

And the Winners Are...

*RightCare Solutions*: Michelson Grand Prize

*IDocWay*: 2<sup>nd</sup> Prize

*Calcula*: 3<sup>rd</sup> Prize



# WHARTON BUSINESS PLAN COMPETITION

VENTURE FINALS 2011/2012

FINAL ROUND PRESENTATIONS +  
AWARDS CEREMONY

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

Wednesday, April 25, 2012



**Wharton Entrepreneurial Programs**  
UNIVERSITY of PENNSYLVANIA

The Wharton Business Plan Competition  
acknowledges and thanks its sponsors for their  
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# THANK YOU!

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**VENTURE FINALS EVENT SPONSOR:**

**MentorTech** Ventures

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## VENTURE FINALS AGENDA

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

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

\* While the judges are deliberating, finalists will present 1-2 minute Elevator Pitches to the assembled audience and public who will then vote for the People's Choice Award. The Award will be announced during the Awards Ceremony.

## PROGRAM OVERVIEW

NOW IN ITS FOURTEENTH YEAR, the Wharton Business Plan Competition (WBPC) is among the leading global university-run business plan competitions. The WBPC was launched in 1998 by the Wharton Entrepreneurship Club and is now part of Wharton Entrepreneurial Programs, which co-manages the event with a specially selected student committee. The WBPC is open to all students at the University of Pennsylvania and in the 2011-2012 academic year drew participation from more than 235 student teams, comprising over 450 participants from seven Schools across the University.

### THESE PARTICIPANTS RECEIVE:

- a structured educational entrepreneurial experience;
- access to experienced entrepreneurs through the Mentor Program;
- interaction with seasoned venture capitalists;
- training in business plan writing, the legal issues of entrepreneurship and business plan financial development; and
- an introduction to myriad entrepreneurial resources, both on campus and regionally.



## LEARNING COMPONENTS

### MENTOR PROGRAM

The Mentor Program matches student teams with experienced entrepreneurs, seasoned business managers and venture capitalists who provide insight into the business world and, in doing so, help to shape specific aspects of the students' concepts or plans. Ongoing interaction between students and mentors beyond the WBPC is encouraged.

### JUDGES

Judges provide valuable feedback to students on the venture concepts at every phase of the WBPC. Selected judges bring experience and knowledge of the venture process to the WBPC. The WBPC committee makes every effort to ensure a fair and equitable process. Guidelines for judging—strictly maintained—dictate that each judge reads a given business concept, overview or plan only once during the competition.

## PARTICIPATION PROCESS

THE WBPC SPANS THE ENTIRE ACADEMIC YEAR AND CONSISTS OF THE FOLLOWING PHASES:

### PHASE I

#### **Advisory Phase/Brief Business Concept**

Held in the fall, Phase I encourages participation by as many students as possible through the development and appraisal of a business concept. This is a noncompetitive phase where ideas are reviewed and critiqued, but neither scored nor ranked against each other.

### PHASE II

#### **Competitive Phase/Business Overview**

As the first competitive phase, Phase II requires students to submit a more detailed description of the business concept, its potential market and likely competitors. These business overviews are read by venture capitalists, entrepreneurs and industry experts, who rank the feasibility of the proposed businesses. At the end of Phase II, 25 semi-finalists are selected through a rigorous judging process.

### PHASE III

#### **Semi-Finals/Full Business Plan**

Phase III invites the 25 semi-finalists to describe their concepts in a full business plan, as well as present their plans before a panel of judges during a 5-minute pitch. The process of putting together a full business plan encourages students to detail all aspects of launching, growing and managing a new venture; pitching to judges provides a real-life opportunity to sell the business to professional experts. Also in Phase III, teams compete against other semi-finalists in one of three, self-selected, industry tracks: life sciences/healthcare, information technology and other. Eight of the 25 semi-finalists advance to the final round of the competition—the “Venture Finals”. Industry track representation in the Finals reflects proportional track distribution among the 25 semi-finalists.

### PHASE IV

#### **Venture Finals**

The premier event of the WBPC, the Venture Finals is a unique opportunity for the “Great Eight” finalists to present, in a longer format, their business plans to distinguished judges, who will select the winners. The Venture Finals attracts an audience of over 200 venture capitalists, entrepreneurs, industry specialists, attorneys, local business leaders, alumni, students and media representatives. After these presentations, the judges adjourn and deliberate the Michelson Grand Prize, Second Prize and Third Prize. While the judges are deliberating, the entire audience and public can convene for a reception during which each Great Eight team delivers a 1-2 minute Elevator Pitch on their concept; following these pitches, the audience votes on the winner of the People’s Choice Award.

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



## WORKSHOPS

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



### Idea Generation

#### **ETHAN MOLLICK**

Assistant Professor of Management,  
The Wharton School

October 24, 2011

### Team Building

#### **MERIDETH MYERS**

Assistant Professor of Management,  
The Wharton School

#### **PANELISTS:**

**BALU CHANDRASEKARAN (WG'12)**

**DANIEL LOWY (WG'13)**

**AARON ROYSTON (WG'13)**

November 2, 2011

### Idea Pitches and Networking Session

#### **GLENN ROCKEFELLER**

President, Tech Solutions Group;  
Wharton Communication Program

Friday, November 18, 2011

### Library Resources for Entrepreneurs and Business Plan Writing

#### **CATHY OGUR**

Business Research Librarian,  
Lippincott Library,  
The Wharton School

December 7, 2011

### Business Plan Writing 101

#### **PATRICK FITZGERALD (C'97)**

Associated Faculty, Wharton  
Entrepreneurial Programs

February 2, 2012

### Legal Aspects of Entrepreneurship

#### **PRAVEEN KOSURI**

Director, Entrepreneurship Legal Clinic,  
University of Pennsylvania School of Law

#### **MATT McDONALD**

Partner, Drinker Biddle

#### **SCOTT CONNOLLY**

Partner, Drink Biddle

March 13, 2012

### Presentation Training for the Great Eight Finalists

#### **GLENN ROCKEFELLER**

President, Tech Solutions Group;  
Wharton Communication Program

April 11 + 12, 2012

### Battle of the Business Plans

April 17, 2012

## COMPETITION PRIZES

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

### Michelson Grand Prize \$30,000

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

### Second Prize \$15,000

### Third Prize \$10,000

### People's Choice Award \$3,000

### Wharton Undergraduate Award \$10,000

The Frederick H. Gloeckner Award in Entrepreneurial Studies is given to the highest-ranking Wharton undergraduate team in the WBPC. At least 50% of the team must be Wharton undergraduate students. The team must reach the semi-finals and submit a business plan for consideration as a finalist.

### Student Choice Award \$3,000

As determined at the Battle of the Business Plans on April 17, 2012.

### Committee's Choice Award \$1,000

As determined by the Student Management Committee of the WBPC.

### In-kind Legal + Accounting Services

Each of the top prize winners will receive up to \$10,000 of in-kind legal services and \$5,000 of in-kind accounting services.

#### Providing in-kind legal services are:

- Blank Rome LLP
- Duane Morris LLP
- Morgan Lewis Counselors at Law

#### Providing in-kind accounting services are:

- Ernst & Young
- KPMG (two awards)



### PAST PARTICIPANTS

Since its inception, the WBPC has helped develop a host of business concepts into thriving businesses. Not only are many Grand Prize winners still in operation today, but also, the semi-finals and finals phases have spawned successful ventures. Past participants have raised significant amounts of venture funding, sold their businesses to multi-national corporations and received industry recognition for their innovations. For additional details on past participants and where they are now, visit page 25.



The Wharton School and  
Wharton Entrepreneurial Programs  
would like to thank

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

for its sponsorship of the  
2012 Wharton Business Plan  
Competition Grand Prize.

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





1DocWay

Bounce Exchange

Calcula

ChondroPro BioSciences

Grand Round Table

Graphene Frontiers

QMagico

RightCare Solutions

# THE FINALISTS

# 1DocWay

## DESCRIPTION

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

## Team Leader

Samir Malik, WG'13

## Team Members

Nuvid Bhuiyan, W'14

Mubeen Malik, C'08

Danish Munir, ENG'09/W'09

# Bounce Exchange

## DESCRIPTION

Bounce Exchange™ is patented “Exit-Intent” technology that uses a flagship combination of invisible javascript receptors, mouse gestures and acceleration to determine when a visitor is going to “bounce” off of a website. In layman’s terms, when visitors “mouse” towards the “back button”, address bar or “X”, Bounce Exchange activates and monetizes the exit of the visit. The company knows when a visitor is going to leave a site and transitions the content (at the moment of exit) to be more relevant to the user.

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## Team Leader

Cole Sharp, WG'12

## Team Member

Ryan Urban

# Calcula

## DESCRIPTION

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

## Team Leader

Evan Werlin, Med'13

## Team Members

Dan Azagury

Buzz Bonneau

David Gal

Kate Garrett

# ChondroPro Biosciences

## DESCRIPTION

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

## Team Leader

Jamil Beg, WG'12

## Team Members

Peter Derman, WG'12

Kyle Dow, WG'12

Phil Mishkin, WG'12



# Grand Round Table

## DESCRIPTION

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

### Team Leader

Kristy Leong, WG'13

### Team Member

Eric King

# Graphene Frontiers

## DESCRIPTION

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

## Team Leader

Mike Patterson, WG'12

# QMagico

## DESCRIPTION

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

## Team Leader

Claudia Massei, WG'12





# RightCare Solutions

## DESCRIPTION

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

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## Team Leader

Eric Heil, WG'12

## Team Members

Mrinal Bhasker, WG'12

Matt Tanzer, WG'12



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# ENTREPRENEURIAL PROGRAMS



# VENTURE FINALS JUDGES



LEFT TO RIGHT

**Michael Burns, EE'95, GEE'95, W'95**

Managing Partner, Alara Capital

**David A. Cohen, PAR'14, PAR'16**

President, Karlin Asset Management

**Richard Perlman, W'68**

Chairman, Compass Partners, LLC

**Santo Politi, WG'97**

General Partner, Spark Capital

## VENTURE FINAL JUDGES

### Michael Burns, EE'95, GEE'95, W'95

Managing Partner, Alara Capital

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

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

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

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

### David A. Cohen, PAR'14, PAR'16

President, Karlin Asset Management

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

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

**Richard Perlman, W'68**

Chairman, Compass Partners, LLC

Richard Perlman is the Chairman of Compass Partners, LLC, a merchant banking firm he founded in 1995 that specializes in middle market companies. He is also Executive Chairman of The ExamWorks Group, Inc. (EXAM: NYSE) which he co-founded in 2007 and built organically and through 37 acquisitions to become the global leader in the independent medical examination industry in less than 4 years. Prior to that Perlman was Chairman of TurboChef Technologies, Inc. (NASDAQ: OVEN) of which he acquired control in 2003, grew from revenues of \$3 million to \$100 million and sold to Middleby Corporation (NASDAQ: MIDD) for \$250 million in 2008, was Chairman of PracticeWorks, Inc. (NASDAQ: PRWK) which grew from \$40 million in revenue in March 2001 to \$200 million in revenue at its sale to Eastman Kodak for \$500 million in cash in October of 2003, and Chairman of AMICAS, Inc. (NASDAQ: AMCS) which grew from \$19 million in revenue at its IPO in 1997 to \$200 million in March of 2001. AMICAS was subsequently sold to Merge Healthcare, Inc. (NASDAQ: MRGE). Prior to his involvement in the public markets, Perlman acquired several private companies in the home furnishings, automotive replacement parts, and real estate industries where he was the controlling principal and Chief Executive Officer.

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

**Santo Politi, WG'97**

General Partner, Spark Capital

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

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

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

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

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

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

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



Investing in Early-Stage Technology companies out of PENN

## MentorTechVentures CONGRATULATES

*All of the Finalists*

and Welcomes Them into the Growing Community of Penn Startups

**MentorTech**Ventures Penn Alumni Portfolio Companies Include:



Adam Dakin (W'85), CEO & Founder



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



Dr. Charles Cohen (ENG'87 & '92,  
W'93), Founder



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



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



Sundeep Bhan (C'94), CEO



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



Detect-Ready™

Todd Wallach (MSE'99, MBE'02), CEO



Chris Rodde (WG'99), CEO



local online advertising

Nathaniel Stevens (W'10), Founder



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



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**

The background of the page is a soft-focus photograph of green leaves and a thin branch. The leaves are in various shades of light green and yellow-green, with their veins clearly visible. The lighting is bright and natural, creating a fresh and organic feel. The text is overlaid on this background.

# SEMI-FINALISTS

IN PHASE III, teams competed against other semi-finalists in one of three industry tracks: Information Technology, Life Sciences/Healthcare and Other. In Phase III, teams prepared full business plans and presented 5-minute presentations to a panel of judges in their industry track. The semi-finalists (less the Great Eight) are listed here, by track.



## SEMI FINALISTS

### INFORMATION TECHNOLOGY

#### Good Call

##### Team Leader

Jonathan Boyer Dry, L'13

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

#### OpportunistIQ

##### Team Leader

Eduardo Mestre, WG'13

##### Team Member

Zachary Dennett, WG'13

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

#### OrgaMiser

##### Team Leader

Matt Quigley, WG'13

##### Team Member

Brooks Powlen, WG'13

OrgaMiser is a mobile platform solution that allows users to monetize unused daily deal purchases and connects local businesses with daily deal purchasers.

## Securly

### Team Leader

Vinay Mahadik, WG'13

### Team Member

Bharathi Madhusudan

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

## Sonoma

### Team Leader

Tom Baldwin, WG'13

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

## SteppingClouds

### Team Leader

David Shi, W'13

### Team Members

Wilson Pulling; Vaibhav Wardhen, W'13

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

## Wishberry

### Team Leader

Melanie Zhao, W'13

### Team Members

Felicia Curcuni, W'07; Stephanie Weiner, W'14

Wishberry is a group gifting website that helps people give and receive great gifts, and easily coordinate with many people to give group gifts in a simple and fun way.

LIFE SCIENCES/HEALTHCARE

**accessMD**

**Team Leader**

Rajiv Mahale, WG'13

**Team Members**

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

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

**Allazo Health**

**Team Leader**

Clifford Jones, WG'13

**Team Member**

Arif Virani, WG'13

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



## Digital Medical Technologies

### Team Leader

Josh Stein, WG'12

### Team Members

Jesus Alcazar, WG'13; Brenton Farguoli, C'07/Med'12/WG'12;

Stevan Jovanovic, WG'13; Grant Mitchell, Med'14/WG'14;

Austin Neudecker, WG'12

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

## Stemnostics

### Team Leader

Kyle Spinler, PhD'15

### Team Members

Amnon Buxboim; Jae-Won Shin, PhD'11

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

## SEMI FINALISTS

### OTHER

#### Catalogue

##### Team Leader

Rajiv Mahale, WG'13

##### Team Members

Joseph Ferraro; Paul Kangas Miller, GFA'08

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

#### Invisergy

##### Team Leader

Ryan Marschang, W'14

##### Team Members

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

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

#### KinderPacks

##### Team Leader

Mei Siau, WG'13

##### Team Members

Nilesh Khandelwal, WG'13; Brigitte Palouda, WG'13

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

GLOECKNER

AWARD WINNER

#### Little Global Village

##### Team Leader

Yoshiko Inoue, WG'12

##### Team Member

Judith Frost

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

#### Plato Education Group (PEG)

##### Team Leader

Katie Picarsic, WG'12

##### Team Members

Nate Picarsic

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

#### PSS Payroll Solutions

##### Team Leader

Nigel Lobo, W'08/WG'13

##### Team Members

Erika Lobo, W'13

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



PAST  
PARTICIPANTS

# PAST PARTICIPANTS

2011 Michelson Grand Prize Winner

## Stylitics



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

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

2011 Third Prize Winner

## baby.com.br



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

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

2009 Semi-Finalist

## ONE|VISION



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

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

2003 Third Prize Winner

## Ferro Solutions

**Ferro Solutions** produces Ferro Solutions Energy Harvesters (FSEH), independent power sources that generate electricity from vibrations to power wireless transceivers, sensors, micro-motors and actuators.

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

2008 Second Prize Winner

## InnovaMaterials



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

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

2004 Grand Prize Winner

## InfraScan



**InfraScan** continues development of its flagship product, the Infrascanner™, a handheld imaging device using near infrared (NIR) technologies for the detection of hematoma, or bleeding in the brain, in head trauma patients.

[www.infrascanner.com](http://www.infrascanner.com)

2010 People's Choice Award

## Kembrel



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

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

2002 Grand Prize Winner

## Envisia



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

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

2001 Grand Prize Winner

## ProtoCell



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

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

2006 Third Prize Winner

## Home-Base USA



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

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



2003 Grand Prize Winner

Team Members

**PAWs Pet Insurance**



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

**embracepetinsurance.com**

2005 + 2006 Semi-Finalist

**Intellitoys**



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

**intellitoys.com**

2007-2008 Participant

**UR7s.com**



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

**ur7s.com**

1999 Finalist

**PayMyBills.com**

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

**PayMyBills.com**

2009 Finalist

**DocASAP**



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

**docasap.com**

2007 Finalist

### Tamara Kanes



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

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

2002 Finalist

### BondMyAuction



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

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

2010 Committee Award - Global Venture

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

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

2003 Grand Prize Winner

Team Members

### PAWs Pet Insurance

Petplan

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

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

# OUR APPRECIATION

THE WHARTON Business Plan Competition is grateful to the many individuals who volunteered their time and provided valuable feedback to student teams as judges, mentors and contributors.

PHASE I JUDGES

PHASE II JUDGES

PHASE III JUDGES

MENTORS

CONTRIBUTORS

WHARTON ENTREPRENEURIAL ADVISORY BOARD

WBPC COMMITTEE

## PHASE I JUDGES

**Mark Abramovich, WG'03**  
 Founder and CEO, Interdisciplinary  
 Solutions LLC

**Jayson Ahlstrom**  
 President and Founder, GlassTop

**Baris Aksoy, WG'08**  
 Director, Hotel Capital

**Gregory Allen, WG'92**  
 Charismatic Director, Counsel On Call

**Jared Allgood**  
 CEO, GlassTop

**Kristina Anderson, WG'10**  
 Founder, Butterrise.com

**Leslie Armitage, W'90**  
 Partner, Publican Partners, LP

**Raymond Aronoff, WG'08**  
 CEO, HPS

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

**Alex Avendano, W'07**  
 Social Embassy LLC

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

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

**Aradhana Bali, WG'10**

**Ali Behbahani, WG'07**  
 Associate, New Enterprise Associates

**Gerald Benjamin**  
 International Capital Resources

**Anton Bernstein, W'08**  
 CEO, Leashment

**Arjun Bhimavarapu, W'11**  
 Analyst, Bain Capital Ventures

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

**Jamaal Brown, WG'10**  
 Associate, Etico Capital

**Josh Bruno**  
 Associate, Bain Capital Ventures

**Will Burghes**  
 Vice President of Strategy, Barclays Capital

**Jed Cairo**  
 Associate, Kohlberg Kravis Roberts

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

**Jonathan Christodoro**  
 P2 Capital Partners

**Matthew Cole, C'87**  
 Jacobs Law Group PC

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

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

**Sean Dowling, WG'11**  
 Associate, Osage Partners

**Taylor Duvall, WG'11**

**Chantal El-Khoury, WG'09**

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

**Chris Fortier, WG'11**

**William Fradin, WG'11**  
 Vice President, JLL Partners

**Fadi Frem, WG'11**  
 Vice President, CedarBridge Capital Partners

**Sarah Frew, WG'11**  
 Director, Business Development,  
 TetraLogic Pharmaceuticals

**Michelle Gaster, C'06/WG'11**

**Jessica Gould, WG'11**  
 Associate, Weld North

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

**Wayne Hao, WG'11**  
 Principal, Principae Trading and Capital

**Daniel Harbuck, W'09**

**Jeff Harmer, WG'06**  
 Schmitzer Northwest

**Carol Heiberger**  
 ExecuSpeak Dictionary

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

**Katherine Janes, WG'11**

**Subramanian Jayaram, WG'10**  
 Director of Business Development, Frog

**William Jocson, WG'10**

**Ripan Kadakia, ENG'03/W'03/WG'11**

**Umair Kayani, WG'11**  
 Pinnacle Ventures

**Martyn Kelly, WG'05**  
 CEO, HighLine Polycarbonate

**Vikas Khurana, WG'08**

**Francis Kim, WG'08**  
 CEO, ScholarPRO

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

## PHASE I JUDGES

**David Kreiger, C'99/WG'07**

CEO, Sab-Bark

**Yana Krivozus, WG'11**

Senior Associate, Glenview Capital Partners

**Amr Kronfol, G'09/WG'09**

Wahung Pincus

**Serena Lal, WG'07**

Director of Enterprise Solutions, MediaMath

**Daniel Lennon, WG'10**

Managing Director, Academy Securities

**Francisco Menjibar, WG'10**

Senior Associate, Apax Partners

**Greg Millhauser, C'03/WG'10**

Associate Practice Executive,  
Campbell Alliance

**Roy Morris, WG'95**

Managing Partner, STL, LLC

**Christopher Myers**

Managing Director, Philadelphia  
Development Group

**Marina Nazarova Rakhlin, WG'11**

Stylinia

**Andy Nickerson, WG'11**

Business Development, Skyj

**Hichem Omezzine, WG'10**

Actis

**Justin Overdorff, WG'11**

Associate, TechStars NYC

**Julie Price, WG'08**

Founder, Shinobi Labs

**Hassan Ragab, WG'04**

The Harding Group

**Sean Richardson, WG'11**

Principal and CTO, Round Capital, LLC

**Jesse Sanders, WG'06**

Associate, Allied Capital Corporation

**Robert Schwartz, WG'93**

Woodmont Partners, LLC

**Samuel Schwerin, WG'99**

Managing Partner, Millennium  
Technology Ventures

**Awais Shaikh, WG'11**

Associate, H.L.G. Capital

**Scott Shandler, WG'06**

Founder and CEO, Longevity Biotech, Inc.

**Mimi Shih, WG'10**

Associate, Macquarie Capital Advisors

**Milt Silver, W'52**

Professor, Drexel University

**Jack Smith, W'51/WG'52**

The Modern Group

**Brian Smith, ENG'98/GEN'00/GR'01/WG'08**

Assistant Vice President, Virtua Health

**James Soldano, WG'10**

Vice President, Sterling Investment Partners

**Bhuvan Srinivasan, WG'11**

Bain Capital

**Charles Stacey, WG'10**

Investment Manager,  
Inventages Venture Capital

**Matt Stephenson, WG'11**

**Min Sung, WG'08**  
Principal, STIC Investments

**Jonathan Taqqu, WG'08**

Intent Media

**Paul Tis, W'93**

Regional Director, 1 800 GOT JUNK?, LLC

**John Ulrich, WG'97**

Principal, Fortis Credit-Prison, LLC

**Bhavin Vakani, WG'11**

Lowell

**Patrick Verdonck, WG'08**

Associate, Stansel & Company Group

**Liya Wang, WG'10**

Treatment Management

ACM Strategic Capital Management

**Matthew Wang**

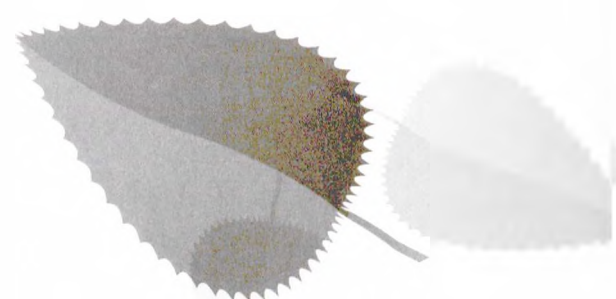
Co-Founder, Ya Bi! Ventures, LLC

**Brian Weisberg, W'84**

Associate, GSC, Inc., Cooper & Lyth

**Ted Wilson**

Vice President, Stansel Ventures



PHASE II JUDGES

**Grant Allen, WG'07**

Vice President, ABB Technology Ventures

**Maury Apple, WG'99**

Associate, Imperial Capital

**Buddy Arnheim, W'89**

Partner, Technology Group, Perkins Coie LLP

**Guy Ashley, W'93**

Vice President, CMMC Ventures

**John Ason**

Angel Investor

**Russell Barnett**

Vice President, Marketing, Popchips

**Richard Baum, WG'85**

Venture Partner, Weatherly Group

**Thatcher Bell, WG'05**

Principal, Draper Fisher Jurvetson Gotham Ventures

**Greg Besner, WG'96**

CFO and Managing Director, SecondMarket Holdings Inc.

**Vin Bhat**

Co Founder, [212]MEDIA

**Adam Birnbaum, WG'10**

Sales Strategy Manager, Medtronic, Inc.

**Darren Black, WG'03**

Partner, SV Life Sciences

**Marc Braunstein, WG'79**

Co Founder and President, Belcaro Group (ShopAtHome.com)

**Stephen Broad, WG'89**

CEO, Asian Naturals

**Michael Bruck, WG'97**

Former President, Interaction Software, Inc./ Chat University

**William Burkoth**

Senior Director, Pfizer Strategic Investments Group

**Brian Cabezud, WG'06**

Investment Director, Syntek

**Jeff Carpenter, WG'98**

Entrepreneur/Investor, AcademicWorks, Inc.

**Christine Chen, WG'10**

Marketing, Johnson & Johnson

**Andrew Cherry**

KPMG, LLP

**Ashish Chordia, WG'07**

President, Tribal Technologies

**Matt Clementz, WG'01**

Chairman and CEO, Cultured Marble Products/First Rate Renovations

**Beth Cohen, WG'91**

Director of Emerging Growth Services, Blank and Rome LLP

**Brett Cohen, W'94**

CEO, BAC Consulting LLC

**Kathleen Comerford, WG'96**

President, Split Rock Associates

**Casey Courneen, W'92**

President, Blackstone Technology Group

**Michael Dauber, WG'09**

Vice President, Battery Ventures

**Zach Davis**

Co-Founder, Stylitics

**Philip de Cortes, G'11/WG'11**

Co-Founder, Meeteor Inc.

**George De Sola, W'68**

Former Chairman and CEO, DecisionOne

**Daniel Deeney, EMTM'02**

Partner, New Venture Partners

**Dain DeGross, WG'99**

President, Triangle Peak Partners

**Ray DeMeo**

General Manager Americas, DCV Engineering

**Rohan Deuskar, WG'11**

Co-Founder and CEO, Stylitics

**Vishnu Deuskar**

Managing Director, ABN AMRO Bank

**Pitamber Devgon, WG'10**

Senior Associate, Safeguard Scientifics

**Sean Dowling, WG'11**

Associate, Osage Partners

**Joshua Ehrig**

CEO, Atreicity

**Daniel Faga, WG'07**

Principal, Centerview Partners

**Gerry Fitzgerald**

Strategic Consultant, Ab Initio

**John Fox, WG'01**

Vice President, Marketing, Siemens

**Jed Freifeld, W'92**

Managing Director, Cascade Advisors LLC

**Weston Gaddy, W'07**

Associate, Bain Capital Ventures

**Linnea Geiss, WG'07**

Principal, Areapita, Inc.

**Adam Gerson, WG'07**

Vice President, Client Services and Operations, Efficiency 2.0

**Jeffrey Ginsberg, W'86**

Managing Director, Mistral Equity Partners, LLC

**Steven Gold, W'87**

Senior Partner for Entrepreneurship, Olin College

## PHASE II JUDGES

**Keith Goldan, WG'02**

Vice President, NuPathe

**Jennifer Goldstein, ENG'01/GEN'06/WG'06**

Director, Pfizer Venture Investments

**William Gordon, WG'86**

Vice Chairman, Stamford Innovation Center

**Brian Gornick, WG'09**

Senior Associate, Accel KKR

**Sean-Michael Green**

Consultant, Sean-Michael Green, Inc.

**Kirk Griswold, WG'88**

Partner, Argosy Partners

**Harry Haber****Cherif Habib, WG'11**

Co Founder, Kembrel.com

**Div Harish, WG'98**

Managing Partner, YPoint Capital

**Kyle Harrison, WG'99**

Product Management, Google

**Thomas Hartman, WG'88**

Entrepreneur in Residence, Ventana Capital

**Jim Hazy, WG'88**Professor of Entrepreneurship,  
Adelphi University**Jeffrey Hechtman, W'86**

Partner, Horwood, Marcus &amp; Berk Chartered

**Philip Heifetz, WG'96**Vice President of Finance, Othera  
Pharmaceuticals Inc.**Bob Heller, W'80**Managing Director,  
Southern Equity Partners LLC**Robert Herzog, WG'95**

CEO and Founder, ZogSports

**Peter Hsing, WG'97**

Managing Director, Merus Capital

**Miles Huffstutler, WG'86**

Consultant and Investor

**Santosh Huralikoppi**

CEO, NS Infotech Inc.

**Edward Hyken, WG'95**

Co Founder, Expressiva Nursingwear Inc.

**Paul Hynek, WG'90**

President, FZ Numbers

**Craig Isakow, WG'08**

Founder, Melon

**Bharati Jacob, WG'91**

Managing Partner, Seed Fund

**Ankur Jain, WG'09**

Vice President, Blumberg Capital

**Jay Jamison, WG'98**

Venture Partner, BlueRun Ventures

**Walter Kalmans, C'89/W'89**

Founder and President, Lontra Ventures

**Raji Kalra****Thomas Kania, WG'88**CFO and Business Development Head,  
Clear Vision Management**Andrew Kaplan**

Director, Deutsche Bank

**Pace Klein, WG'04**

Wiese Law Firm, PA

**Scott Kosch, WG'98**

Managing Partner, Kosch Capital

**Jason Kothari, W'07**

CEO, Valiant Entertainment

**Joseph Kushner, WEV'93**

Senior Partner, AMG | TRIBECA Group

**Nelson Law, W'90**Director of Strategic Initiatives,  
HBD Industries**Steve Lebeschak, WG'02**

Acting CEO, Aero-X Golf, Inc.

**Jordan Leef, NU'07/W'08**

Senior Associate, MentorTech Ventures

**Dan Lidawer, W'81**

Executive Director, HighTower Advisors LLC

**Alice Limkakeng, C'95/W'95**

Principal, Bain Capital Ventures

**Manish Maheshwari, WG'06**General Manager and Global Business Head,  
txtWeb, Intuit**Stephanie Marrus, WG'82**

Managing Director, Portfolio Strategies

**James Martin**

Vice President, GlaxoSmithKline

**Mayank Mehta, WG'09**

Co-Founder, Head of Product, Coolaris

**Nihal Mehta, C'99/ENG'99**

CEO, Local Response

**David Mes, WG'05**

Principal, Cipio Partners

**Mark Mitchell, WG'05**

Principal, Safeguard Scientifics

**Idris Mohammed, WG'00**

Partner, Development Partners International

**Rana Mumtaz, WG'06**

Founder and CEO, FABLOGUE

**Ron Murayama, WG'03**

Founder and CEO, Amden Corporation

**Hareesh Nair, WG'08**Sr. Manager, Corporate Development,  
Medtronic

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

**James O'Connell, WG'07**  
Principal, Safeguard Scientifics

**Brian O'Malley, W'01**  
Associate, Battery Ventures

**JP Paquin, WG'02**  
Managing Director, Brown Brothers Harriman & Co.

**Satya Patel, W'96**  
Principal, Battery Ventures

**Thomas Penn, L'82**  
Partner, Meridian Venture Partners

**Bob Petrie, EMTM'00**  
Co-Founder, COO, Honestly Now

**Edwin Philogene, WG'09**  
Vice President, BBDO

**Steve Polsky, ENG'86/W'86**  
President, Flixster

**Vik Prabhu**  
Venture Portfolio Manager, DuPont Ventures

**Jonathan Rand, W'84**  
President, Organic Motion

**Samuel Reeves, W'05**  
Staff, Wharton Small Business Development Center

**Sean Richardson, WG'11**  
Principal and CTO, Reaud Capital, LLC

**Dominic Rodrigues, WG'00**  
President, Rhisk Capital

**Payman Roghani, WG'10**  
Associate Director, New Products Management, Novartis Molecular Diagnostics

**John Rooney, W'77**  
Owner, Station Consulting

**Ed Sappin, W'95**  
Managing Director, The Willowbrook Company

**Steven Sarracino, WG'06**  
Partner, Virata Capital

**Mary Sauer, WG'80**

**Adam Schran**  
CEO, Ascentive

**Neil Sequeira**  
Partner, General Catalyst Partners

**Anshumaan Sharma**  
Director, Aegis Consulting

**Roger Shiffman**  
President and CEO, Zizzle, LLC

**Ernest Shin, WG'96**

**Eric Silberstein**  
Salvo Roger & Eliniski

**Vic Singh, C'99**  
Founder and CEO, Tracks

**Davis Smith, G'11/WG'11**  
Founder, Baby.com.br

**Rick Smith**  
Crosscut Ventures

**Joseph Spector, WG'07**  
Senior Manager, Business Development, GREE International

**Matthew Storm, C'94/W'94/WG'00**  
Founder, Storm Global LLC

**John Tedesco, WG'99**  
President, CEO, and Founder, Contigo Systems

**Ed Tepper, WG'86**  
President, Mongo Media

**Raymond Tsao, WG'94**  
Founder and CEO, Covendis Technologies

**Christopher Varelas**  
Founding Partner, Riverwood Capital LLC

**Mehul Vora, W'97**  
Private Equity Manager, Lockheed Martin Investment Management Company

**Larry Waddell, WG'04**  
Vice President, Strategic Channel Development, Viridity Energy, Inc.

**Pradeep Wahi, WG'87**  
President and Chief Executive Officer, Antenna Research Associates, Inc.

**Samuel Whitaker, C'02/CGS'04**  
Founder and CEO, GreenPhire

**Ron Wilson, WG'95**  
President, JACO

**Eric Wright, WG'92**  
Founder, Africa Venture Partners

**Shingo Yatsui, WG'08**  
Vice President, GCA Savvian

**Andrew Ziolkowski, EE'75/WG'81**  
Managing Director, Cultivian Ventures

**Adam Zong, WG'00**  
President and CEO, Fortes Pharmaceuticals, Inc.

**Joey Zwillinger, WG'10**  
Director of Marketing, Solazyme



## PHASE III JUDGES

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

### INFORMATION TECHNOLOGY

**Jeff Bodle**

Partner, Morgan, Lewis & Bockius LLP

**Richard Cohen, C'92**

Partner, Duane Morris

**Amy Dorfmeister**

Partner, Ernst & Young

**Andrew Flett, WG'03**

Partner, Investcorp Technology Partners

**Bob Green, W'82**

Managing Partner, Contour Ventures

**Jean-Marc Levy, WG'88**

Senior Vice President, NYSE Euronext

**Tony Haibin Liu**

Managing Partner, Lava Ventures, Eastern Link Capital

**Doug Petillo, WG'97**

Managing Partner, Navigant Ventures

**Michael Vaughan, W'97**

COO, Venmo

### LIFE SCIENCES/HEALTHCARE

**Michael Aronson, W'78**

Managing Director, MentorTech Ventures

**Rob Corrato, WG'00**

President and CEO, Executive Health Resources

**Ben Doranz, WG'01**

President and CSO, Integral Molecular

**Armen Karamanian, PhD'10**

Principal, Karlin Asset Management

**Chris Laing**

Director of Science & Technology, University City Science Center

**Mike Luby, WG'98**

President and CEO, BioPharma Alliance

**Fahd Riaz**

Partner, Morgan, Lewis & Bockius LLP

**Troy Williams, WG'06**

VP, Corporate Development, Executive Health Resources

### OTHER

**Seth Berger, C'89/WG'93**

Founder, Anafi

**Nitin Gupta, WG'11**

Senior Associate, Element Partners

**Brian Hughes**

Partner, KPMG

**George Krautzel**

Corporate Executive Board (former)

**Jay Tapper**

Founder, JTAP

**Brett Topche, W'03**

Senior Associate, MentorTech Ventures

**Steve Wada, WG'01**

President and CEO, uKnow.com

## MENTORS

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In 1973, The Wharton School became the first school to develop a fully integrated curriculum of entrepreneurial studies. Today Wharton, through Wharton Entrepreneurial Programs, supports and seeds innovation and entrepreneurship globally through research, teaching and co-curricular programs. The Sol C. Snider Entrepreneurial Research Center is the first center dedicated to the study of entrepreneurship; Wharton researchers work around the world to advance understanding of entrepreneurship and global wealth creation. Through the Goergen Entrepreneurial Management Program more than 4,800 students at the PhD, MBA and undergraduate levels participate in dozens of courses spanning a wide range of academic departments.

Outside the classroom, entrepreneurial minded students from across the entire University of Pennsylvania community benefit from a variety of programs designed to support venture development and entrepreneurial career paths. Programs include: the Wharton Business Plan Competition, the Venture Initiation Program; the Wharton Venture Award; the Wharton Entrepreneurial Intern Fellowship Program; and the Entrepreneur in Residence Program. Wharton Entrepreneurial Programs also delivers activities and co-curricular resources designed to meet the specific needs of the Wharton San Francisco student and alumni community; these programs include the Venture Development Program, a Spring Pitch Event and the Wharton Entrepreneurs Workshop.

