

Wharton Entrepreneurial Programs

Final Round Presentations &
Award Ceremony

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

Wednesday, April 28, 2010



Wharton Business Plan
C O M P E T I T I O N

Venture Finals
2009-2010

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for their generosity
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The Wharton Business Plan Competition

is a part of

Wharton Entrepreneurial Programs.

For more information visit:

www.wep.wharton.upenn.edu

<http://bpc.wharton.upenn.edu>

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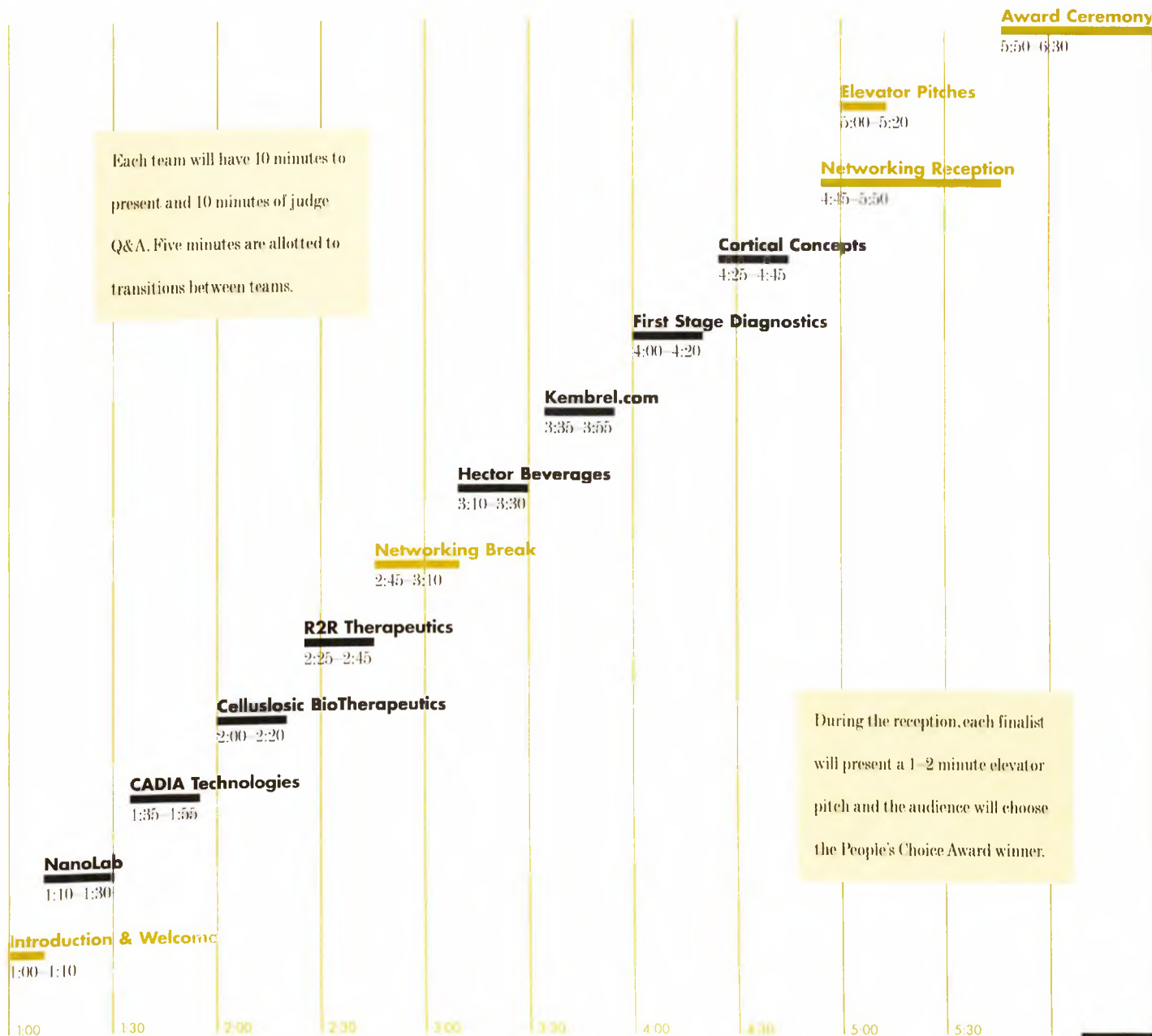
The Wharton School and
Wharton Entrepreneurial Programs
would like to thank

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

for its sponsorship of the
2010 Wharton Business Plan Competition
Grand Prize.

The Gary Karlin Michelson MD 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).

Venture Finals Agenda



Wharton Business Plan C O M P E T I T I O N

Program Overview

Now in its twelfth 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 2009–2010 academic year, drew more than 230 student teams, comprising over 425 participants from nine 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 in the region.



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.

Building Tomorrow's Leaders

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. The process of putting together a full business plan encourages students to detail all aspects of launching, growing and managing a new venture. At the end of Phase III, eight finalists (the “Great Eight”) are selected to present their plans before a panel of judges at the Venture Finals, where cash and in-kind prizes are awarded.

Phase IV *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 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. All finalist teams make a live interactive presentation to convince the panel of judges of their business’s viability. 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 the pitches, the audience votes on the winner of the People’s Choice Award.

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

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.

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

November 3, 2009

Christian Terwisch

Professor of Operations and Information Management

- The Wharton School

Library Resources for Entrepreneurs and Business Plan Writing

November 10, 2009

Karen Anello

Business Research Librarian, Lippincott Library

- The Wharton School

Business Plan Writing 101

December 7, 2009

Eric Siegel, W'78, WG'80

Associated Faculty

Wharton Entrepreneurial Programs

- The Wharton School

Team Building

January 21, 2010

Pitou Devgon, WG'10

2008-2009 WBPC Michelson Grand Prize Winner

Moving Innovation from Academia to the Marketplace: Technology Transfer at UPenn and CHOP

January 25, 2010

John Swartely

Deputy Executive Director

Center for Technology Transfer

- University of Pennsylvania

Legal Aspects of Entrepreneurship

March 16, 2010

Ricardo Moran

Litigation and Intellectual Property Practice

- Hunton & William

Crafting Financial Statements for a Business Plan

March 16, 2010

Lawrence Gelburd, WG'91

Associated Faculty

Wharton Entrepreneurial Programs

- The Wharton School

Presentation Skills for Entrepreneurs

April 14 & 15, 2010

(open to the "Great Eight" finalists only)

Lisa Warshaw

Director

- Wharton Communication Program

Glenn Rockefeller

President

- Tech Solutions Group;
Wharton Communication Program

Competition Prizes

Student teams participating in the WBPC compete for over \$45,000 in cash prizes and access to entrepreneurial resources or capital. The prizes are:

Michelson Grand Prize: \$20,000

Second Prize: \$10,000

Third Prize: \$5,000

Gloeckner Award: \$5,000

People's Choice Award: \$3,000

WBPC Student Committee Awards: \$1,000 each

The Michelson Grand Prize is made possible by a generous donation from The Gary Karlin Michelson, M.D. Charitable Foundation, Inc. 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 made up of Wharton undergraduate students. The team must reach the semi-finals and submit a business plan for consideration as a finalist.

For the first time, in 2010, the student management committee of the WBPC is awarding prizes in the three categories: social, global, and committee's choice. The teams must reach the semi-finals and submit a business plan for consideration as a finalist.

In-kind Legal and Accounting Services

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

Providing in-kind legal services are:

- » Ballard Spahr Andrews & Ingersoll, LLP
- » Blank Rome LLP
- » Morgan Lewis Counselors at Law

Providing in-kind accounting services are:

- » Ernst & Young
- » Jefferson Wells
- » KPMG

Past Participants

Since its inception, the WBPC has generated a host of business concepts. Not only are many Grand Prize winners still in operation today, but also, the semi-finals and finals phases have spawned myriad 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 27.

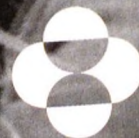


Catch a case of the giggles.

At Merck,
we believe the
most important
condition is the
human one.

That's
why our mission
is to protect those who
mean the most to you. Today
and in the future. We are one of
a few companies still working on
vaccines to help prevent serious
childhood diseases. And our merger
with Schering-Plough greatly
expands our ability to offer new
medicines for many diseases
like asthma, heart disease
and cancer.

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for you at
merck.com.



MERCK
Be well

For information about getting Merck medicines and vaccines for free or at a discount, visit merckhelps.com or call 1-800-50-MERCK.
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Wharton Business Plan C O M P E T I T I O N

Finalists

The "Great Eight"

CADIA Technologies

Cellulosic BioTherapeutics

Cortical Concepts

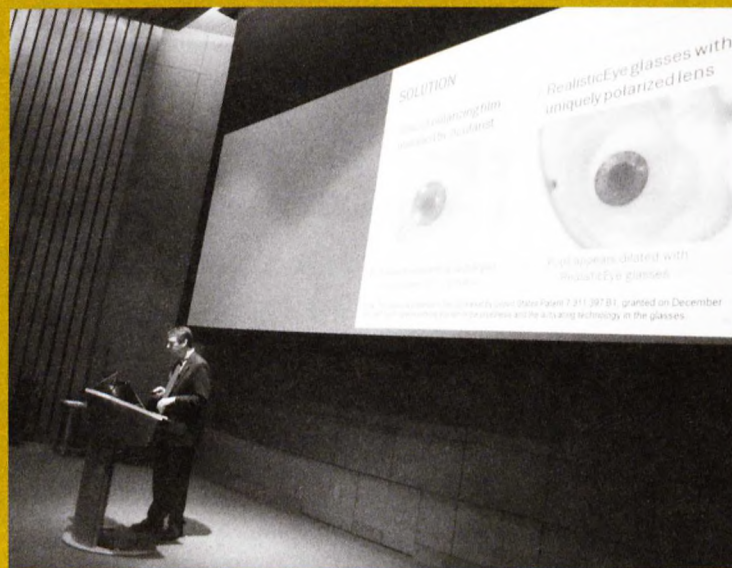
First Stage Diagnostics

Hector Beverages LLC

Kembrel.com

NanoLab

R2R Therapeutics



CADIA Technologies

Description

CADIA is developing the next generation in cervical screening technology. CADIA's lead product,

CERVIPROBE, is a handheld probe that utilizes the power of oblique polarization reflectance spectroscopy (OPRS) to accurately and painlessly diagnose cervical cancer in real-time. Every year, 50 million American women rely on the Pap test to screen for cervical cancer. This uncomfortable test, which has remained virtually unchanged in over 60 years, has a high incidence of false positives, leading to unnecessary costly referrals, additional lab work, and patient anxiety. In a recent clinical trial of 27 patients conducted by CADIA's technology partner at the University of Texas-Austin, the company's OPRS probe has shown superior efficacy in detecting cancerous and pre-cancerous tissue. CERVIPROBE will become the new gold standard in cervical screening by empowering physicians to confidently diagnose cervical cancers and abnormalities in one step, saving time and money, while reducing patient anxiety and discomfort.

Team Leader

Greg Millhauser, WG'10

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Team Members

Adam Birnbaum

Charles Stacey

Neil Wadehra

Industry

Life Sciences/Biotech

Cellulosic BioTherapeutics

Team Leader

Sigal Saar, WG'11

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Team Members

Roy Amariglio

Jerome Govin

Raphael Ong

Len Podolsky

Riju Ray

Agnes Savigner

Industry

» **Life Sciences/Biotech**

Description

Cellulosic BioTherapeutics is a biomedical device company that utilizes variants of the naturally occurring polymer, cellulose, to produce appropriate scaffolds for tissue regeneration. The company's lead product, CelluloDisc, promises to address back pain through the spinal industry's first regenerative approach. CelluloDisc allows regeneration of the core part of the spinal disc. It is composed of a liquid gel combined with an appropriate mix of growth factors. The liquid gel which is injected to the spine disc hardens within 15 minutes and creates a temporal tissue-supportive scaffold between vertebrae. The growth factors embedded in the gel facilitate the colonization and differentiation of cells from the healthy tissue that surrounds the hydrogel, and regenerates the spinal disc. This makes CelluloDisc the first regenerative approach for the spine in the market. Reconstitution of the spinal disc will not only relieve back pain, but preserve spine flexibility as well. CelluloDisc comprises a proprietary hydrogel derived from cellulose, a natural non-toxic compound. This hydrogel embeds appropriate growth factors. CelluloDisc is delivered via injection into the spinal disc NP space as a liquid, and is subsequently hardened within 15 minutes to form a tissue-supportive and load-bearing temporal scaffold. This temporal scaffold facilitates the healing of internal spinal disc injury as the growth factors promote colonization and differentiation of remaining healthy tissue cells to regenerate the NP naturally. The procedure will be performed as an outpatient surgery in one session, with patients expected to fully recover in 3 months. CelluloDisc will be regulated as a Class III medical device, requiring Pre-Market Approval.

Cortical Concepts

Description

Spinal surgeons stabilize segments of the spine by placing screws into the vertebrae and joining the screws with rods, a procedure known as spinal fixation. Unfortunately, osteoporosis is a common disease in elderly patients, affecting as many as 10 million people in the US. In these patients, the bone softens, which reduces strength by up to 70% and causes the screws to pull out. Screw pullout is considered a catastrophic failure that requires a risky revision surgery. Incidentally, patients with osteoporosis often have the most to benefit from this type of operation, as they are the most susceptible to spinal instability. Cortical Concepts has developed a device that acts as an intermediary between the bone-screw interface and provides a strong interference fit for existing screws. Initial tests in cadavers indicate that the Cortical Anchor provides a 100% increase in the fixation strength in osteoporotic vertebrae. The total addressable market for the Cortical Anchor is 720,000 units or \$300 million (annual, US). The device is priced significantly lower than the alternatives, \$400 per device, to incentivize adoption by hospitals and physicians. At this price, the gross margin is \$399. Currently, Cortical Concepts is seeking \$350,000 in initial seed funding to begin commercializing its technology.

Team Leader

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Team Members

Jason Hsu

Christopher Komanski

Evan Luxon

Nicolas Martinez

Industry

Life Sciences/Biotech

Team Leader

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Team Members

Adam Greenspan

Manish Maheshwari

Sarena Syma

Industry

» **Life Sciences/Biotech**

First Stage Diagnostics

Description

First Stage Diagnostics is developing a portable, low-cost breast cancer screening device. The device, which uses piezoelectric technology, has the following significant advantages over the current screening methods available: 1) the ability to locate tumors as small as 1mm in size; 2) efficacy in detecting tumors in women with dense breast (25% of women); and 3) is radiation free.

Hector Beverages LLC

Description

Hector Beverages LLC aims to offer a line of tasty, healthy and affordable beverages in bottom-of-pyramid (BOP) markets leveraging understanding of specific markets, sound expertise of health issues and innovations in flexible packaging. Specifically, the first concept the company is developing is the lowest priced packaged ready-to-drink (RTD) beverage in India (as per initial research the lowest priced branded packaged RTD beverage offering in the world) targeted toward the middle-class in India's rural and semi-urban markets. The brand is called PowerWater and its functionality is that it is micronutrient-enriched flavored water. PowerWater will be positioned as a healthy alternative to the juices and carbonated soft drinks offered by the large beverage multinationals. Success in achieving this positioning will allow Hector to benefit from two of the largest macro trends in the world: the growth of disposable income in BOP segments globally and rising awareness of health and wellness. The market opportunity for PowerWater is a significant piece of India's USD \$2.2 billion RTD beverage market, in which all major players have been registering annual sales growth of 30-40%. The blistering growth rate is sure to slow down over the next few years,

but it will continue to be significantly high, relative to developed markets. Hector Beverages shall be able to exceed US \$100 million in revenue within its first 5 years given execution of this plan. Although this plan focuses only on executing in India, the model once proven would enable Hector Beverages to look at the entire developing world as target market.

Team Leader

James Nuttall, WG'10
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Team Members

Neeraj Kumar
Suhas Nath Misra

Industry

Consumer Products

Kembrel.com

Team Leader

Aymeric de Hemptinne, WG'11

dehemptinne@gmail.com

Team Members

Cherif Habib

Stephan Jacob

Industries

- » **Consumer Products**
- » **Internet**
- » **Retail**

Description

The Opportunity: On the demand side, 16.5 million US college students spend over \$200 billion annually, including more than 65% on non-essentials. They are image conscious and spend disproportionately on brands which they perceive as elevating their stature among their peers. Yet, they are often shopping on a limited budget and looking to maximize their "bang for the buck". On the supply side, producers of consumer goods are looking for ways to establish long term brand loyalty in the pre-career market without diluting their brands and cannibalizing their higher margin segments. **The Solution:** Kembrel.com will help connect popular brands with college students through an invitation-only online private sales club. Members receive regular email updates and notifications on upcoming sales events. Sales will feature heavily discounted items (50% - 70%) from brands that are highly relevant to the company's target market (e.g., North Face, Puma, American Apparel). Sales will last for a limited time (e.g., 72 hours) and will elicit a sense of urgency to purchase before items are sold out. While existing private sales clubs have traditionally focused on apparel and related accessories, Kembrel.com plans to include other categories highly relevant to the student market (e.g., furniture, sports equipment, electronics, books). Kembrel.com's unique value proposition to students: heavily-discounted items from desirable brands and curated selection which answers their needs. Kembrel.com's unique value proposition to suppliers: a unique channel to directly reach and cultivate loyalty in the student market and an alternative channel to dispatch overstock items.

NanoLab

Description

As researchers develop an ever-growing body of knowledge surrounding the molecular underpinnings of various diseases, physicians and medical workers are increasingly basing their treatment decisions on biomarker testing. However, the most sensitive and flexible testing tools require samples being sent to dedicated laboratories operated by highly trained technicians, incurring significant costs and delays in acting upon the test results. The ability to implement diagnostic tests and analyze results at the point-of-care (POC), has repeatedly been shown to lead to faster treatment decisions and better outcomes. Current POC methods for biomarker detection, however, are limited by their sensitivity, ability to detect multiple biomarkers at once and lack of flexibility across multiple sample types. The NanoLab platform has the potential to revolutionize diagnostic and treatment procedures by packaging unparalleled protein detection capabilities in an affordable, self-contained device the size of a handheld calculator. By using magnetic nanotags to detect the presence and concentration of any protein, the NanoLab offers sensitivity an order of magnitude higher than the current gold standard. The first generation device is capable of simultaneously determining the concentration of up to 64 different analytes in 15 minutes, allowing for rapid diagnosis of a wide array of conditions. The device includes a reusable station and disposable test sticks that can detect biomarkers for cardiovascular disease, cancer, HIV, influenza and a variety of other viral and bacterial infections.

Team Leader

Michelle Gaster, WG'11

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Team Members

Christopher Fortier

Sarah Frew

David Gilboa

Industry

Life Sciences/Biotech

R2R Therapeutics

Description

R2R Therapeutics is a virtual pre-clinical stage biotechnology company. The company's lead compound, R2R-1, is a novel cationic steroid antibiotic to treat infections caused by drug-resistant bacteria.

Team Leader

Ben Rhee, WG'10

wrhee@wharton.upenn.edu

Team Members

Christine Chen

Payman Roghani

Vishwas Seshadri

Industry

» **Life Sciences/Biotech**

www.wep.wharton.upenn.edu



Wharton Entrepreneurial Programs

Check out how WEP supports
entrepreneurship globally

Wharton Business Plan C O M P E T I T I O N

Venture Finals Judges

James Cassano, WG'73

Partner
CoActive Health Solutions, LLC

David A. Cohen

President
Karlin Asset Management

Maxine Gowen, WG'02

President & CEO
Trevena, Inc.

Josh Kopelman, W'93

Managing Partner
First Round Capital

Daniel R. Pascheles

Vice President
Global Competitive Intelligence
Merek & Co., Inc.



Venture Finals: The Judges

WHARTON BUSINESS PLAN COMPETITION

Jim Cassano has in-depth,

hands-on experience in opera-

tions, venture capital and private

equity, corporate finance, busi-

ness restructuring, and adapting

business models to new business realities in the U.S., the U.K., Europe and

China. Cassano is a member of the Board of Directors for China Broadband, Inc.

and an advisor to the board of directors of China Cablecom Holdings, Ltd. He is

also Chairman of the Board of the Independence Hall Association which

founded Independence Hall National Park in Philadelphia.

Cassano is currently a Partner in CoActive Health Solutions which is pioneering

new methodologies in clinical testing and health informatics worldwide. He has

been a General Partner of Jaguar Capital Partners, a private equity firm he

co-founded, focused on investments in electronic media, financial payments and

related technologies. Cassano was also Chairman and CEO of New Forum

Publishers, Inc., an Internet educational content producer he founded which devel-

oped standards-based curriculum software for middle and high schools. Prior to

New Forum, Cassano co-founded and was Chairman and CEO of an electronic

entertainment transaction company providing ticketing services to the perform-

ing arts and entertainment industry. The company went public in 1999 as

Tickets.com. Cassano has also served as Senior VP and CFO of The Hill Group,

James Cassano,

WG'73

Partner

CoActive

Health Solutions, LLC



a hundred million dollar, multi-business consulting, engineering and environmental services firm and as VP, Acquisitions for Safeguard Scientifics, Inc.

Cassano holds a BS in Aeronautics and Astronautics from Purdue University

and an MBA from the Wharton School of the University of Pennsylvania. He was

awarded a Wharton White House Fellowship.

David A. Cohen is the

President of Karlin Asset

Management, a Los Angeles

based investment firm with an

equity capital base of over

\$1 billion. Cohen has over 20 years of experience in princi-

pal investing, real estate, private equity, corporate finance and capital markets. He

was formerly a principal at Quellos Group (bought by Blackrock), a global alternative

investment firm with assets of more than \$16 billion. For 9 years, Cohen held a variety

of senior executive positions with Pacific Holdings, which is comprised of

over 25 operating companies, had revenues of over \$7 billion and was recognized as

one of the largest 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 Freres. During his career Cohen has

been involved in numerous large real estate and mortgage portfolio transactions

included two initial public offerings (NYSE) and two privatization transactions

(of NYSE companies).

David A. Cohen

President

Karlin Asset

Management



Cohen holds a Master's Degree in Finance from Cambridge University (England) 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.

Max Gowen is the founding President and CEO of Trevena, a clinical stage drug discovery and development company. Prior to this Gowen had a variety of leadership roles at

GlaxoSmithKline (GSK) over a period of fifteen years. She established and led the Center of Excellence for External Drug Discovery (CEEDD), an innovative new approach to externalizing drug discovery in big pharma. Gowen was also previously Managing Partner at SR One, the venture capital subsidiary of GSK, where she led their investments in companies such as Conformia Therapeutics, Zelos Therapeutics Inc., Predix Pharmaceuticals, Inc., Morphotek Inc., AlgoRx and Santarus, Inc. Gowen served on the Board of Directors of these and other companies. Until 2002 she was Vice President, Drug Discovery, Musculoskeletal Diseases at GSK, responsible for drug discovery and early development for osteoporosis, arthritis and metastatic bone disease. Gowen held a tenured academic position in the School of Pharmacology, University of Bath, UK from 1989-1992.

Maxine Gowen,

WG'02

President & CEO
Trevena, Inc.



Gowen graduated with a BSc in biochemistry from the University of Bristol, UK, received a PhD in cell biology from the University of Sheffield, UK, and received an MBA from the Wharton School of the University of Pennsylvania. Gowen is currently serving on the Board of Directors of Human Genome Sciences (HGS) and the Board of Directors of the biotechnology industry association, Bio. She is an advisor to the R&D organization of GSK.

Josh Kopelman has been an active entrepreneur and investor in the Internet industry since its commer-

cialization. In 1992, while a

student, he co-founded Infonautics — an Internet information company — that went public on NASDAQ in 1996. In July 1999, Kopelman founded Half.com, and led it to become one of the world's largest sellers of used books, movies and music. Half.com was acquired by eBay in July 2000; Josh remained with eBay for three years. In late 2003, Josh helped to found TurnTide, a company that created the world's first anti-spam router. TurnTide was acquired by Symantec just six months later.

In addition to being an active angel investor, Kopelman has served as an Entrepreneur-in-Residence at Comcast Interactive Capital, and is an inventor on eight US Patents. In 2000, he was awarded Ernst and Young's "Entrepreneur of the Year" award for the Greater Philadelphia region. Kopelman has also been recognized

Josh Kopelman,

W'93

Managing Partner
First Round Capital



as one of the "10 Most Influential People in Philadelphia Technology" by the Philadelphia Inquirer, one of the "76 Smartest Philadelphians" by Philadelphia Magazine and as one of forty individuals under forty who have made the biggest impact on the region by the Philadelphia Business Journal.

In 2001 Kopelman and his wife created the Kopelman Foundation to provide "start-up" grants to social entrepreneurs. He serves on the boards of Main Line Health, Wharton Entrepreneurial Programs and the Weiss Tech House at the University of Pennsylvania.

Kopelman earned a BS, cum laude, in Entrepreneurial Management and Marketing from the Wharton School of the University of Pennsylvania.

Daniel R. Pascheles is Vice President, Global Competitive Intelligence, and is based in Whitehouse Station, N.J. at the Global

responsibilities include providing intelligence regarding business, research and development activities of competitors, as well as participating in and contributing to the strategy development process, the target identification for licensing and M&A activities.

Daniel R. Pascheles

Vice President,
Global Competitive
Intelligence
Merek & Co., Inc.



Pascheles joined Merck & Co., Inc. in early 2005 from Aventis Inc. where he was Vice President and head of Corporate Competitive Intelligence. He has worked for Aventis and its predecessor company (Hoechst Marion Roussel, Marion Merrell Dow) for 14 years in various positions such as Marketing Director, General Manager Switzerland, European Head for Sales and Marketing Administration and Strategic Planning.

Pascheles studied Pharmacy at the Swiss Federal Institute of Technology (ETH) in Zurich, Switzerland. He received his PhD in Pharmaceutical Technology from the same university. He has done additional study at the University of Kansas in Lawrence, Kansas.

Pascheles is Past-President and current Board member of the Pharmaceutical Business Intelligence & Research Group (PBI&RG). He is also member of the Society of Competitive Intelligence Professionals (SCIP) and the Licensing Executive Society (LES).

Wharton Business Plan C O M P E T I T I O N

Semi-Finalists



Annulon

Biorinova, Inc.

Broad Street Analytics

CampusYap

Conjugo

ecoClutch

Kaa

Moveo Technologies

NightBurst

Personalized Prenatal

PowerFlower Solar

Rentz

SOMB

Spinhance

subletPenn

Tasasbancarias.com

Textaurant

Semi-finalists

Annulon

Team Leader **David Brower, WG'11**

dbrower@wharton.upenn.edu

Industry **Life Sciences/Biotech**

Annulon is developing a first of its kind minimally invasive, suture-less, off-pump (does not require cardiopulmonary bypass) mitral valve replacement technology. It will allow a diseased mitral valve to be replaced, initially with a small incision via a small anterior thoracotomy and ultimately via a percutaneous method.

Biorinova, Inc.

Team Leader **Zheng Li, W'13** **lizheng_101225@hotmail.com**

Team Members **Ervin Wei Xiang Lim, Vaanithasan Sivakumaran,
Andrew Phak Hau Soh, Chih Wen Teh**

Industries **Life Sciences/Biotech, Manufacturing**

Biorinova, Inc. is a biotechnology company specializing in producing zero-calorie natural sweeteners for the F&B industry. The company's product is Brazzein, a naturally occurring protein 2000 times sweeter than sucrose. Brazzein will satisfy the currently unmet demand for a stand-alone natural sweetener in the diet beverage market, Biorinova's target market.

Broad Street Analytics

Team Leader **Alexander Leeds, GRW'13** alex.leeds@gmail.com

Team Members **J. Michael Allen, James Harlacher,**

Braxton McKee, Rehmann Rayani

Industries **Information Technology, Other**

Broad Street Analytics will create business intelligence software for use on a computing cloud. In specific, the company will use a software-as-a-service approach to supply firms with tools to rapidly explore, transform, and analyze datasets from 100GB to under 10 terabytes.

CampusYap

Team Leader **Ashish Sharma, W'10**

ashishs@wharton.upenn.edu

Team Members **Sudhanshu Aggarwal, Salman Kothari**

Industries **Comm/Media/Entertainment, Education, Internet**

CampusYap aims to improve communication within groups/organizations/clubs/friend circles across college campuses. This is done by providing users with the ability to manage all their extra-curricular activities on one portal and by allowing them to choose the way they receive communications.

Conjugo

Team Leader **Paul Curry, WG'10** curryp@wharton.upenn.edu

Team Member **Cory Thomas**

Industries **Information Technology, Internet, Retail**

Conjugo is a collaborative e-commerce venture that incorporates both social shopping and demand aggregation.

ecoClutch

Team Leader **Nina Cherny, WG'11** ncherny@gmail.com

Team Member **Jen Cheng**

Industries **Consumer Products, Manufacturing, Retail**

ecoClutch seeks to become a leading retailer of fun, functional and eco-friendly reusable products, capitalizing on the accelerating shift in consumer attitude towards using environmentally friendly products. As both company founders strongly believe in protecting the health of the environment, a significant portion of the company's proceeds will be donated to environmental protection agencies.

Kaa

Team Leader **Andrey Aleev, WG'11** aleev@wharton.upenn.edu

Team Member **Konstantin Breydo**

Industries **Comm/Media/Entertainment, Education, Internet**

Kaa delivers Timescape, an online educational platform and media store that makes finding books, articles and data on any historic topic intuitive. Its visual search engine displays events, personalities and ideas on the historical timeline, allowing users to easily focus on narrow research topics and buy study materials recommended by historians.

Moveo Technologies

Team Leader **Subramanian Jayaram, WG'10**

jayarams@wharton.upenn.edu

Team Members **David Famolari, Divi Gupta, Bryan Lord,
Gopal Rajagopalan**

Industries **Information Technology, Telecommunications**

Moveo Technologies is commercializing a patented integrated circuit (IC) design that dramatically reduces the cost, power requirements and physical size of the mobile handset by providing a single 'flexible' transceiver that can be programmed dynamically by software running on the handset. The company's patented IC is thus a single, low-power replacement to the current set of power-hungry chipsets. Consumers benefit from increased performance and longer battery life while handset manufacturers benefit from providing a simpler, sleeker, lower cost device.

NightBurst

Team Leader **Geoffroy Bablon, W'12** gbablon@gmail.com

Industries **Education, Information Technology**

NightBurst has developed a revolutionary service to replace the traditional computer lab infrastructure in educational institutions. The service captures the performance and simplicity of the thin-client approach to infrastructure without requiring new equipment, allowing schools to extend the useful life of commodity computers threefold, cutting costs and minimizing IT requirements.

Personalized Prenatal

Team Leader **Kevin Yu, GNU'11** kevin.m.yu@gmail.com

Team Members **Peter Chen, Adam Gui, Ken Lee**

Industries **Consumer Products, Internet, Life Sciences/Biotech,**

Other

Personalized Prenatal will create and market a comprehensive premium supplement line of prenatal vitamins that are specifically tailored to ideally meet the needs of women and their babies based on lifestyle, diet, demographics and stage of pregnancy.

PowerFlower Solar

Team Leader **Jason Halpern W'10/EAS'10/MSE'10**

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Team Member **Patrick Murphy**

Industries **Consumer Products, Other**

PowerFlower Solar will design and manufacture solar devices for deployment on agricultural land. The company's first product, the PowerFlower, will overcome the shortcomings of traditional solar panels and allow farmers to grow electricity in the same way that they grow fruits and vegetables.

Rentz

Team Leader **Daniel Lennon, WG'10**

dlennon@wharton.upenn.edu

Industries **Education, Internet, Services**

Rentz.com is an online property management service that will dramatically improve the rental experience for both landlords and tenants. Rentz provides all the services of a traditional brick and mortar property management firm, but more conveniently and at a lower cost. The site will offer online rent collection and other advanced services as well as provide tenants with the ability to rate their landlords.

SOMB

Team Leader **James Williams, WG'10**

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Industry **Retail**

SOMB will be a hip apparel brand appealing to fashionable trendsetters. SOMB stands for Shirt Off My Back and for every piece of clothing the company sells, it will provide one school uniform to a child in a developing country to enable them to attend school and get an education.

Spinance

Team Leader **Kiarash Emami, GrE'10**

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Team Members **Uttam Jain, Aman Kumar, Bhuvan Srinivasan**

Industry **Life Sciences/Biotech**

Spinance develops hyperpolarized MRI contrast agents and delivery devices for physiologic and metabolic imaging applications.

subletPenn

Team Leader **Jonathan Kuo, W'10** rjkuo@wharton.upenn.edu

Team Member **Lloyd Ho**

Industries **Comm/Media/Entertainment,**

Information Technology, Internet, Non-Profit, Services

subletPenn is a site dedicated to providing a functionally powerful marketplace where students can easily find subleases or lease out their apartments.

Tasasbancarias.com

Team Leader **Ignacio Munoz, WG'10**

mfe@wharton.upenn.edu

Industries **Internet, Services**

Tasasbancarias.com will be an online aggregator of financial information in the Mexican consumer banking sector. By consolidating the available market offerings, the firm will increase the transparency in the market and foster healthy competition, which will result in a friendlier operating environment for end customers.

Textaurant

Team Leader **Brendan McCorkle, EMTM'11**

mcb@seas.upenn.edu

Industries **Information Technology, Internet**

Textaurant is a waiting list management application for busy restaurants that make their patrons wait for a table on a regular basis. By using Textaurant, restaurants free their patrons to leave the building and wait for their table anywhere — and this freedom increases patrons' likelihood of returning to the location, regardless of the waiting time required.

Wharton Business Plan C O M P E T I T I O N

Past Participants

...where are they now?

Since its inception twelve years ago, the Wharton Business Plan Competition has been the launch pad for many successful businesses. This section chronicles some of their entrepreneurial stories.

Warby Parker

Ferro Solutions

InnovaMaterials

InfraScan

Petplan

Vergesolutions

MicroMRI

Integral Molecular

Home-Base USA

Embrace Pet Insurance

IntelliToys

UR7s.com

PayMyBills.com

DocASAP

Tamara Kaner

buySAFE, Inc.



2009 semi-finalist

ONE | VISION *is now* **Warby Parker**
(www.warbyparker.com).

selling fashionable and affordable eyewear online.

WARBY PARKER
eyewear

2003 Third Prize Winner

Ferro Solutions

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

2008 Second Prize Winner

InnovaMaterials (www.innovamaterials.com)

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



2004 Grand Prize Winner

InfraScan (www.infrascanner.com)

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





Team Members of 2003 Grand Prize Winner

PAWS Pet Insurance *are now leading* **Petplan**

(www.GoPetplan.com).

the #1 rated pet insurance in America by

PetInsuranceReview.com.

2002 semi-finalist

Vergesolutions (www.vergesolutions.com) *simplifies the processes*

of regulatory compliance, committee meeting management, and physician credentialing.

MicroMRI
in-vivo microscopy

2002 Grand Prize Winner

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

2001 Grand Prize Winner

ProtoCell *is now*

Integral Molecular

(www.integralmolecular.com).

a Philadelphia-based biotechnology company providing innovative solutions for scientific research and drug discovery applications involving cellular and viral integral membrane proteins.





2006 Third Prize Winner

Home-Base USA (www.homebase-usa.com)

is the nation's leading B2B appointment setting and lead generation company.

2003 Grand Prize Winner Team Members

of PAWS Pet Insurance are leading **Embrace Pet Insurance**
(www.embracepetinsurance.com)

which combines the next-generation of veterinary-friendly pet health insurance with a deep commitment to profitable, long-term customer acquisition and retention.



2005 and 2006 semi-finalist



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

2007-2008 participant

UR7s.com (www.ur7s.com)

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



1999 finalist

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.*

2009 finalist



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

2007 finalist

Tamara Kanés (www.tamarakanes.com) *is a UK-based company specialising in affordable women's businesswear and bespoke tailoring.*



2002 finalist



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



MentorTech Ventures

Investing in Early-Stage Technology companies out of PENN

MentorTech Ventures Congratulates All of the Finalists and Welcomes Them into the Growing Community of Penn Startups

MentorTech's Penn Alumni Portfolio Companies Include:

 All Senior Homes

Chris Rodde, CEO, WG'99

 Bioconnect

Adam Dakin, CEO and Founder, W'85

 ClickEquallions

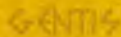
Lucinda Holt, CEO, C'85 and WG'91

 Diapers.com

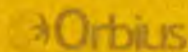
Marc Lore, Founder and CEO, WG'07 and Vinit Bhara, Founder, C'93

 First Flavor

Jay Minkoff, CEO, WG'83 and Adnan Aziz, Founder, SEAS'04

 GENTIS

Dr. Charles Cohen, Founder, SEAS'87 and '92, W'93

 Orbius

CH Low, Founder and CEO, M&T'83

 PayOut

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

 TicketLeap

Chris Stanchak, CEO, WEV'03 and Michael Vaughan, VP Sales, W'97

 yodle

Nathaniel Stevens, Founder, W'05

Visit our website to learn more about MentorTech's investments in Penn

<http://www.mentortechventures.com>

Wharton Business Plan C O M P E T I T I O N

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.

Judges: Phases I, II & III

Mentors

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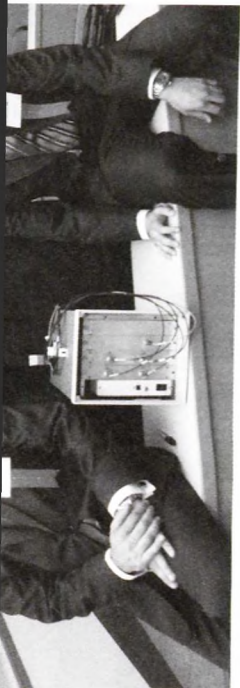
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Rakesh Antala, EMTM'10

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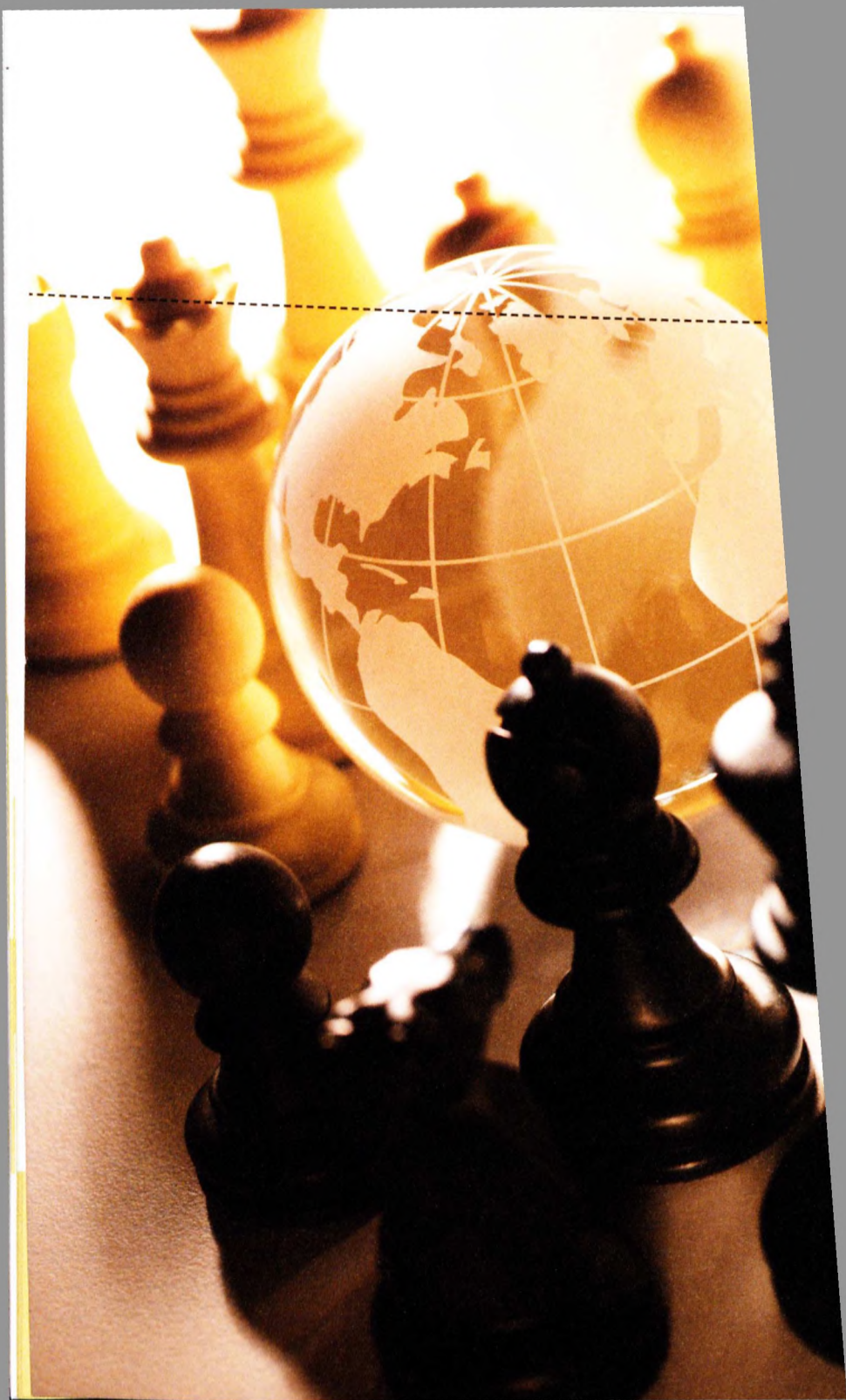
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