Advisors LLC

Lisa Lavallo, G’13/WG’13
Analystic Lead, Google

Susan Lucas-Conwell, WG’83
Director, Growth Resources Inc

David Luk, WG’99
Principal, Safeguard Scientifics

Deepa Mahajan, WG’14
Senior Associate, McKinsey & Co.

Manish Maheshwari, WG’06
Managing Director, txtWeb, Intuit

Roopak Majmudar, G’13/WG’13
Co-founder & CTO, Spot It Buy It

Samir Malik, C’08/WG’08/WG’14
Co-founder, TDocWay

Gonzalo Manrique, GT3/WGT3
Co-founder, Ironhack

Ryan Marschang, ENG’14/W’14
Reservoir Engineer, ExxonMobil Corporation

Bill Marx
Partner, Grant Thornton

Claudia Massei, WG’12
Co-founder, OMagico

Aakash Mathur, C’09/W’09
Regional Manager - Merchandising, McMaster-Carr

Kevin McCloskey, WG’00
Director, Technology Investment Banking, Sporting Rock Capital Advisors

Jonathan McEuen, PhD’09/WG’13
Co-founder, SpeSo Health LLC

Christopher Miller, WG’10
Director of Strategy & Corporate Development, Nortek Security & Control

Stephanie Hu, C’10
Associate, Morgan Lewis & Bockius LLP

Miles Huffstutler, WG’86
Managing Director, Lighthouse Growth Partners

John Hurley, C’12
Director of Product Marketing, Radius

Paul Hynek, G’90/WG’90
President, EZ Numbers

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

Charlie Javice, W’13
Founder, TAPD

Immanuel John
Partner, Grant Thornton

Daven Johnson, ENG’04/W’04
CEO & Founder, Intensity

Steven Johnston, WG’14
Consultant, Boston Consulting Group

Sami Kaipa, WG’12
Co-founder & COO, Glimpztit Inc

Walter Kalmans, C’89/W’89
Founder & President, Lomita Ventures

Ashtir Kamireddi, WG’14
Co-founder & CEO, VeryApt

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

Gaurav Kapoor, WG’03
COO, MetricStream

Gareth Keane, WG’10
Investment Manager, Qualcomm Ventures

Seth Kessler, WG’99
Senior Vice President, Global Strategy, InnerWorkings

Vikas Khurana, WG’08
Co-founder, MDConsentor

Michael Kijewski, LPS’10/WG’12
Product Manager, Varian Medical Systems

Francis Kim, WG’08
Director, Analytics, Index

Pace Klein, WG’04
Author, Entrepreneur

Derek Kleinow, WG’13
Startup Business Development, Amazon Web Services

Kyle Klocpic, WG’14
Associate, Colorado Impact Fund

Keith Kohler, G’93/WG’93
President, The K2 Group, LLC

Scott Kosch, WG’98
Managing Partner, Kosch Capital

Rahul Kothari, WG’06
Vice President, Mergers and Acquisitions, Sequa Corporation

Anuj Kulkarni, WG’12
Co-founder & Director, Prajavallabhat

Joseph Kushner, WEV’93
Partner, Tribeca Venture / Tribeca Foundry

Rene Lajous, WG’98
Principal, Cambria Group

Serena Lai, WG’07
Solution Engineer, Yahoo

Irene Landolt
Director, International Passenger Traffic, SBB Swiss Railways Systems

Pat LaVecchia, WG’91
Managing Partner & Co-founder, LaVecchia Group

Steve Lebischak, WG’02
COO, Asius Technologies

David Leis, W’97
Founder & Partner, Pluperfect

Marco Lentini, C’96/WG’02
Founder, CEO & President, Avanti Food Corporation

Kristy Leong, C’06/WG’13
Managing Director, Digital Sales and Marketing, Comcast Corporation

Michael Levinson, W’81
Founder & Managing Partner, Dreamit Ventures

Brett Lewis, G’13/WG’13
Consultant, Bain & Company

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

Susi Lie, WG’14
Founder, Dana Cita

Alice Limkakeng, C’965/W’95
Chief Business Officer, Boston Heart Diagnostics

Caroline Limpert, WG’07
Co-founder, FITiST

Bryan Lord, WG’10
President & Founder, New Venture Advisors LLC

Lisa Lavallo, G’13/WG’13
Analystic Lead, Google

Susan Lucas-Conwell, WG’83
Director, Growth Resources Inc

David Luk, WG’99
Principal, Safeguard Scientifics

Deepa Mahajan, WG’14
Senior Associate, McKinsey & Co.

Manish Maheshwari, WG’06
Managing Director, txtWeb, Intuit

Roopak Majmudar, G’13/WG’13
Co-founder & CTO, Spot It Buy It

Samir Malik, C’08/WG’08/WG’14
Co-founder, TDocWay

Gonzalo Manrique, GT3/WGT3
Co-founder, Ironhack

Ryan Marschang, ENG’14/W’14
Reservoir Engineer, ExxonMobil Corporation

Bill Marx
Partner, Grant Thornton

Claudia Massei, WG’12
Co-founder, OMagico

Aakash Mathur, C’09/W’09
Regional Manager - Merchandising, McMaster-Carr

Kevin McCloskey, WG’00
Director, Technology Investment Banking, Sporting Rock Capital Advisors

Jonathan McEuen, PhD’09/WG’13
Co-founder, SpeSo Health LLC

Christopher Miller, WG’10
Director of Strategy & Corporate Development, Nortek Security & Control
Greg Millhauser, C'03/WG'10
Founder & Managing Principal, Full Court Ventures

Megan Mitchell, GED'09
Program Manager, Elevating Entrepreneurs, UBS AG

Pratham Mittal, C'13/ENG'13
Co-founder, VenturePact

Neal Modi, W'10
Vice President, Revenue & Operations, Kargo

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

Jeffrey Mroz, WG'10
Co-founder & COO, VROU

Rana Mumtaz, WG'06
Principal, RM Digital

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

Abdon Nacif, WG'14
Co-founder, Nexu.mx

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

Matthew Owens, ENG'10/W'10/GEN'10
Executive Director, Harlem Biospace

JP Paquin, WG'02
Co-Manager & Principal, BBH Capital Partners, Brown Brothers Harriman & Co.

Jay Parekh, ENG'09
Director, Global Water Alliance

Vikram Patel, W'02
Senior Vice President, Tarsadia Investments, LLC

Ashish Patil, EMTM'14
Founder, Vib.in

Michael Patterson, WG'12
CEO & Founder, Graphene Frontiers
SEMIFINALS JUDGES

In the Semifinals, teams compete against other Semifinalists in one of three self-selected industry tracks: Healthcare, 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 Social Impact Prize.

HEALTHCARE

James Cassano, WG'73
Partner, CoActive Health Solutions

Sam Holliday, ENG'01/WG'09
Vice President, Health Engagement Strategy, Everyday Health

Todd Johnson, C'95/M'02/WG'03
CEO & Founder, Noble MD

Christopher Laing
Director of Science and Technology, University City Science Center

Ron Lennox, WG'89
Partner, Alia Ventures

Mike Luby, WG'98
Co-Founder, President & CEO, BioPharma Alliance

James O'Connell, WG'07

Gloria Rabinowitz, WG'78
President & CEO, GCM Group LLC

Matt Rieke, MD, M'97/WG'98
Director, Business Development, Johnson & Johnson

James Self, WG'96
President, Managing Partner & Founder, ProBioPharm

Geeta Vemuri, WG'99
Vice President, Baxter Ventures

Michael Wells, WG'00
Managing Director, Princeton Biopharma Capital Partners LLC

Stephen Zarrilli, WAM'10
President & CEO, Safeguard Sciences

TECHNOLOGY

Jon Auerbach, C'89
General Partner, Charles River Ventures

Jonathan Brassington, GEN'97
Co-CEO, President & Founding Partner, LiquidHub

Mike Burns, EE'95/GE'95/W'95
Managing Director, Alara Capital

Michael DeRosa, WG'97
Managing Director, Element Partners

Andrew Flett, WG'03
Board Director, FleetMatics

George Karibian, WG'93
Co-founder & Director, Paymentsense

Dale Kramer Cohen, W'76
Founder & CEO, Exivity

Ralph Mack, W'82
Founder & CEO, Mack Capital LLC

Ted Mann, C'99
Co-founder & CEO, SnipSnap

Karen Meidlinger
Managing Principal, Meidlinger Partners

Brian Paul, W'90
Managing Director, Tenaya Capital

Douglas Petillo, WG'97
Managing Partner, Navigant Ventures

Rick Rasansky, W'83
Founder & CEO, GLG Labs

Peter Ryan
CEO, Tando

Prab Singh
General Manager, GLG Labs

Jake Stein, W'06
Co-founder, RJ Metrics

Mike Rinzler, WG'99
Founder, Wicked Cool Toys

Ken Seiff, W'85
Managing Partner, Beanstalk Ventures

Adam Sloan, W'95
Executive, Creative Artists Agency

Grant Son, C'85
CEO & Founder, Greater Good Ventures

Alicia Syrett, W'99
Founder & CEO, Panegirion Capital

Alan Todd, GRD'08/GRD'09
Founder, Corporate University Xchange

Jonathan Wu, W'08
Co-founder & CEO, Touch of Modern

OTHER

Eric Aroesty, C'92
President, Affinity Marketing Partners

Manu Gambhir, ENG'90/W'90
Managing Partner, Thrive Gaming

Todd Gibby, WG'97
CEO, BoardEffect

Bonnie Henry, WG'79
Founder & Managing Partner, DKH Advisors

Immanuel John
Partner, Grant Thornton

Mo Koyfman, C'00/W'00
General Partner, Spark Capital

Michael Last, WG'05
Founder, Intellitoys

Tim Levy
Partner, Duane Morris

Jay Minkoff, WG'83
Principal, Minkoff Investments

Holly Parrish Brown, WG'95
Co-founder, Tada Shop

Mindy Posoff, WG'86
Managing Director, Golden Seeds

Neeta Rastogi Singh, ENG'97/W'97
Director Strategic Consulting, Dallimore & Co.

Samuel Reeves, W'05
Founder, Humanistic Robots

SOCIAL IMPACT PRIZE

Ami Dalal, C'99/W'99/WG'05
Social Financial Services, Ashoka

Bob Hornsby, WG'00
Managing Partner, JOBOMAX Global LTD

Lisa Rickert, WG'96
Director of CGI International, Clinton Global Initiative

Goldie Shturman, WG'09
Investment Officer, Inter-American Investment Corporation

Amy Wang, G'12/WG'12
AVP, Global Social Finance, Deutche Bank
MENTORS

Jamil Beg, ENG’04/GEN’05/WG’12
Director of Business Development,
Sage Therapeutics

Vikram Bellapragada, WG’12
Co-founder, UniqueIO

Jesse Beyrouty, ENG’11/W’11
Associate, IA Ventures

Jason Cheng, WG’09
Director, Strategy (CIO Chief of Staff Office),
Kaiser Permanente

Marcus Dahllof, C’97/WG’06

Dan Feldstein, WG’94
Co-founder & CMO, Red Ventures

Allison Floam, W’05

Deepa Gandhi, WG’13
Co-founder & COO, Dagne Dover

Dr. Martin Ihrig
Practice Associate Professor,
Penn Graduate School of Education
Adjunct Associate Professor,
The Wharton School

Charlie Javice, W’13
Founder, TAPD

Keith Kohler, G’93/WG’93
President, The K2 Group

Caroline Limpert, WG’07
Co-founder, HTS1

Christy Liu, C’04
Creative Strategist, Facebook

Samir Malik, C’08/W’08/WG’14
Co-founder, 1DocWay

Mark Mitchell, WG’05
Principal, Safeguard Scientifcs

Jeff Mroz, WG’10
Co-founder & COO, VRou

Ashish Patil, EMTM’14
Founder, Vib.in

Justin Sapolsky, W’08/WG’14
Co-founder & CEO, Matt & Marie’s

Matt Stephenson, WG’11
Associate Partner, New Schools Venture Fund

Michael Tolkin, W’07
CEO, IMAX Labs

CONTRIBUTORS

WHARTON ENTREPRENEURSHIP

Professor Rafi Amit

Jill Anick
Chelsea Atkins C’16
Roz Cohen
Bob Elder
Nellie Gaynor
Valentina Goutorova
Linda Kaelin
Nadine Kavanaugh
Brandon Krakowsky
Clare Leinweber
Professor Ian MacMillan
Danielle Mangino
Joseph Meyrick
James Thompson
Jacqueline Vrettos
Muriel Whiteside
Irina Yuen

WBPC 2013-14 STUDENT MANAGEMENT COMMITTEE

Meric Aban WG’15
Fatma Alqaseer WG’15
Luis Denia WG’15
Zinnia Horne WG’15
Jenna Kelly WG’15
Adarsh Manpuria WG’15
Caitlin McLaughlin WG’15
Salimah Nooruddin WG’15
Ildeayo Osimoloye WG’15
Johannes Quoit WG’15
Manasa Tanuku WG’15
Chris Wichert WG’15
Jun Yeow WG’15

PENN FOUNDERS CLUB

Matt Carey C’07/WG’15
Dave Kimball WG’15
John Li ENG’07/W’07/WG’15

SPONSORS

Gail Abrena-Agus
Karlin Asset Management

Eric Aroesty C’92
Affinity Marketing Partners

David Cohen
Karlin Asset Management

Richard P. Cohen W’92
Duane Morris

Rosie Diaz
ExamWorks Group

Janice Fasciocco
Safeguard Scientifcs

Stephen M. Goodman, W’62/L’65
Morgan, Lewis & Bockius LLP

Brian Hughes W’81/WG’91
KPMG

Heather Hunter
Safeguard Scientifcs

Phil Kim
Twenty Million Minds Foundation

Tracy McGregor
Karlin Asset Management

Meaghan Merrifield
Karlin Asset Management

Richard Perlman W’68
ExamWorks Group

Prabhdeep Singh
GLG Labs

John Stine, W’76/WG’79
Grant Thornton

Steve Zarrilli WAM’10
Safeguard Scientifcs

Alan L. Zeiger
Blank Rome LLP

SUPPORTERS

Prof. Jeffrey Babin C’85/WG’91
The Wharton School and School of
Engineering & Applied Science

Steve Bowman
BirClarity

Emily Cieri
Dean’s Office, The Wharton School

Michael Crosse EMTM’12
Baer Crosse McDemus LLC

Patrick Fitzgerald C’97
The Wharton School

DreamIt Ventures

Dr. Martin Ihrig
Practice Associate Professor,
Penn Graduate School of Education
Adjunct Associate Professor,
The Wharton School

Christopher McDemus
Baer Crosse McDemus LLC

Athas Nikolakakos
Baer Crosse McDemus LLC

Mallory Politz
Baer Crosse McDemus LLC

Peter Winicov
Wharton Communications

WHARTON COMMUNICATIONS

PROGRAM

Margaret Lambires
Glenn Rockellefer
Lisa Warshaw

WHARTON COMPUTING AND
INFORMATION TECHNOLOGY

Benjamin Fu
Keith Garcia
Vicky Kresge
Jerry Lau
Jamie Lee
Joseph Ngin
Michelle Swenson
WHARTON ENTREPRENEURSHIP CLUB
Anjali Bhatia, WG’15
Marie Fukura, WG’15
Tisha Vaidya, WG’15

WHARTON EXTERNAL AFFAIRS
Jennifer Hall
Shanna Hocking
Robert Paul

WHARTON MBA PROGRAM FOR EXECUTIVES
Juana Droessler
Peggy Bishop Lane
Scott Sill, WG’00
Amy Weinstein Hazen

WHARTON OPERATIONS AND PERELMAN QUADRANGLE
Kelly Busch
Tara Carroll
Katie Haberek
Gregory Hawkins
Brendan O’Neill
Elias Quan, C’10

WHARTON SOCIAL IMPACT INITIATIVE
Nick Ashburn, GSE’12
Jacob Gray
Sherryl Kuhlman, WG’01
Sandra Marc Hunt

WHARTON ENTREPRENEURSHIP ADVISORY BOARD
Shelley Boyce, Chair, WG’95
Founder & CEO, MedRisk

Robert B. Goergen, Honorary Chair, WG’62
Founder & Chairman, Blyth Inc.

Jon Auerbach, C’89
General Partner, Charles River Ventures

David Chun, WG’94
Founder & CEO, Equilar

Stephen M. Goodman, W’62/L’65
Partner, Business Transactions Practice
Attorney at Law, Morgan, Lewis, & Bockius LLP

Vivake Gupta, WG’06
Founder & Chairman, Lab49

George Karibian, WG’93
Co-founder, Paymentsense

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

Brian Paul, W’90
Managing Director, Tenaya Capital

Richard Perlman, W’68
Founder & Executive Chairman, ExamWorks Group, Inc.

David Piacquadio, WG’84
Senior VP, Business Development, Amgen

Sashi Reddi, GRW’94
Founder & Managing Trustee, SRI Capital

Richard Riley, W’94
CEO, Shazam

Andrew Trader (A.T.), W’91/WG’99
Co-Founder, Madison Reed

Ravi Visvanathan, ENG’90/WG’98
General Partner, New Enterprise Associates (NEA)

Wharton Business Plan Competition Management Committee
Co-Chairs
Laura Tao, WG’16
Karen Wong, C’10/L’16/WG’16

Directors, Judge Relations
Dan Melum, WG’16
Emily Motayed, WG’16
Greg Nemeth, WG’16

Directors, Marketing
Marypatton Davis, WG’16
Dawna Men, W’16
Lauren Moffatt, WG’16

Directors, Mentoring & Education
Indra Chandra, WG’16
Cem Kansu, WG’16
Casey Li, W’15

Directors, Social Impact
Rachel Beck, W’16
Deepa Iyer, WG’16

Director, Undergraduate Engagement
Kevin Lai, W’16

Wharton Entrepreneurship Staff Liaison
Jill Anick, Associate Director
IN-KIND SPONSORS:

BLANK Rome LLP
Duane Morris
GLG Share
Morgan Lewis
COUNSELORS AT LAW

FRIENDS OF THE WBPC:

Wharton Women in Business
wharton eClub

Wharton University of Pennsylvania
SOCIAL IMPACT INITIATIVE

Omnicom Group
Wharton Entrepreneurship
4th Floor, Vance Hall
3733 Spruce Street
Philadelphia, PA 19104
215.898.4856
http://entrepreneurship.wharton.upenn.edu
http://bpc.wharton.upenn.edu

KNOWLEDGE FOR ACTION

Wharton
University of Pennsylvania