

CHRISTIE'S
20 Rockefeller Plaza
New York City
June 13, 2011

2011 Wharton Alumni Business Showcase™

The Wharton Club of New York

Catalogue of Companies

Volume 4 • July 2011



The 2011 Wharton Alumni Business Showcase

Welcome to the 2011 Wharton Alumni Business Showcase (ABS).

The Wharton Club of New York created ABS to introduce early-stage businesses founded by Wharton alumni to accredited angel investors.

Three years ago, the Club started an annual alumni business plan competition. Unlike the club's annual Joseph Wharton Dinner which honors the historic contribution of Wharton alumni, the business plan competition was established to provide Wharton entrepreneurs a platform to make future contributions. The original competition was modeled after the contest the school's entrepreneurial management department holds for students but over the past three years it has evolved – serving now to not only recognize outstanding young companies, but also perhaps more importantly, to help them find early-stage capital.

We are pleased to present our Catalogue of Companies. The catalogue contains a one paragraph "pitch" written by each of the 63 remarkable companies that have been accepted into the 2011 Wharton Alumni Business Showcase.

Twelve companies were selected as finalists by our panel of judges. Each of these finalists made a live presentation to angel investors at our Showcase event on June 13, 2011.



The event was hosted by Christie's, 20 Rockefeller Plaza in NYC. Christie's entrance foyer is shown above. Christie's Chairman and CEO, Marc Porter, is a Wharton alum (W82).



About 200 people attended the event including more than 64 investor-members of the Wharton Angel Network.



Opening remarks were made by Steven Shindler (W76), Chairman of the Wharton Angel Network. "Angel investing is all about judging potential. Business potential and people potential. Oh, the great debate. Do I invest in great people or great ideas? We designed the Wharton Alumni Business Showcase to help accomplish both. Unlike so many investment forums where angels and entrepreneurs must arm wrestle before gaining each other's trust, the Showcase is first and foremost an environment of trust. The entrepreneurs you will be hearing are enormously qualified. They are YOU. Only they are probably younger versions of you. They are our classmates and they are asking for our support."

Steve went on to say, "Are the ideas tonight great ideas? Do they resonate? Can these ideas be commercialized? 72 of our classmate-first round judges thought they probably could be. The companies presenting this evening are those that have been selected as finalists. They are those whose ideas deserve to heard. They are our classmate-entrepreneurs who have earned the right to ask for our help. More than any other type of investing, angel investing can create enormous wealth. I submit, however, that our program provides not only that opportunity, but perhaps equally as important, it provides an opportunity to help make a classmates dream become a reality."



Kenneth Beck (WG87), Wharton Club of New York President followed. "We have a lifelong commitment not only to our school but to each other. If not, all we did was pay tuition for a couple of years and got a phenomenal education."



Opening remarks were also made by Sam Lundquist, Associate Dean for External Affairs at the Wharton School.

Wharton ALUMNI
University of Pennsylvania

To learn more about any of these companies, accredited investors should email us at: Investors.BPC@WhartonNY.Com

The 2011 Wharton Alumni Business Showcase



Just prior to the start of the event, final round judges held a short meeting to review judging criteria which included:

• The company's purpose/vision is clear, understandable, original and compelling.
• The target customer has been clearly identified, carefully chosen and the company has the ability to reach and retain them.
• The opportunity has been realistically defined and is substantial.
• The product or service provides a meaningful and enduring benefit to the target customer.
• The product or service has significant competitive advantages.
• The business model has been evaluated comprehensively, articulated clearly and thoughtfully developed.
• The business model is operationally feasible and financially attractive.
• The company is cognizant of its landscape. The competitive, regulatory, tax, social, political and industry environments are all favorable.
• The Company has identified measurable and achievable milestones.
• The capital requested is sufficient to achieve the milestones.
• The financial projections are comprehensive and realistic.
• Since inception, the company has spent money frugally and wisely.
• The company has identified major and relevant business risks.
• The ratio of business risk to reward is attractive.
• The company will achieve their objectives as planned.
• The team has sufficient expertise to manage the business in the current stage of their business cycle and/or they have addressed the need for additional key people and the strategies to attract these individuals.
• The team is both nimble and thoughtful (i.e. the team will be quick to respond when changes may be necessary to their plans but they will not make changes without careful consideration).
• The team is both disciplined and focused.
• The team is balanced – has both zeal and objectivity.
• The team will be excellent stewards of other people's money.



There was also a short meeting with the teams to answer any last minute questions.



Dean Sam Lunquist is greeted by Randy Joy Epstein, one of the volunteer members of the Alumni Business Showcase committee.



James Chin (WG83) and Emilio Echave two of the founders of VitalTrax was the first company to present. Emilio (above) explains their plans to introduce an advanced, location based personal safety monitoring solution for the elderly. Unlike today's personal emergency response systems that confine the elderly to 150-300 feet of homes, VitalTrax mobilizes today's PERS market by providing 24/7 anywhere, anytime monitoring outside of homes.



Osus followed. Osus CEO, Steven Dong, (W12) explains how Osus invented a method to create high-density fabric by integrating metals into the core of synthetic fiber. Osus , which was founded by four currently enrolled Penn engineering students plans to license their technology to apparel makers.

Wharton ALUMNI
University of Pennsylvania

To learn more about any of these companies, accredited investors should email us at: Investors.BPC@WhartonNY.Com

The 2011 Wharton Alumni Business Showcase



Catapulter was next. They have developed a GPS based point to point ground transportation search technology. Adam Waaramaa (WG11) explains (above) how ground transportation is a segment that is overlooked by online travel agents.



Mary Beth Minton (WG82) and her son Matthew McCarty introduce The Adventures of Zylie the Bear as the audience listens.



Mary Beth explains that Zylie (above) is an 18" doll-shaped fashion bear that blends the qualities of high-end dolls and plush toys.



Axel Lapica (WG05) is one of the founders of Symbeo. He presented a new vision for providing primary health-care to America's under insured. Symbeo has already signed 500 members for the their first health care center which is up and running in suburban New Jersey.



Each presentation was followed by a short question and answer period. Pictured above are two of the final round judges, Michael Aronson (founder of MentorTech, a Philadelphia based VC) and Carol Curley (Managing Director of Golden Seeds, a network of angel investors)



Final round judge, Michael Kopelman, asked a number of questions during the evening.. Michael is a partner at Edison Ventures, a New Jersey based VC. He heads Edison's e-commerce and consumer investment sector.



Sudhir Rani (WG11), is the CFO of TerViva BioEnergy. TerViva is an advanced biofuel company that utilizes marginal pasture land to grow *Pongamia* trees. The seeds from these trees can be processed into bio-diesel for about $1.00 per gallon (about $42/ barrel). The TerViva business model is unlike traditional bio-fuel businesses which are capital intensive.

Wharton ALUMNI
University of Pennsylvania

To learn more about any of these companies, accredited investors should email us at: Investors.BPC@WhartonNY.Com

The 2011 Wharton Alumni Business Showcase



Following a dinner break LOZO founder, Jeff Kaplan (W96), explained how they plan to enter the $4 billion grocery coupon industry. "Digital coupon delivery is growing but under penetrated - consumer have to spend hours searching across hundreds of sites now." LOZO plans to provide a single interface and



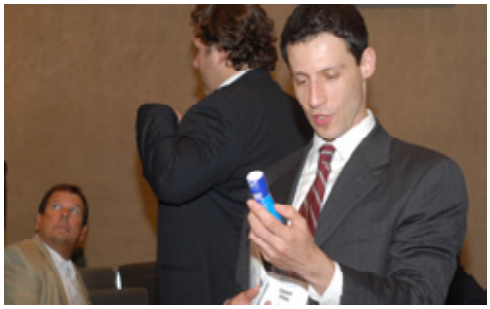
CST has developed a proprietary method of identifying malignant tissue enabling surgeons to visualize early cancer cells. Kenneth Wang, (WG84) one of CST's founders, explained that their technology is now in clinical trials at Memorial Sloan -Kettering Cancer Center.



Johan Rostad, one of the founders of Cariluxe, presented their plan to build a manufacturing facility in the Caribbean for the production of eco-friendly , sustainable building materials. For the past several years, Cariluxe has imported and distributed PVC and WPC materials in the Caribbean.



Brent Sonnek-Schmelz (WG03, L06), RelaxZen's founder introduced their line of 3 ounce zero-sugar, zero-calorie drinks. RelaxZen addresses two unsolved problems: stress and lack of sleep. The company already enjoys distribution in Rite Aid, 7-Eleven, Shop Rite and Kings to name just a few.



Shown above is Jason Pike, co-chair of the Wharton Investor Resource Exchange. Jason is about to enjoy a RelaxZen drink.



Xigo founder, Sean Race (WG94), explained how thousands of material scientists are working to incorporate nanotechnology into products. Xigo has developed tools that measure the surface area of nano-particles, an important need in pharmaceutical and electronics manufacturing.



Eric Ewald, ABS co-chair listens intently to Xigo's presentation.

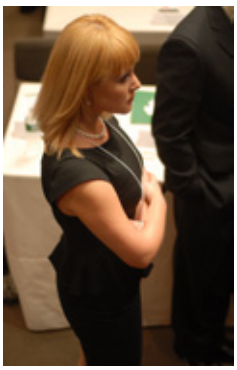
Wharton ALUMNI
University of Pennsylvania

To learn more about any of these companies, accredited investors should email us at: Investors.BPC@WhartonNY.Com

The 2011 Wharton Alumni Business Showcase



Intellitoys, was the last company to make a presentation. Michael Last (WG05) explained how they developed and end-to-end solution that toy companies can license. Their solution, which brings digital media and internet-updateable content to toys, can help toy manufacturers create “smart-toys”.





ABS co-chairs, Natasha Tancjura (L) and Joon Shin (R) anxiously await as Jeff Mulholland (below) tallies the scores. Jeff is the co-chair of the Wharton Investor Resource Exchange.





Congratulations: Each of the following six companies was named a “Winner of the 2011 Wharton Alumni Business Showcase”

VitalTrax, Web Non-Consumer Panel
Clinical Silica Technologies, Life Science Panel
TerViva, Environmental Panel
RelaxZen, Consumer Products and Services Panel
Lozo, Web Consumer Panel
Xigo, Life Science Panel

The Wharton Angel Network, the Wharton Club of New York and the entire Wharton Alumni community would like to congratulation each of the winners.

Steven Shindler, *Chairman, Wharton Angel Network*
Kenneth Beck, *President, Wharton Club of New York*
Jeff Mulholland, *Chairman, Wharton Investor Resource Exchange*
Sam Lundquist, *Associate Dean for External Affairs, The Wharton School*

Committee Members

Wharton Investor Resource Exchange
Jeff Mulholland
Jason Pike

A. Wharton Investor Network
Cameron Smalls

B. Wharton Angel Network | Wharton Alumni Business Showcase
Mark Abramovich
Baris Barutcu
Naor Berkner
Danna Daughtry
Adi Divgi
Daryl Drabinsky
Randy Joy Epstein
Eric Ewald
Helina Jung
Faith Ann Kiely
Eugene Lebedev
Jung Lee
Gabriela Sanchez
Ray Schmitz
Joon Shin
Steven Shindler
Natasha Tancjura
Saul Tessler
Roger Wu

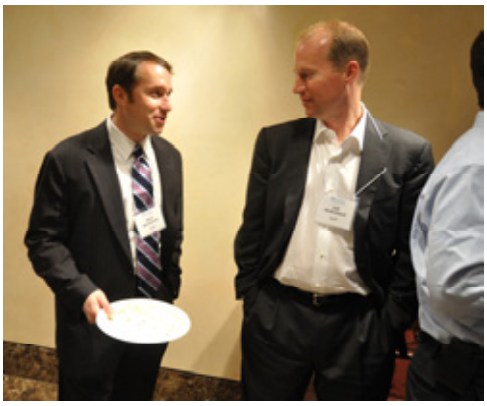
Showcase event photography by:
Michael Shindler

Wharton ALUMNI
University of Pennsylvania

To learn more about any of these companies, accredited investors should email us at: Investors.BPC@WhartonNY.Com

A Message from the Wharton Club of New York







On behalf of the Wharton Club of New York I would like to welcome you to our 2011 Wharton Alumni Business Showcase (ABS). The Wharton Alumni Community is one of the most exclusive and powerful networks in the world. As President of the New York Club, it is my responsibility to create and manage an infrastructure that can open doors, and provide business contacts, access, and opportunities for all alumni. We are fundamentally changing the way alumni interact with each other and with the school. Our underlying philosophy can be summed up in three words —

TAKE THE CALL

Wharton Alumni should buy from Wharton Alumni

Wharton Alumni should hire Wharton Alumni

Wharton Alumni should help Wharton Alumni, and

When a fellow alumnus calls, you

TAKE THE CALL.

The Alumni Business Showcase is perhaps one of the best examples of alumni TAKING THE CALL. ABS was fundamentally designed to allow Wharton alumni entrepreneurs to connect with Wharton alumni investors. The program which started as a business plan competition three years ago, has grown beyond our wildest dreams. In this year's program 72 judges evaluated submissions made by 63 teams – all Wharton alumni. Moreover when the program fully rolls out we are confident that thousands of accredited investors will be exposed to these 63 new businesses. Again, all Wharton alumni.

I am proud to say that the Alumni Business Showcase committee, over 85 volunteers including judges, is our club's largest committee. They would argue that they are also the hardest working and I am not going to disagree with them. I would like to thank each and every one of them. They have truly taken our vision and have turned it into a reality.

Even though the Wharton Club of New York serves over 30,000 alumni in the New York metropolitan area, it is our belief that the Wharton alumni community can and should be globally connected. For this reason we did not limit participation in the 2011 Alumni Business Showcase to New Yorkers, but made it available to alumni from around the globe. To name just a few – submissions have been received from: a molecular diagnostics company from Beijing; a mobile app company from London; a koi pond company from Miami; a vote-research web interface company from the Washington D.C. area; and an online portal company from of all places, Brooklyn, New York.

The ABS program can help Wharton investors from around the world find opportunities and facilitate making the dreams of so many Wharton entrepreneurs become reality. With the launch of this program I think it is now appropriate to formally add —

Wharton Alumni should invest in Wharton Alumni to the TAKE THE CALL message.

Enjoy and remember to,

TAKE THE CALL!

Best regards,

Kenneth Beck WG'87
President | Wharton Club of New York

Wharton ALUMNI
University of Pennsylvania

To learn more about any of these companies, accredited investors should email us at: Investors.BPC@WhartonNY.Com

Table of Contents

The ABS committee and the entire Wharton Alumni community would like to congratulate each and every company that participated in the program. It is the goal of ABS to help find every participant the investment capital they need to make their businesses successful. ABS is not about winning a prize – it is about funding.

In an effort to accord special recognition to those companies whose executive summary particularly appealed to first round judges, "finalists" were invited to make a live presentation at our Showcase event which was held on June 13. Finalists and Winners were selected based on calculating the total average score that they received from first and final round judges.

The following pages feature those companies who have been declared "winners" and "finalists". They are listed in random order.

WINNERS
PAGE 08

FINALISTS
PAGE 14

HONORABLE MENTION
PAGE 20

CONSUMER PRODUCTS AND SERVICES
PAGE 22

LIFESCIENCES
PAGE 26

ENVIRONMENTAL
PAGE 28

INTERNET/MOBILE/SOFTWARE (CONSUMER)
PAGE 30

INTERNET/MOBILE/SOFTWARE (NON-CONSUMER)
PAGE 38

JUDGES
PAGE 42

APPLICATION CRITERIA / TERMS & CONDITIONS
PAGE 54

SPONSORS
PAGE 56





Wharton ALUMNI
University of Pennsylvania

To learn more about any of these companies, accredited investors should email us at: Investors.BPC@WhartonNY.Com

08

Winner • Internet, Mobile, Software (Non-Consumer)

VitalTrax

Telecommunications: We are a B2B provider of advanced, location-based personal safety monitoring solutions for the elderly, solving "profound gaps" with today's personal emergency response systems (PERS) which confine elderly to 150-300 feet of their homes. Our location-based, mobile PERS monitoring system enables elderly freedom and independence outside of homes and "24/7 anytime/anywhere" monitoring provides caregiver peace of mind, at substantially lower prices than today's services.

We believe the growing elderly population, rising elderly and health care costs, trend for the elderly to stay home longer, and caregivers' need for improved time-saving solutions, creates a significant opportunity to improve elderly personal safety. Our mobile PERS system will consist of a uniquely small portable device providing: 24/7 anytime/anywhere caregiver monitoring from any PC or smartphone; ability to locate "on demand" in less than 30 seconds; and emergency "incident" location-based alerts including geo-fence breaches, fall detection, and help button activation. Product development is 80% complete. We can launch in 8 months pending a final investment round.

Initially, we will target the existing $963 million PERS market which is growing 10 -15% per year. Today's PERS providers utilize older home-based cordless phone technology and services are costly, ranging $25-$50 per month. Their services do not to provide location monitoring capabilities limiting its appeal to mostly stay-at-home seniors and exclude today's active and independent elderly population. Therefore, we will initially market our application to existing PERS service providers, large for profit in-home care providers, small-medium wireless health companies, and regional security monitoring providers. All have existing customer bases to which they can in turn market, and the majority have trusted relationships with caregivers, which is vital in influencing their purchase decision.

We will generate device licensing and monthly recurring subscription revenue. Our technology and proprietary platform will help drive industry leading performance, and serve as the foundation for our "low cost producer" model, delivering 60%+ gross margins. Very few competitors offer "outside home" PERS and most have performance limitations and disadvantages; principally limited or no location monitoring capabilities; and higher estimated LBS platform operating costs. Barriers to entry include a very complex and difficult to navigate LBS eco-system, and global relationships and expertise to ensure efficient, advanced technology development and low cost LBS platform sustainability.

Our management team and advisors are former AT&T Wireless, McCaw and On-Star executives, with technology development, sales, marketing, and financial expertise, and experience growing businesses from inception and through varying economic conditions.



Team
Emilio Echave
James Chin WG'83
Jerry Bealert

Contact
VitalTrax
James Chin
jchin@vitaltrax.com
704-345-8808

Wharton ALUMNI
University of Pennsylvania

To learn more about any of these companies, accredited investors should email us at: Investors.BPC@WhartonNY.Com

Winner • Life Sciences

CST

Cancer Diagnostics and Treatment: Surgeons need to visualize intraoperatively the extent of early cancer spread to remove all identifiable malignant tissue that could lead to recurrence. Standard-of-care sentinel lymph node (SLN) mapping procedures identify tumor spread to regional nodes for disease staging; the presence of microscopic tumor within nodes dramatically reduces survival. The Company's dual modality nanoparticle (C•Probes) is FDA IND-approved for first-in-human clinical trials at Memorial Sloan-Kettering Cancer Center (MSKCC), prior to the Company's equity funding.

C•Probes represent the first inorganic platform of its class and properties to be approved as an investigational new drug for human use. The targeted platform sensitively detects cancerous tissue during surgery using combined optical-positron emission tomography (PET) detection methods. The injected probe can accurately distinguish diseased tissue from adjacent nerves/vessels intraoperatively. Use of C•Probes will enable earlier treatment initiation with potential to dramatically improve efficacy and patient outcomes for different cancers. The team includes developers of current/evolving standard-of-care SLN protocols, the Principal Investigator of the first-in-human clinical trial at MSKCC, and material scientists from Cornell University.

The market for SLN mapping, including the initial application for metastatic melanoma and other cancer indications, represents a $0.5 billion global opportunity. Incorporation of targeting moieties to provide surgical guidance for multiple cancer types increases market size to $3 billion.

C•Probes have been found to be safe and non-toxic in preclinical studies by toxicity testing at MSKCC. In proof-of-concept melanoma studies, C•Probes detected metastatic lesions in nodes missed by standard-of-care PET procedures in larger-animal models, and discriminated tumor burden in these lymph nodes.

This highly versatile platform can deliver targeted therapeutic agents to tumors to increase efficacy and reduce toxic side effects. C•Probes can incorporate a variety of drug candidates, including proprietary drugs already in clinical trials at MSKCC. We are seeking strategic partnerships with established companies (which also represent liquidity paths) that have drug candidates with unrealized utility.

The platform development and planned clinical trials will have expended approximately $2 million in non-dilutive funds from contract research, institutional awards and national/local awards, such as the Qualifying Therapeutic Discovery Project Program and the New York City Investment Fund (Bioaccelerate NYC Prize). The Company is seeking an additional $2 million to secure exclusive rights to patents held by MSKCC, Cornell and HST ($0.5 million), and will deploy remaining funds to hire personnel dedicated to building additional IP, helping attain MSKCC's clinical milestones and validating the platform for use in other applications.



<u>Team</u>
Steven Larson, MD, FACNP, FACR
Michelle Bradbury, MD, PhD
Ulrich B. Wiesner, PhD
Hooisweng Ow, PhD
Kenneth Wang, WG84

<u>Contact</u>
Clinical Silica Technologies, Inc.
Kenneth Wang
kenw@hybridsilica.com
212-772-9023

10
Winner • Environmental

Cleantech: We are an advanced biofuels company that uses proprietary, low cost feedstock to produce biodiesel on marginal, pasture land. Our proprietary trees are special varieties of Pongamia, a fast-growing, hardy tree. Our elite trees derive from a collection of approximately 600 specimens of *Pongamia*, all of which are Australian in origin. After extensive research and testing, approximately 25 types of trees were selected as "elite" performers. *Pongamia* trees produce pods, which in turn contain seeds. These seeds are crushed to extract vegetable oil that has excellent properties for the production of biodiesel. Unlike other feedstock, our trees grow on marginal land (no food vs. fuel issue), and require minimal amounts of water and fertilizer. By capturing more than 1,000 gallons of biodiesel input oil per acre, we can produce crude oil for less than $1.00 per gallon ($42/barrel). Just as important, our business model is structured to earn revenue today and have a low capital intensity (unlike other biofuels businesses). We have built an experienced team with scientific talent, business expertise and credibility. TerViva's Chairman, Joe Andrew, was the former national chair of DNC and has experience in first generation biofuels. Naveen Sikka, CEO, has a background in business and traditional energy. Claire Kinlaw, a PhD biochemist who spent 20 years at the USDA's forestry group, leads our R&D efforts.

Our business model is relatively straight forward: (1) we charge an upfront fee to landowners to plant the trees; (2) we process the harvested seeds and sell the oil to refineries; (3) we share the profits with the landowners (i.e., royalties). We will produce the input oils for biodiesel or green diesel, and then sell those oils to qualified refineries who can refine our crude oil using existing infrastructure. Revenue generated from upfront fees in 2012 will allow us to fund the business prior to the establishment of processing facilities. These processing facilities will be established in late 2013 in anticipation of our first large seed harvest in 2014.

Our customers are landowners who own large amounts of low-grade agriculture land which is deployed for very low-margin activities such as cattle grazing. Landowners who work with us will receive: increased revenue (10X increase at maturity vs. current rents), land appreciation (our trees have a 50+ year productive life) and minimal financial risk (current federal programs rebate 75% of costs to plant *Pongamia*).



<u>Team</u>
Joe Andrew
Naveen Sikka
Maggie Kavalaris
Sudhir Rani, WG11
Dr. Claire Kinlaw
Dr. David Harry
Tom Schenk
Eduardo Martinez
Heather Richman
Matt Miller

<u>Contact</u>
TerViva BioEnergy
Sudhir Rani
sudhir.rani@terviva.com
917-882-0489

Winner • Consumer Products and Services

RELAXZEN™

Food: Our products address two of the largest unsolved problems of the population, stress and lack of sleep. According to the American Institute of Stress between 75% and 90% of all primary care visits are due to stress and stress related problems. Over 70 million people in the United States have difficulty sleeping. The products are separated into three families: Everyday Use, Travel, and Sport. All products are packaged in distinctive 3 oz tapered bottles that are designed to be noticed at the point of sale. All products have zero sugar and zero calories. The price point of the products at retail is between $2.79 and $3.99, which is in line with other shots.

Competitive Analysis: It is estimated that the category generated $50-70 million in revenue last year and will grow at rapidly due to growing acceptance of relaxation as a function. In the three years since the launch of the category, dozens of companies have introduced new products, however none have gained a leadership position. We are positioned to be a clear leader through effective branding and category leading distribution.

Business Model: The Company spent most of 2010 establishing a distribution footprint. The distribution is now in place to have numerous daily points of contact with consumers throughout the Northeast and Southern California (over 60 million people). Retailers that sell our products include: Rite Aid, Duane Reade, Hess, ShopRite, 7-Eleven, Stellar Partners, Kings Supermarkets, and many others. Total storefronts exceed 6,000.

Company Status: With strong distribution, we will commit the next 18 months to developing brand awareness. Once consumers try our products, they tend to buy them again. The best ways to drive trial is to hold regular samplings and events, distribute coupons and conduct aggressive in store promotions. In addition, we will be rolling out an aggressive online sales campaign and a college based affiliate sales model that will develop recurring revenue.

Target Customers: We will initially target three key demographics: 18-25 year olds, women aged 25-45 (moms), and travelers. In 2010, these customers showed the most enthusiasm for the product due to its benefits and brand message.

Team: Led by Brent Sonnek-Schmelz, the CEO, the team is constructed from seasoned and passionate professionals with diverse and complimentary abilities. Members of the Company have been intimately involved in the launch of numerous beverage brands including Snapple, Fuze, Switch, and Fiji Water.



Team:
Brent Sonnek-Schmelz,WG '03, L '06
Bill Audia
Rose Smith
Scott Munz
Bill Butrymowicz

Contact
RelaxZen Inc.
Brent Sonnek-Schmelz
brent@relaxzenproducts.com
732-936-1500

12

Winner • Internet • Mobile • Software (Consumer)

LOZO

Coupons/Deals: Families spend $1,000/year too much on groceries because coupons are too hard to find. We make it easy to capture these savings by aggregating digital grocery coupons and matching them to shoppers' grocery lists. Our users save money every week while we do the work for them, and we earn a recurring revenue stream for every coupon that is printed or downloaded. Our service is first-to-market and solves a real problem for 50 million consumers.

330 billion grocery coupons were issued last year, and consumers redeemed $4 billion in savings. The digital segment (printing; saving via mobile) is growing fast but underpenetrated. Consumers have to spend hours searching across hundreds of sites to find available coupons. We offer two innovative services to target this opportunity:

1. Aggregation: find and print all coupons from a single interface, with web 2.0 search and filtering options. Our technology combines multiple grocery coupon feeds and maps the metadata to a common set of categories & brands.

2. Matching: receive targeted coupons automatically by email or mobile. Our algorithms interpret raw user input (grocery list items) and match to coupons from the feeds. We virtually "clip" these coupons and send them to our users. We're changing the couponing model from DIY to DIFM ("do it for me").

The industry infrastructure and revenue model is well-established. Manufacturers distribute coupons utilizing technology from one of several providers, paying for each coupon printed or saved. We act as an affiliate publisher to distribute these coupons to users in return for a revenue share. These recurring revenues offer a quick payback and high lifetime value multiple on our modest user acquisition cost.

As we scale we expect to add additional revenue streams: targeted coupon advertising, grocery daily deals, usage data licensing, and other services. We expect to eventually expand our DIFM model to additional shopping categories.

We capture market share via retailers (permission-based access to loyalty card data), user communities (co-branded product offerings) and ROI-focused online & social media.

Our service is the first of its kind and we plan to rapidly scale our user base. We compete against other publishers for market share of coupon prints and advertising share of voice. Our primary competitive threats are other value-add grocery services.

Our leadership team combines extensive experience in building and managing consumer-focused Internet businesses with grocery shopping expertise & a strong network of CPG, retailer and user community relationships.



<u>Team</u>
Jeff Kaplan, W'96
Andrew Scully
Dan Kaplan

<u>Contact</u>
Lozo
Jeff Kaplan
jeff@lozo.com
917-582-7000

Winner • Life Sciences

Scientific Instrumentation: Thousands of materials scientists are working to incorporate nanotechnology into their products, because nanotechnology transforms ordinary substances into new materials with amazing properties. But in order to do that, they need better tools to measure what they make, to optimize product performance and monitor quality in production. The particle-liquid interface controls the most critical aspects of product performance, yet surprisingly, tools to measure that interface are lacking. XiGo was established in 2005 to address that unmet need in nanotechnology. Our device measures the surface area of nanoparticles without any sample preparation and 500 times faster than the closest substitute. The company started selling in 2010, with over 20 units in the field at end users and distribution partners.

Nuclear magnetic resonance forms the basis of our patented (August 2008) technology to measure nanoparticles. Additional international patents are pending. Process monitoring and particle size product extensions are in development.

Substitute measuring devices must first separate the particle from the liquid, which requires several hours of sample preparation and invariably changes the particle structure. Our device requires no sample preparation and is unique in its ability to measure nanoparticles as manufactured, when still in their native, undiluted state.

Surface area measurements address an important unmet need in several industries, including pharmaceuticals, energy, catalysts, coatings, electronics, and ceramics. For example, the wetted surface area of the active material in a battery controls the rate at which the battery can be charged, a critical performance aspect to the incorporation of batteries in electronic and hybrid vehicles.

The Company's has partnered with established distributors in approximately 75 % of the global market who are responsible for sales and support within their respective regions. A significant multilingual web presence augments our partner's marketing efforts. As investment funds become available, the company will transition to direct operations in key markets.

XiGo Nanotools management has extensive experience in both nanotechnology and scientific instrumentation. Sean Race (BSChE UMASS, MBA Wharton) company President, brings 25 years experience, P&L and board level responsibility, most recently in a 3i VC funded MBO (exit 2003). Dr. David Fairhurst (PhD, Physchem) is the company's EVP. An internationally-recognized nanoscientist with over 200 publications, as SVP of SunSmart, led the team that developed Z-CoteÒ transparent zinc oxide, one of Forbes Magazine's " ten best nanotechnology products for 2003" (acquired by BASF in 1999).



Team:
Sean Race, WG '94
David Fairhurst
Keith Sanderson
Cara Meskill
Lisa Schultz

Contact
XiGo Nanotools
Sean Race
swrace@xigonanotools.com
610-849-5090

14
Finalist • Life Sciences

Healthcare: symbeo is described as "concierge medicine" for the masses, with a core marketing pitch of unlimited visits to a family doctor for just $40 per month. symbeo is "center based", located in the heart of our target market, with physicians working full-time, on salary. At steady state, each center will generate $2.5-3M in revenue with 25-30% EBITDA.

We focus on serving the 50M+ uninsured Americans – specifically the working– with a clear need for better primary care. Health reform is not eliminating this market: the White House/CBO estimate there will be over 19M uninsured by 2019 and reform explicitly allows direct primary care (i.e., the symbeo model) to be sold via the exchanges in 2014.

While the uninsured do sometimes receive care in emergency rooms, our main competition is "do nothing". Not knowing where to go or how much it will cost, and a memory of poor service act as significant barriers. Unfortunately, most simply go without care. Even worse, the "system" is not trying to serve this market – they're actually trying to reduce the number of uninsured they see.

We started symbeo in June 2010 to explicitly serve this market, solving the pain points along the way. First we actively market symbeo (via advertising /sales), ensuring our market knows exactly who we are. Further, we completely redefined the primary care experience: we improved quality with 30 minute consultations, improved service with on-time appointments, and made it much more affordable with a low monthly fee AND pre-negotiated discounts on blood work, pap smears, imaging, medications, and some specialist care. Most importantly, we're simple to understand – you know what we offer in a minute or less.

Since launch, we have grown weekly, and now have over 500 members, with both individuals and employees of small businesses. We seek $500k in capital - $250 to invest in marketing to significantly accelerate the monthly growth rate, $250 to quickly open a 2nd center. We believe this capital will allow us to grow quickly, both in terms of monthly sales and number of centers we can open. Long-term, we envision symbeo as the "Starbucks" of primary care, with locations nationwide providing a consistent and distinctive service.
symbeo has a complementary management team with strategy, start-up and medical services experience. Axel was with McKinsey & Co, Eddie was with GE Medical and a VC-backed health care start-up, and our physicians are Board-Certified, experienced practitioners AND operators.



Team
Axel Lapica, WG'05
Eduardo Cisneros, WG'07
Deborah Niles, MD
Jose Maldonado, MD
Fran Yu, MD

Contact
PrimeriCare Ventures (symbeo)
Axel Lapica
axel@primericareventures.com
973-337-8429

Finalist • Internet • Mobile • Software (Consumer)

CATAPULTER
ground transportation search

Internet Travel: Today, it's painful for students, tourists, and professionals to plan point to point ground transportation – whether by bus, train, taxi, car, metro or shuttle. We instantly find the best route from exact address to exact address, optimized by timing, availability, price, provider and even Wi-Fi.

Our initial market is the 1.8B non-commuter ground trips per year in the US…vs. only 600M flights. Today, our beta product is focused on the Northeast, where ground transportation is the most concentrated. In addition to geographic expansion, we will soon be able to address 10B commuter trips, as GPS is integrated into major metro systems across the country (already piloting in NYC, BOS, SF, etc.).

We're going to ramp up user acquisition with our "Get Me There with Catapulter" widget. Every location (e.g. university, airport), event, ticketing, and travel site will have the opportunity to use it for free, just like Google Maps' free widget. SEO will also be important, as sites like TripAdvisor use city pages, reviews, and blogs to capture significant numbers of long-tail searches.

We'll make money through lead generation (like Kayak – Greyhound, Amtrak, car service pay standard commissions), location-based advertising (like Foursquare – we know where users will be and when), and a backend API (like ITA Software – sell data feed to e.g. Orbitz, Kayak).

Though there is a significant opportunity, our most obvious competitors don't have the incentive to enter. Online Travel Agents (OTAs) like Orbitz and Expedia make huge profits from hotels & rental cars sold with no-margin flights, so they'll continue to focus on selling incremental high-margin hotels. Back-end systems (GDSs) simply provide the data the OTAs want. Google Maps provides publicly available transit data, but has no pricing or bus/taxi/car/shuttle, and its user interface doesn't work well for 3-leg, multi-modal trips. Other startups only cover 1-leg & 1-mode of travel.

Finally, we're the right team to do this. With just a business plan, we were accepted into startup accelerator Betaspring (part of the TechStars network). Today, we've turned the most complex technical problem of our accelerator class into a full team and live beta. Led by two Wharton MBAs with a combined 9 years of experience at BCG and GE Capital, this team knows how to run a business. With our CTO's 6 years at Oracle and our VP of Engineering (VP of Tech at 2 previous data-heavy startups) we know how to build complex, scalable technology.



Team
Adam Waaramaa (WG'11)
Jen Cheng (WG'11)
Mike Romito
Jeff Labonski
Harshendu Patel

Contact
Catapulter
Adam Waaramaa
adam@catapulter.com
401-632-9041

16
Finalist • Environmental

Sustainable Building Materials: We are seeking investors to help finance a manufacturing base in the Caribbean (and later South America) for the production of eco-friendly, sustainable building materials for residential, commercial, and public sector construction projects. For the purposes of our model, sustainable building material refers to cellular PVC and Wood Plastic Composites ("WPC"). These materials are virtually maintenance-free. The alternative is wood-based products which rot, crack and fade.

With an environment consisting of high moisture, aggressive termites, marine salt and strong UV light, the Caribbean is ideally suited for widespread adoption of polymer-based building materials. Exterior trim applications include fascia, baseboards, corner board, soffits, tongue & groove ceilings, decking, railing, storm shutters, trellises, fences, as well as land and marine-scapes.

Manufacturers are primarily located in the U.S. The market leader, CPG International (brand name Azek), reported 2009 sales of $267 million with EBITDA of 23%. However, no Caribbean Community ("CARICOM") production currently exists and foreign imports are negligible. High import tariffs, shipping costs, long delivery times and highly fragmented distribution make importation attractive to only the most price insensitive buyers. By overcoming these hurdles with a low-cost, vertically integrated manufacturing base within the Caribbean, we believe market penetration rates similar to Azek's are achievable. With a market size of $752 million we anticipate growing the company to $60 million in sales within five years, and $125 million by 2020.
For several years we have been importing cellular PVC and WPC material to the Caribbean's high-end market as the only dedicated distributor. With a lower price-point, however, our material will be positioned as an affordable alternative to lumber in the midmarket segment. A 2010 research study confirmed the high interest in the material; even at a 40% price premium.

We have built a proprietary database of over 4,000 architects, QS surveyors, builders and general contractors. An initial channel mix of 70% direct selling versus 30% indirect selling will be targeted. By year three, the channel mix will reverse with 70% of sales derived from indirect sales and 30% direct.
Our management team and Advisory Board are comprised of PVC industry founders, financial consultants and forestry experts who have worked with each other for decades. The company's CEO founded a $20 million company employing 150 Caribbean nationals. The President has been importing sustainable building materials for years as a dedicated CARICOM distributor. The CFO is an MBA, CFA and former Wall Street Analyst.



Team:
Frederick Ewald
Johan Rostad
John Strehle
Henrik Ekberg, W91
George Lantz
Andrew Nickerson
Albert Knudsen

Contact
Cariluxe
Johan Rostad
jrostad@cariluxe.com
978-973-4548

Finalist • Consumer Products and Services

Toys: Our top-award-winning line of 18" doll-shaped fashionable bears is a new twist on a traditional toy, successfully blending the qualities of high-end dolls and plush toys. Imagine American Girl Doll meets Steiff Bear meets Barbie. The line answers an unmet need: some children prefer to play with stuffed animals as if they were dolls. The line will also include a rich virtual world, meeting the modern child's desire for an online play experience to dovetail with the tangible real world toy.

The product line centers around one main character who travels the world and her adventures unfold in a series of books. In each country she visits, she meets a new bear who becomes a new product with its own book, clothes and accessories, allowing for ongoing product line extensions.

Since our launch last year with 2 bear kits and several outfits, we have won all the major awards for best toy and the bears were on the Today Show. Encouraging early sales data, customer feedback and high repeat customer rates attest to true proof of concept. We expect our brand to be a household name within 5 years.

We have created a new toy category that draws from the high end of both the doll market and the high-quality plush market. American Girl Doll, Karito Kids and Build-A-Bear lose the most from our success. Our target customer are girls 3 -8 and boys 3-5; we believe our specific target market size exceeds $1.75 billion.

While first-to-market is an important aspect of our strategy, our true differentiating factors are the quality and depth of our brand. We have invested heavily in developing and delivering high-quality products, characters, stories, and educational value. Our virtual world will also be a key element in both establishing brand loyalty with our end users and building demand through a child's influence on family toy purchases ("pester power").

We currently sell through our website and have just signed agreements with Amazon.com and FAO.com. We market through participation in Amazon and FAO's marketing programs; social media; grass roots outreach; viral web campaigns; word of mouth; and heavy PR.

Our team consists of our Founder/ Wharton alumnus, who has a banking background and executive level experience, and our Co-Founder who brings a youthful knowledge of and expertise in web and technology. Together with a toy industry veteran with over 36 years in the business, we manage a freelance team of top-level talent in the fields of design, fashion, creative writing and learning science.



Team:
Mary Beth Minton, WG'82
Matthew McCarty

Contact
Arete LLC
Mary Beth Minton
marybeth@zyliethebear.com
203-531-7866

18

Finalist • Consumer Products and Services

Licensing of Fiber Technology: We are a development stage company that has invented a proprietary method to create high-density fibers. Our patent-pending technology allows high density materials to be integrated into synthetic fibers, increasing the specific gravity and ensuing weight of the fabric. We plan to remain focused on our core competency - enhancing synthetic fiber. We were founded by four engineering students who are currently enrolled at the University of Pennsylvania. Our core technology was finalized in April 2011 when we filed a provisional patent. With the assistance of new experienced advisors and management, we plan to follow a licensing business model to commercialize our technology across all our potential markets.

We believe that there are numerous applications for our core technology, including but not limited to: lead impregnated radiation resistant cloth; weighted "wet-suits" for scuba divers; comfortable weighted clothing for people recovering from injury (i.e. in-traction); weighted monofilament for sport and commercial fisherman; Kevlar impregnated fabric; silver-impregnated antimicrobial fibers; etc. Together with licensing partners we will continue developing new applications.

We will initially license our technology and brand name to leading sports apparel manufacturers. We believe that Under Armour will be our first licensing partner and fully expect that they will aggressively endeavor to create a new category of resistance training-specific apparel offering athletes clothing similar in all ways to what they currently wear, but 1-20 lbs heavier. The added weight will provide extra resistance for improved training results.

We plan to follow the Gore-Tex® business model – our goal being to have licensees such as Under Armour, promote the Osus™ brand in conjunction with theirs. The athletic apparel industry was redefined by Under Armour in 1995 with the introduction of comfortable performance athletic wear. These form-fitting synthetic shirts have since become a commodity – few if any functional differences now exist between brands. We believe that our fabric will empower sports apparel makers to offer a full line of functionally specific clothing. Our patent-pending composite fiber technology integrates weight and other benefits from metal microparticles into normal fibers without altering the texture, structural integrity, or other properties of the fabric.

Depending upon which of our formulas a licensee chooses, clothing can reach up to 40 times its normal weight. In the sports apparel market, resulting clothing will provide athletes with the well-established benefits of resistance training.



Team:
Steven Dong, W'12
Corey Lerch, M&T'12
Greg Cordina, C'12
Markus Beissinger, M&T'13
David Salas, PHD'11

Contact
Osus Inc.
Steven Dong
steve@osusathletics.com
650-485-3685

Finalist • Internet, Mobile, Software (Non-Consumer)

Children's Media and Technology: In one industry after another, the power of the Internet and digital media has inevitably forced established players to either adapt their business models or give way to upstart competitors. The toy industry is next.

Our company has developed an end-to-end solution toy companies can license to incorporate digital media and Internet -updatable content into their toys while dramatically reducing the time, risk, and expense of bringing these products to market. Our goal with this strategy is to enable the creation of a new class of smart toys that blur the line between traditional toys and digital content, while incentivizing established players to partner with us rather than compete with us. Our initial proof-of-concept B2C product has been validated in a real consumer environment, winning awards and praise from parents, experts, and the media. Most importantly, we have received the ultimate validation: continued re-orders from our primary distribution outlets including ToysRUs.com, Amazon.com, and Hammacher Schlemmer.

Our core team has industry experience in both toys and in new media, along with the skills and knowledge necessary to make our company a success:

President and Founder, Michael Last (WG '05), combines a strong strategy background with substantial technical experience, including both professional and recreational programming. At Wharton, Michael majored in Information Strategy and Economics, focusing on pricing of information and development of digital markets. Michael leads our B2B business development and works with the team on our B2C strategy and execution but can also "get his hands dirty" with code when necessary.

Theresa Loong, COO, has been working in new media for over 15 years. As the Founder and President of FORM360 Consulting, she has managed numerous web launches and redesigns for a variety of blue-chip clients including Time Warner, The New York Times and The New York City Department of Education, as well as many, many others.

Advisor and consultant Jeff Lewis is a toy executive with over 30 years of executive management experience. He has had full P&L responsibilities with leadership roles across product development, sourcing from Asia and the U.S., marketing and worldwide sales. He has established major licensed product lines with Disney, Marvel, DreamWorks, Universal Studios, Mattel, CTW, and Sony. Jeff is engaged in the day to day operations of the company and takes a leadership role in product sourcing, manufacturing, compliance, and supply chain, where he has extensive relationships and experience.



Team:
Michael Last (WG '05)
Theresa Loong
Jeff Lewis

Contact
Intellitoys
Michael Last
michael.last@intellitoys.com
212 265 6923

20
Honorable Mention



Energy: we own the worldwide patents and exclusive rights to a state-of-the-art chemical additive and its total of 11 formula variants; each additive improves the combustion process that takes place in boilers – ranging from large-scale industrial boilers to small-scale household boilers – burning fuel – including oil, coal, gas, and biomass – across applications – such as power plants, steel refineries, cement manufacturers, pulverized coal injectors, oil and gas turbines, diesel generators, and oil production facilities – making up a growing addressable market of more than $8 billion per year with significant barriers to entry. It is our current mission to re-capitalize, re-brand, and re-focus our technology with a qualified strategic partner to effectively and efficiently capture the untapped market potential of the additives. Our additive business is cash flow positive and generates an annual additive sales volume of roughly $1.5 million with a sales mix of approximately 70% in South Korea and 30% out of South Korea.

Note: KR Green Technology is not a development stage entity — in 2010 they achieved profitability from their principal business. As such they did not meet ABS application criteria. The ABS committee has given them an honorable mention award due to the high score they received from the judging panel.

Notes

Consumer Products and Services

Concert Production and Promotion for Families: We are the first and only national brand that produces and promotes interactive, authentic rock shows for families. We have a registered trademark and recognizable logo that defines the category. Bands that usually perform to the 18 + crowd share their music with the under 13 and over 30 crowd on weekend days. The idea is that hip parents can see their favorite bands with their kids, fostering an appreciation for grown-up music, and ideally replacing The Wiggles with Nada Surf. Village Voice We capitalize on two large and growing markets – the $10.3 billion live music market and the $10.2 billions spend in sponsorship in the US. We are a four way win among the audience, venues, bands and associated brands. For the audience, its access and navigation of the vast amount of new music and shared family experiences. For the venues, it's off-peak booking, increased utilization and some spillover audience. For the bands and bookers, it's a new audience for their music and incremental touring revenues. For associated ands/sponsors, it's interactive access to their target audience.

Retail & E-commerce: We will sell well-known, foreign footwear brands to Chinese consumers using our retail stores and e-commerce site. E-commerce will become our dominant sales channel. Our CEO was born and raised in China, and has considerable experience in the footwear industry and working in China. McKinsey & Co. projects 600 million Chinese middle class shoppers by 2015—currently there are 247 million. The most important consideration when Chinese buy leather goods, such as footwear, is that the products are well-known international brands (per McKinsey survey). We will be profitable within 12 months; and there are no direct competitors.



Education / Test Prep., Digital Publishing: We hire talented writers to produce high-quality content featuring standardized-test vocabulary words in multiple, optimally-organic contexts. For a flat fee and a fixed period of time (e.g. 6 months) test takers receive access to our collections of original short stories in multimedia (text, flash cards, illustrations, audio) digital formats. Reading the stories is an entertaining way to naturally and efficiently learn SAT, TOEFL, GRE vocabulary. Our fun, modern, convenient, efficient and scientifically-proven method of learning test vocabulary also improves reading comprehension, writing ability & general literacy. Encountering the same words – presented in easy-to-digest units of 25 – in multiple stories & thus contexts, students absorb their meaning intuitively and profoundly. We expect our customers to be mainly those studying for standardized tests. P-SAT/ACT, GRE, TOEFL/IELTS takers total some 8.5 million people (after adjustments for relevance). The market is essentially renewed every year, as most people don't take these tests more than twice. We will contract admissions consultants to recommend our product, establish partnerships with existing test prep companies, approach educational publishers & high schools directly, advertise in parenting magazines & run social-media campaigns. We will run discounted-rate promotions in order to become known in the market, and will offer discounts for referrals by customers. Our goal is to roll out our campaign before the Summer 2011 study season.

Consumer Products and Services

Fish Ponds (residential maintenance services): Our company designs, builds and maintains fish ponds for affluent customers in the Miami area. After inheriting this small dormant business, Alan Marquez has established a new business model and acquired high end clientele with opulent tastes. The new business model is focused on either building new perfectly designed ponds or installing new systems in existing ponds and obtaining the maintenance contract. Weekly pond maintenance performed at an average rate of $100.00 per hour with a $30.00 per hour operating expense provides reliable recession proof income for the life of the pond. The regular visits allow for the easy delivery of other high profit margin items to the customer such as fish stock, fish food, water treatments, equipment upgrades and water plants. Our competitive edge lies in our expertise and ability to acquire high end clientele at a rapid rate. With the investment funds being sought, we will quickly emerge as the dominant provider of pond services in Miami and be able to replicate the business model in other cities with an affluent base. Ideal expansion cities include but are not limited to Fort Lauderdale, Naples, Tampa and West Palm Beach.

Health/fitness: We are an in-home personal training company pilot launched in the Greater Philadelphia Region. We specialize in group in-home personal training which offers the camaraderie of a training group while minimizing the cost of training. Our mission is to help busy professional women feel empowered and get results with convenient in-home personalized workout routines and nutrition plans created by their own expert fitness professional.

Food: We are a new line of gourmet food products designed to take your meals from ordinary to exquisite through the use of simple ingredients, artisan production and natural antioxidant goodness. Our products address the need for simplicity, convenience, and versatility in addition to taste and quality within the gourmet food space. In just six months, our company has gone from product development to prototype and will launch its line of condiments this summer.

24
Consumer Products and Services

koherent

Corporate Security: Addressing the issue of safe, effective, and personalized high rise escape, renowned inventor Dr. Eui Lee has utilized his 25 years in the aerospace industry to patent and develop the revolutionary Executive Escape System Special Mechanical Parts and Innovative Aerospace Technology Ensure Safe, Effective, and Personalized High-Rise Escape.

PREVISE

Consumer Products: The first prestigious line of skin care products formulated to help reduce the incidence of skin cancer by addressing improved health for your skin.

Wharton ALUMNI
University of Pennsylvania

To learn more about any of these companies, accredited investors should email us at: Investors.BPC@WhartonNY.Com

Notes

Life Sciences

CollaborativeHealth

Health care IT & services: Americans have reached record highs in obesity and chronic diseases, because they are struggling with the Health Basics: healthy eating, physical activity, nurturing relationships, proper sleep, and stress prevention/relief. The solution will not come from telling people what to do and why. Nor from a new form of social networking, a new self-help guru, another invasive surgery, a drug with side effects, or mobile apps for tracking eating and exercise. Instead, the solution must address the real problem: namely, that Americans have developed pleasures, desires, and habits that continuously push them away from healthy things like broccoli and exercise, and toward pints of ice cream and 4 hours of TV per day. You now know why 95% of all diets and health programs fail: they don't help people rewire their brains with the pleasures, desires, and habits needed for better health. We fully designed and built large portions of the right solution, RapidHealth – which is an innovative online, mobile, and in-person health engagement and enhancement service that helps people build the pleasures, desires, and habits needed for better health. A subscription-based service, RapidHealth uses a proprietary combination of breakthrough behavioral science, Hollywood-quality entertainment, innovative social networking, the health wisdom of the crowd, and open platform for health professionals, food suppliers, and health technologies. At first, we'll sell RapidHealth subscriptions to large self-insured employers suffering from skyrocketing health care costs and low employee productivity. Then, we'll expand to consumers, and small and medium businesses.



Medical Diagnostics: Though China bas built the fastest computer and sent men to the space, healthcare lags behind. Based on our proprietary and patent technologies, we have developed a versatile Molecular Diagnostic (MDx) platform and assays targeting the nascent Chinese MDx market (to reach $650 million in 2015), including cancer, prenatal diagnosis, and biomarker research outsourcing. Differentiated from our competitors, we aim to provide hospitals and physicians with an end-to-end MDx solution instead of letting them face daily technical challenges. Our capable R&D resources, extensive industry experiences and excellent government relationship will enable us to win.

LONGEVITY BIOTECH

Biotechnology: We are a preclinical biotechnology company that is uniquely positioned to produce a groundbreaking new class of therapeutics. Our proprietary platform technology (molecular scaffold) overcomes typical drug-development challenges (small molecule & conventional biologics) by enabling medicinal control over natural biological functions through the modulation of native protein-protein interactions. Our patented platform enables the development of novel therapies for numerous biological systems and diseases with high unmet medical needs, improving on both small molecule and conventional biologic approaches used today. Regarding commercial opportunities, we are building a virtual and capital efficient business model; retaining certain indications and targets while partnering others. Our primary focus is on a >$3b orphan indication, Primary Arterial Hypertension, with short clinical trial timeframes (months/phase) (Note: products that receive 'orphan status' from the FDA receive financial and regulatory benefits). In addition, we are also developing novel products for larger markets, Type 2 Diabetes (>$10b), as well. We strive to create value through milestone-based development of our product lines.

Wharton ALUMNI
University of Pennsylvania

To learn more about any of these companies, accredited investors should email us at: Investors.BPC@WhartonNY.Com

Notes

Environmental

envyrozone
enhancing your environment

Green/Recycling: We are the primary U.S. sales and distribution arm for an established international manufacturing company, placing high-quality and differentiated ad-based recycling bins that provide venues, brands, retailers, communities and others the opportunity to offer recycling solutions for consumers while creating the potential for direct revenue streams for themselves.

Retrofit America®

Home Energy Efficiency: We make it easy for homeowners to make their homes energy efficient by offering them a hassle-free, one-stop-shop – from a home energy audit through implementation by contractors, while assisting with financing and rebates to make projects more affordable. Our home retrofits save homeowners 20% to 60% on heating and cooling costs and improve the comfort of their homes. Top priority improvements include air sealing, insulation and duct sealing to keep air inside the home, which cost from $2,000 to $10,000. We also install more efficient HVAC equipment when existing equipment is near the end of its useful life. In our Atlanta pilot market, we have conducted 38 energy audits and retrofit 7 homes, with an average gross margin of 30% net of direct contractor costs. We are developing a proprietary IT-enabled service platform that streamlines the entire home retrofit process and will enable us to scale the business. We are developing marketing channels through realtors, home improvement retailers and direct sales in neighborhoods.

McCULLAGH COFFEE

"Roasters of Fine Coffees Since 1867"

Sustainable Agriculture (coffee): We satisfy an increasing demand for cost-effective third party certified sustainable coffees by producing low cost high quality Laotian coffees (Rainforest Alliance and Organic) then exporting and selling to quality and socially minded USA coffee roasters. Individual farmers voluntarily participate, thereby increasing incomes and improving the local ecosystem. Tax efficiency is achieved by utilizing IRC 954 (d) (1) and an off shore holding company.

Environmental

Smart Meter Data Analysis : We are a cleantech company specializing in the aggregation and "fusion" of smart meter data with consumer data. Our goal is to provide solutions to utility companies and application developers for realizing the full value of smart meter data. Our disruptive products include (1) an energy forecaster that can predict energy usage at the consumer level; (2) a demand response scenario model to predict the impact of future demand response events;(3) a risk management tool to identify potential abandonment, energy theft, and consumer financial health; and (4) the Energy People Meter™ which ranks and scores consumers based on energy efficiency, consumption, predictability, and engagement. All of our products are built on an API platform available to the developer community, which can create and monetize hundreds (or thousands) of applications for consumers to interact with their energy data.

Renewable Energy: We operate institutional transaction platforms for the mandatory (Renewable Energy Certificate) REC markets. The trading system is a pure-agency model that seeks to add value through technology at each stage of the trade cycle. Working directly with power producers and major trading counterparties, we have built specific market mechanisms that are lacking in both the primary and secondary markets. The team includes accomplished trading platform veterans that have built and exited successful electronic platforms in numerous markets and we are based in New York. The customer base is a combination of industrial and financial participants.

Internet • Mobile • Software (Consumer)

loudmountain
where referrals matter

Social Recruiting: We are a trusted professional social network designed to match the best talent to great jobs. Often described as the eHarmony© of the professional recruiting industry, our exclusive patent-pending recommendation engine and referral incentive model, creates an efficient and confidential marketplace for passive job seekers to find their next career challenge.

ZOOMERANG

Travel: We offer total choice by allowing users to create customized, flexible, comprehensive vacation packages based on a total budget, taking into account the cost of air, hotels, activities, meals, ground transportation, etc., by integrating meta search site and location specific information with proprietary algorithms and our itinerary planning application.

theophilus

Artificial Intelligence, Internet Commerce : Over the past two years there has been an explosion of Groupon-style "daily deals", steeply discounted limited time coupons usually 50% off of local market products/services, including restaurants, spas/gyms, or retail goods. This rapidly growing international phenomenon has spawned a several billion dollar industry overnight and has resulted in thousands of deals per day, over 120 in NYC alone. The shear volume of daily deals, each available for purchase for only 24 hours, has overwhelmed and frustrated consumers, inundating them with non-relevant, generic deals, a phenomenon known as "deal fatigue." In response, we are developing a next generation artificial intelligence system that predicts which few deals an individual consumer might love, personalizing and simplifying the process to save time and money. In return, we are paid a commission for every successful deal purchase predicted. We use an ensemble of next generation artificial intelligence algorithms, including recommendation engines, opinion analysis, opinion mined search, and social network analysis. The technology is based on work by the leader of one of the top two artificial intelligence recommendation engine labs internationally (Professor Bamshad Mobasher) and millions of dollars of previous NSF, Dept. of Defense, etc. funding. Amazon.com used Dr. Mobasher's foundational work from over a decade ago to build their "you may also like this…" system. Seed funding for the company has been provided to the company by the National Science Foundation SBIR Program.

Internet • Mobile • Software (Consumer)

Outsourcing Service: We believe they have found an untapped source of manpower in students enrolled in America's universities. Students and young professionals are seeking jobs that help them earn money and sharpen skills. Employers are looking to cut costs. Our website as a meeting-ground, where experts in certain fields can provide solid and reliable work for their employers. The site's functionality allows for quick and secure job completions. As more jobs are completed and as the site grows, so will the connections and relationships between service providers and service buyers.

Mobile: With our mobile services, millions of Chinese merchants and consumers can tap into the power of local based services with their low-to-mid end cell phones. We offer a consumer app and a merchant app on feature phones with zero to little Internet connection. Each app has its icon-based interface that requires very little effort from the user side to operate. Both apps can connect with our location based mobile commerce platform using SMS as the information bearer, minimizing data costs for the users.

Computer software – mobile applications: Young city professionals lead increasingly busy lives giving them little time to plan a social calendar in advance. Also, work frequently spills over making it hard to know when they'll be free. We develop mobile and web apps to help busy people meet-up with friends without embarrassing call-arounds and tough calendar co-ordination. Our apps identify gaps during a user's social time on their calendars and provide recommendations on whom to meet and what to do in the upcoming free time. Our vision is to build platform that holds a user's unique "clique" network, has awareness of a user's time availability from other integrated calendar sources and feeds tailored time-specific recommendations to users.

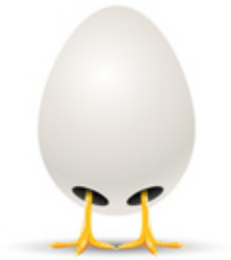
Internet • Mobile • Software (Consumer)

Bon'App™

Software, Analytics (Nutrition Data Monetization): We are creating a unique social network of healthy nutrition with the largest food database in the US, and a new paradigm for data monetization. Our open platform (iPhone, Android, and website) connects the food and healthcare industries to the data generated by end-users looking for healthy food. The application tailors recommendations to users based on their medical condition, allergies, food intolerance, and preferences. Hence, we provide tools geared towards healthier eating habits (addressing the issues of obesity, diabetes, cardiovascular disease, and food allergies), we incentivize the consumers to easily record what they eat, and therefore provide to the food and healthcare industries real-time, valuable analytics.

GOODLIFE AVE

Mobile Application (Lifestyle & Social): World has become one big playground; too much to cover for a person to plan her agenda and make choices to make the best out of life: countless data to scroll through, too many places to see, events to attend, books to read presented by a flood of generic, raw data on multiple media. With more media sources constantly getting added, users need a delivery platform that will not only provide personalized and relevant, but also location and time based information. That's where we come in; a fully informed life-planner that knows you in and out!



Digital Media: Our Digital Media company is the world's first incentive-based business building community for female entrepreneurs seeking funding and support for their ideas. Women are incentivized to join the member's only community and pitch their business ideas. Monthly contests are conducted around theme-specific multimedia business proposals. The community reviews and votes on the very best new business ideas. New business proposals receiving the highest scores are judged by a panel of business experts (serial entrepreneurs, venture capitalists and corporate executives). Every month, a new business is selected as the "winner" and receives a business "startup package" worth $500,000 +. Our company's management team collectively has over 100 years of experience in ideation, online/off-line marketing, data visualization, Private Equity, Investment Banking, and IT. Management highlights include Brand Week Magazine's 'Top Marketer in America Under 40', Advertising Age Magazine's 'Marketing 100 Award', Founder and Original Registrant of NEWYORK.COM, and Creators & Executive Producers of a docu-reality series about businesswomen. We have deep access to global brands and the senior managers who run them. These brands will be the backbone of our incentive program. It would be cost prohibitive to duplicate our incentives.

Internet • Mobile • Software (Consumer)



Internet/Web Services: Childcare in North America is very expensive and impersonal. Nanny sharing – when 2 or more families share a nanny - is a rapidly growing child care alternative enabling personalized care at a lower cost. We have launched an online family directory and a match-making service for families interested in nanny sharing (hundreds of users already signed up through word of mouth). Our goal is to provide them with tools to jointly find, review, and hire nannies (monetized via a premium subscription).

stylegenius

Consumer Technology: For homeowners looking to furnish a home in 2011, the Internet is a powerful yet still perplexing tool. Consumers can make the most informed decisions in history, yet the plethora of choices can exhaust many a buyer into paralysis. The solution? A "Pandora" for residential interiors. The site will use a world-class, proprietary research methodology to build a recommendation engine for home décor. We will provide users with a limited number of customized and appropriate product suggestions. The pioneering experimental psychologist behind this science used the same methodology to reformulate Prego sauce, along with a host of other consumer goods. The revenue model in the early phases will be one of affiliate agreements with home furnishings companies. Our overall mission is to 'democratize' the residential interiors space. The recommendation engine is just the first of many steps we will take toward facilitating connections between key players in the industry and making the design experience a more pleasant one for all.

LookInLearn
Seeing through the clouds

Web Services: We are a cloud based collaborative information acquisition, storage, management and distribution system based in the cloud, with a highly scalable, multi-tier organization system and unique capabilities with respect to universal video. We empower corporations, educators, medical professionals and individuals and institutions of all types to create large collaborative information repositories, manage then securely online, and distribute then securely to their audiences. We emphasize completeness, security, simplicity, scalability and low cost. We have unique capabilities with respect to the acquisition, storage, management and delivery of multi-hour user generated video. Our system consists of a cloud-based web system, an associated desktop application, customer service and support, and various ancillary products and services, including processing video and other related products specifically tailored for medical professionals.

34

Internet • Mobile • Software (Consumer)

Mobile Applications: We help you discover, share, and engage around cool things around you, by following friends whose tastes you trust. It is like a combination of Twitter and Yelp.

Social Media-Internet: 43% of social network users today, use social network to meet new people and expand their professional network. The problem is, it's not easy to meet new people on LinkedIn and Facebook. You have to search people you want to meet, write an awkward email, pay for InMail and pray that they respond. We solve this problem by introducing you to people you don't know, but should. We leverage data from your existing social networks and your personal network to find the best people for you to meet. You can think of us as Pandora, but for people.

Online Self-improvement and Education: Our company is a social marketplace that reinvents the way people learn and achieve online. We provide our sellers, who are experts (e.g. trainers, nutritionists, companies, etc.), with a distribution channel that will help market and monetize their knowledge and services. For our buyers, who are people interested in self-improvement and achievement, our platform offers a large variety of interactive "Actionplans", tracking tools, social support, and expert advice. We are essentially a marketplace, social network, and life manager integrated into one system.

Internet • Mobile • Software (Consumer)

Mobile Services, Mobile Payments / Advertising: We offer a comprehensive mobile platform connecting consumers with their favorite merchants beyond impersonal transactions. Our mobile platform gives merchants a simple, effective way to offer loyalty programs, promotional campaigns and mobile payment options to their customers. By harnessing the simplicity and security of dynamic QR codes, we make signing up for a loyalty program, earning rewards, paying for items or simply expressing gratitude for great service as easy as taking a picture with your mobile phone.

Technology: For Our Users: To provide a deeply personal and engaging online experience that empowers them to explore, discover and track themselves. We make it fun and rewarding to chronicle life's details.
As a Business: To build the most valuable database of human information available online.

Enterprise/Consumer Software: We are the "Google of Digital Entertainment" having developed the only universal media app which lets consumers search for online content across multiple providers, displaying selected content on televisions, smart phones, computers and other internet-connected devices. Movies, TV shows, music videos, Internet radio, shopping, and more can be enjoyed where, when and how consumers wish to experience their entertainment. Content streamed from virtually any Provider or stored on the consumer's personal computer or home server is available anywhere through an easy-to-use interface, personalized for each user in the household. Initial sales of the affordable software will be supplemented by revenue from "one-click" e-commerce transactions, as well as through insertion of targeted advertising based on viewer's individual demographic data.

Internet • Mobile • Software (Consumer)

Internet/Mobile: Making great personal choices has never been so fast and fun. We help you do it by asking your friends and pros for honest feedback -- on the go, every day. The marketplace for honesty is highly imperfect. Simply put, our friends tell white lies. We wants to transform the truth, by melting away our apprehensions -- and turning the conversations we avoid into ones that delight, entertain, and teach. So ask away: your appearance, your relationships, your job, your money, your home, your kids. We're here to get you the right answer for you – fast and with confidence. Whatever your question, it's all about you.

Cloud Security: We provide a real-time application reputation service for enterprise datacenters and cloud service providers, who need to reduce the window of exposure to security breaches and lower the cost of harm, by discovering untrusted running applications in the datacenter and identifying high risk exploits and infections within minutes. We are a first-in-breed scalable security service that's vendor neutral and non-disruptive to incumbents in the ecosystem. We estimate our total addressable market (TAM) to be $8B and our target market would be large enterprise datacenters and emerging SaaS/PaaS/IaaS providers. Unlike Anti-Virus and Firewalls, which are ineffective against various forms of malware, we rely on authoritative integrity measurements. Unlike Security Management products we provide a single pane of glass into an application's runtime security posture enabling risk mitigation and automation of the threat remediation process.

Software: Today's kids spend increasingly more time online. Besides many positives, there is a dark side to this phenomenon. It includes inappropriate contact and behavior online by peers and strangers, which could cause a child or a teen emotional distress and even physical harm. Some kids were kidnapped and/or killed by Internet predators. Others committed suicide because of cyber-bullying. At this point, parents could only get reactive technology tools, which are unable to proactively prevent potential and real harm to their kids stemming from the use of the Internet. We market an advanced software technology solution that delivers near real-time protection of children using the Internet (ages 8-16) from inappropriate contact and behavior online.

Notes

Internet • Mobile • Software (Non-Consumer)

Electronic Legal Search Tools : Accurate and fast electronic patent search tools are critical for success and survival for businesses operating in the technology space. AccuPatent is the GOOGLE of patent search engines, leveraging the unique features of patents to provide a significantly better tool to (1) find and (2) understand relevant patents. Developed by seasoned patent attorneys, AccuPatent fills a void left by traditional electronic patent search engines that remain focused on only more patents and not better ways to search those patents.

Business Simulations: We design, develop and deliver customized banking simulation software which is being used by Int'l banks to train massive amounts of branches in remote locations and emerging markets. Banks can't afford a disconnect between an excellent strategy and the frontline people who have to implement it. Bankers who have used our solutions know how to achieve financial results the right way..

SaaS / Software: Creative Cloud, Inc. is a cloud computing company that develops enterprise tools to streamline the creative development process. Our difference is a focus on the People, not the Process. Our initial solution, researched & developed by Adobe, helps organizations develop creative content…faster, better and cheaper by integrating project management, digital asset management, real-time analytics, collaboration, review & approval, billing, and client portals…and targets a multi-Billion dollar Total Addressable Market. Partnering with Adobe, we are bringing this solution to market.

Internet • Mobile • Software (Non-Consumer)

Career Related Software: We are an angel funded pre-launch company that's developed a 3 step online interactive & intuitive interview tool that facilitates better alignment between candidates and the companies that hire them. This will empower companies to make wiser hiring decisions and candidates to optimize their marketability by using a robust language tool that takes the ambiguity out of the hiring process. It's like a virtual recruiter that brilliantly coaches stakeholders to clarity. It dispels candidates' pervasive career amnesia by cluing them into their prior success. It empowers hiring managers to better define what outcomes would meet/exceed their expectations. We will deploy a "123InterviewMe" button that will reside on career & corporate sites that's powered by a proprietary ontology that intuitively yields 1000s of "brilliant" interview questions & answers that are contextualized to the users' needs. It's hard to hire or be hired when value is inadequately defined. Our business model revolves around launching a free to consumer tool that captures millions of users & monetize the data into a searchable algorithm that will empower employers to make wiser/faster hiring decisions and slash costs by eliminating a dependence on recruiters and ads. Our ultimate goal is to license it to corporations, colleges, and career related web sites such as LinkedIn to deploy algorisms make better matches through the use of a sophisticated ontology.

Web Presence Management: We offer a SaaS "command center" that provides a single place for local organizations to orchestrate their web presence – from social networks to their own website. Management of online promotions and patron interaction continues to become more complex as more technologies emerge and we help make it simple, resulting in cost and time savings while improving marketing effectiveness .

Financial Software and Services: We automate the $8 trillion money market space. Our institutional cash portfolio management solution maximizes return while enabling unprecedented levels of due diligence rigor, policy compliance, and market event responsiveness. At the core of our "software as a service" model is a proprietary rule interface and decision engine that processes market data in volumes and levels of detail that simply cannot be matched or sustained by live personnel.

40

Internet • Mobile • Software (Non-Consumer)

Prepay Nation

Mobile Financial Services: We are a processor of "micro-payments" across national and international boundaries utilizing prepaid "mobile" ecosystems within the "unbanked" communities. We target immigrants who support and remit money to their friends/family back home. These micro-payments are made in the form of mobile airtime top-up and / or credit to mobile wallets.

REVELSTONE

Software: We provide a web-based performance management platform that helps local municipalities improve the quality and efficiency of the services they provide.

Vino MOBILE

Mobile, Wine, Commerce: We are a mobile startup that will provide wine retailers and distributors with mobile tools to increase sales, productivity, and loyalty. The founders of Vino Mobile currently own two award winning retail wine businesses in New York, a wine store and a wine bar. As a result of our unique understanding of the market we are developing proprietary applications and tools that will enable the wine retailer to outreach directly to their consumers and distributors. We plan to enable retailers to create a new sales channel to capture lost sales by facilitating in the moment transactions while demystifying the wine buying process.

Internet • Mobile • Software (Non-Consumer)

Mobile Marketing: We help manufacturers to improve retail sales by giving shoppers and sales associates mobile access to product information and remote salespeople. By servicing many companies, we can offer a quicker, easier and more robust solution for less than it would cost clients to build their own. Our service benefits retailers as it improves their sales and service at the manufacturers' costs.

Media/Politics: Our company allows political professionals and political junkies to easily search for congressional votes, score the voting records of lawmakers, and share the results with the world. Our goal is to make voting data easy to find, analyze, and share so political professionals can provide greater value to their clients, and so voters can learn about and share their representatives' voting records with friends, family, and neighbors.

Real Estate Online Networking and Project Management: We will create an efficient online equity capital market for small real estate development projects in need of private investors. By providing a common platform for potential project presentation, discovery, evaluation, task management, and communications, we will expand the networking reach of developers and investors alike. Developers and investors will be able to do more deals, faster.

42
Judges

The Wharton Club of New York would like to thank the following alumni for volunteering their time and expertise.

Baris Aksoy, WG08, is a Director at Intel Capital focusing on consumer Internet, specifically gaming, mobile applications, social media, e-commerce, advertising, location based services, and various enabling technologies. Prior to joining Intel Capital, Baris worked at University Venture Fund, an early stage venture capital firm, where he was involved in equity investments in the internet and digital media sectors. Earlier, Baris was an early employee of IPTV startup Calix (NYSE:CALX), where he held product management and development roles. During his tenure at Calix, he led stategy and development of products delivering IPTV consumer experience. Earlier in his career, Baris started and grew the West Coast sales office for Alcatel's semiconductor subsidiary, major DSL chipset manufacturer of that time. Baris is a board observer for Caring.com, Crowdstar, Nokta Medya, and Sense Networks. Baris' other investments are Kno and Yume. Baris also invested in and managed exits for OpenFeint (acquired by Gree, Inc.). Baris holds an MBA from the Wharton School of the University of Pennsylvania with a double major in Strategy and Finance. He earned his BSc in Electrical Engineering from Istanbul Technical University, Turkey.

Grant Allen, WG07, is Vice President of ABB Technology Ventures (ATV), the venture capital arm of ABB, Inc. (NYSE: ABB), a global leader in power and automation technologies. ATV is focused on bringing together technology and talent to discover tomorrow's energy solutions and grow ABB's global businesses, with a particular focus on smart grid, data centers, energy efficiency, analytics and distribution. Previously, Mr. Allen was a Vice President with Core Capital Partners, a Washington, D.C.-based venture capital firm with $350 million under management. There, he focused on investments in cleantech, analytics, communications infrastructure and mobile applications. In addition to working closely with Infinite Power Solutions, a thin-film battery company, and representing Core on the Boards of Mobo Systems and Univa, Mr. Allen was on the Steering Committee for the Mid-Atlantic Venture Association's (MAVA) Capital Connection and on the board of MobileMonday DC. Prior to Core Capital, he was a Product Manager at Microsoft Corporation in the Mobile & Embedded Devices division. Other experience includes working for Liberty Associated Partners, the investment arm of the Berkman family; strategy consulting at Dean & Company; and various start-ups, including an IT consulting firm, A-k Presence, he co-founded as an engineering undergraduate at Duke. He is a Managing Director of Keybridge Venture Partners, a Washington D.C. seed fund; on the Board of Directors of the L'Enfant Society for the Trust for the National Mall; and Chairman of the Ocular Melanoma Foundation, a novel non-profit cancer research and advocacy group he founded in 2003. Mr. Allen holds a BSE in civil and environmental engineering with honors from Duke University and an MBA from The Wharton School where he was on the board of the Wharton Alumni Association and a Citi Foundation Leadership Fellow.

Michael Aronson, W78, Over 30 year career as entrepreneur and investor with significant expertise in company formation around business school concepts, software development, capital raising, strategic alliances and joint ventures, financial reporting and tax issues, executive compensation, employment matters and copyright law. Founding shareholder and/or co-founder of 5 successful software companies, 2 were acquired by public entities, 2 by private investors, 1 has NYSE-listed corporate investor. Investor in 2 additional software companies, 1 was acquired by public company, 1 had successful IPO. Co-founder, CFO, EVP & Board Member of SMG, Inc., a $28M simulation software company, named three times to "Inc. 500" fastest growing companies list. Board Member of Neat Company, Ticketleap, NeuroDX, EyeIC, DietTV, AllSeniorHomes, Soft Tissue Regeneration. Management Advisor/Mentor at Bioconnect, Merchant Circle, Yodle, Diapers.com. Board, Executive and Investment Committee Member for 20+ years, Ben Franklin Technology Partners of Southeastern Pennsylvania. Broad business school alumni network amassed over 25-year teaching career at Wharton.

Henri Asseily, WG96, Entrepreneur and Chief Strategist, Telnic Ltd. Mr Asseily is a serial entrepreneur, whose current position is Chief Strategist of Telnic Ltd, the registry for the new .tel top-level domains. .tel domains are a unique award-winning service which allows you to store and manage your contact location and keyword information on the internet, without the need for a website, giving you real-time control over how and where people find and communicate with you from any device. During his late 80s college years, Mr. Asseily applied the newer database technologies to the age-old problem of managing real estate portfolios, leveraging the information collection for stronger negotiating positions. After introducing robotics to a family-owned PVC recycling plant, he turned to the Internet during his Wharton years. In 1996 he co-founded BizRate.com, one of the world's largest and best-known consumer feedback platforms, surveying tens of millions of buyers each year and providing store ratings and customer feedback to help hundreds of millions of online shoppers buy more confidently. In 1999, he expanded the platform to online comparison shopping and created Shopzilla which today is one of the largest shopping sites in the world, facilitating billions of dollars in gross merchandise sales and consistently ranked in the top 50 overall sites worldwide. In 2005, Shopzilla was acquired by E.W. Scripps for $569 million dollars. A 16-year veteran of the Internet, Mr Asseily is acknowledged as a cross-disciplinary visionary whose speeches are always entertaining and thought-provoking. He invests and mentors companies in sectors as broad as online media, digital intelligence gathering and green industries. Mr Asseily holds an MBA in Entrepreneurship from the Wharton School, and a double Bachelor in Mathematics and Economics from the University of Pennsylvania.

Christopher Ball WG04 is an investment director for Imprimatur Capital, an early-stage venture investor, where he provides deal sourcing, due diligence, and portfolio management, and coordinates on-going fund-raising activities and exits. He has international investment experience, initiating and managing investments across medical devices, diagnostics, biotechnology, agbiotech and cleantech. He is currently a director of three of these companies, and provides day-to-day management and financial support for two of them. Chris has broad and deep life sciences experience, having worked as a physician; founded and run a dotcom clinical guidelines company; provided healthcare consulting through BCG; and worked as a strategic marketer for Johnson & Johnson leading EMEA-wide new product launches and reimbursement strategy. He is a strong communicator with the ability to translate technological advan-

Judges

tages into commercial value and manage a company to achieve these goals. He holds a pathology degree from Cambridge University, a medical degree from Oxford University, and an MBA from the Wharton School of Business, where he was a Fulbright Scholar and a Palmer Scholar (top 5%).

Thatcher Bell, WG05, is a Principal at DFJ Gotham Ventures. He works closely with DFJ Gotham portfolio companies SinglePlatform, Philo, Altruik, Fynanz, Solvate, ExpoTV, and Lumeta. In addition, Thatcher serves on the Board of Directors of the NY Tech MeetUp and is Co-Chair of the New York chapter of Wharton Private Equity Partners. Thatcher's background includes venture investing, operating and consulting roles with software, Internet, and financial services companies. Prior to joining DFJ Gotham, Thatcher was a Senior Analyst at North Hill Ventures, the venture capital affiliate of Capital One Financial, where he was a deal team member for the firm's investments in DealerTrack (NASDAQ: TRAK), Higher One (NYSE: ONE), Compete (acquired by TNS), and Exchange Solutions. Before joining North Hill, Thatcher held business and corporate development roles at enterprise software vendor OpenPages (acquired by IBM) and SharkTank, an online marketplace connecting lawyers and potential clients. Thatcher began his career as a consultant at Ernst & Young (now Cap Gemini Ernst & Young). Thatcher has a B.S. cum laude in Engineering from Cornell University and an M.B.A. with honors from the Wharton School of the University of Pennsylvania. While at Wharton, he was a Summer Associate with Silicon Alley Venture Partners (now Greenhill SAVP) in New York, an early-stage technology venture capital firm. Thatcher also serves on the Board of Directors of the Children's Museum of the Arts in New York City.

Joshua Bernstein, WG09, McKinsey & Company. Mr. Bernstein's experience includes roles as a Partner in a multi-strategy private equity firm, Founder of a technology marketing company and Founder of a hospitality service company. He worked previously at The Carter Center, where he researched the economic and political situation throughout Latin America and provided assistance for delegations monitoring historic, democratic elections in Nicaragua and Guyana. After attending Stanford University and the University of Seville, Spain, he graduated Phi Beta Kappa with a B.A. in International Relations from Emory University. An avid writer, Mr. Bernstein co-wrote and produced a musical comedy performed to rave reviews in Boston's Theater District. He resides in Boston with his wife and two sons.

Himesh Bhise, WG96, has grown significant businesses and launched innovative products in the cable, internet, wireless, and media industries. Mr. Bhise was a senior operating executive at Charter Communications (one of the largest cable companies in the US) where he was the General Manager of the $1.4B High Speed Internet business. He significantly outperformed the industry; conceived and launched a ground-breaking home networking service; launched multi-platform video services; and grew Charter.net into the fastest growing ISP web portal. Prior to Charter, Mr. Bhise was the VP/GM of AOL Mobile and created an international leader in wireless messaging, search, and entertainment services. He has been an entrepreneur, founding and exiting View TV Now, a company that architected a 'TV Everywhere' web authentication and entitlement solution for video operators and ISP's. Earlier, Mr. Bhise was an Associate Partner at McKinsey & Company, creating sustainable transformational change in clients around the world. He received his MBA from the Wharton School at the University of Pennsylvania, and his MA in Econometrics from Temple University.

Gregory Borchardt, WG03, Founder and Managing Partner, Oxygen Audio North America. Mr. Borchardt is a founder and Managing Partner of Oxygen Audio North America, a consumer electronics manufacturing company of high-end car audio products including the "O Car," the first car stereo that fully integrates the iPhone into a car's entertainment system. Launched at the 2011 International CES Show, the O Car was both an i-Stage Technology Competition finalist and a 2011 CES Innovations in Design and Engineering Award winner. Prior to founding Oxygen Audio North America, Mr. Borchardt was the Founder and President of Adrenaline Technologies, which developed Turbo Charge™, the world's first line of portable, battery-operated chargers for cell phones and other portable electronics devices. In 2008, Mr. Borchardt was named to "40 Under 40" list of top young executives in the consumer technology industry by Dealerscope Magazine, the consumer technology retailers' trade magazine. Originally from New York, New York, Mr. Borchardt earned a B.A. in both economics and organizational behavior and management from Brown University in 1999, and an MBA in private equity from the Wharton School in 2003. In addition to his entrepreneurial and academic activities, Mr. Borchardt is an active fine arts photographer, a past Chairman of the Brown University Reunion Leadership Gift committee and an active alumni fundraiser for the Trinity School in Manhattan.

Jon M. Case, W84, WG90 is principal of Founders Capital Management, LLC, an SEC-registered investment advisory firm located in Hartford, Connecticut. Jon was previously employed in the venture capital group of The First Boston Corporation, where he participated in the investment decision-making process for start-up and early stage companies in the biotechnology, information technology and consumer products industries. Over the past 20 years, Jon has founded and served in senior management positions for several closely held businesses in the medical research, information technology, and financial services fields. He was Chief Executive Officer of Axio Research, LLC, a clinical research organization, and co-founded and served as Vice President of Finance for Koronis Pharmaceuticals, Inc., a venture-backed biotechnology company. Jon also has previous experience as a certified public accountant and as a small business consultant.

Kathleen Comerford, WG96, has over 18 years of experience in real estate, finance, and development and founded Split Rock Associates in 2003 with a vision of providing clients construction services of the highest standards of execution and service. As an investor and developer, Kathleen has represented herself and others in the development of noteworthy residential restorations and new construction. As a real estate investment banking professional, Kathleen has represented her employers' activities in international hotel construction, loan securitizations and participations, private equity funds, and direct real estate investments in the residential, office and retail sectors. Kathleen holds an M.B.A. degree in Finance from the Wharton School, University of Pennsylvania and a B.A. degree in Computer Science and Political Science from Hunter College, City University of New York.

Judges

Matt Conger, W06, is a Senior Associate at Hudson Clean Energy Partners, a global private equity firm. At Hudson, he was on the deal teams for investments into solar manufacturers and smart grid technology vendors. Prior to Hudson, Matt was worked in Bain & Company's New York office. His prior experience in the energy industry includes internships at EnerTech Capital and with the Credit Suisse Integrated Oils equity research group. He also has a Masters degree in engineering from Stanford University.

Dan Cornwell, WG95, is a principal in a number of start-up ventures including GiveGet, a social network where businesses, charities and individuals collaborate in ways that everyone wins. Prior to becoming an entrepreneur, Dan was a principal with Monitor Group, a strategy consultancy, where he helped the firm establish and grow its Latin American practice. Dan lives in Boston with his wife and two kids.

Carol A. Curley, CFA, WG81, Managing Director of Golden Seeds, LLC. Golden Seeds, LLC is a network of angel investors focused on investing in early stage companies founded and/or led by women entrepreneurs. Carol is also President of The Charian Group, LLC, a company formed to provide consulting services to financial intermediaries, non-profit organizations and early-stage companies with an emphasis on women-led or focused organizations. Prior to forming The Charian Group, Carol was Executive Vice President and Chief Operating Officer of Westwood Management Corporation, a registered investment advisor. Prior to Westwood, Carol served as a Senior Consultant to Berkshire Capital Corporation, an investment banking boutique, and as a Director in the Investment Banking Group of Prudential-Bache Capital Funding. Carol has also served as an Adjunct Professor of Finance at The University of Dallas in Texas and Pace University in NY. Carol currently serves on the New York Advisory Boars of Astia, a global non-profit organization focused on accelerating access to capital by women entrepreneurs. She has also served on the boards of The Investors' Circle, a network of socially-responsible private investors; The Dallas Women's Foundation, an organization established to promote economic self-sufficiency for women and girls in the greater Dallas area; The Women's Opportunity Fund, a non-profit micro-lending enterprise; and The Dallas Opera. Carol is currently a member of the Parent's Council of Goucher College.Carol holds a BA in Economics from Wellesley College, an MBA in Finance from The Wharton School of the University of Pennsylvania and is a Chartered Financial Analyst.

Lisa Dunham, WG92, Consumer Marketing Director, Smithsonian. Lisa is an interactive marketing expert with 18 years experience managing large consumer brands like Smithsonian, Martha Stewart, and Time Magazine. She excels at initiating and delivering improvements to the bottom line. Prior to business school, she was a commercial lender for family owned businesses. Lisa currently manages 2,200,000 Smithsonian and Air & Space members, including all marketing, customer service, and full p&l responsibility. At Smithsonian, Lisa has grown the two largest sources of new business 87%, increased annual profit contribution $5,000,000, and initiated many successful new interactive marketing programs, including SEM, Groupon promotions, email, co-registration, website order optimization, and launching Kindle and Nook editions. At Martha Stewart, Lisa was originally hired to "figure things out". She solved analytical problems like building a financial model to estimate production costs for a magazine with 1,000 editions. She also built financial, marketing, and research plans for new business launches. While she eventually led the Consumer Marketing Department at Martha Stewart, she continued to work on launch projects.Lisa earned her BA from Brown University, where she graduated magna cum laude with an economics major. She is a member of the Magazine Publisher Association Directors committee and Internet committee. She is also a member of the Audit Bureau of Circulation Digital Publishing Committee and Directors Committee. Lisa is an avid backpacker, AMC backpack leader, and bicyclist.

David Famolari, WG10, Co-Founder and Chief Development Officer, GoodCompany Ventures, the nation's first venture incubator for social impact startups. GoodCompany Ventures identifies promising entrepreneurs with innovative solutions to unmet social needs and helps them implement their ideas using the tools and resources of the venture capital community. David started his career in advanced technology research for Bell Laboratories where he investigated advanced wireless and mobile networking systems. He spent more than 10 years in advanced R&D, business development and strategy roles at Telcordia Technologies. During his time at Telcordia, David pioneered work in the areas of multi-radio devices, network mobility protocols and contextualized, geo-temporal services. David has a proven track record of innovation with more than 50 published papers, 20 granted patents and 30 additional patents pending. From 2005 to 2010, David led a joint venture with Toshiba to create their line of next-generation wireless and mobile products. Recognized as a technology expert, David has been an invited speaker at Stanford, Princeton, Columbia and the University of Delaware on topics of advanced technology research and entrepreneurship. David is an active angel investor and Partner at Day2 Ventures, an angel fund providing seed capital to inherently mobile businesses. He is also a member of the Technical Advisory Board at Ben Franklin Technology Partners, the largest supplier of early-stage capital in the state of Pennsylvania and a Venture Advisor to the Paladin Capital Group, a multi-stage private equity firm leading investments in the best technology and alternative energy companies globally. David mentors two early-stage mobile startups and serves as a mentor to the Entrepreneur Roundtable Accelerator in NYC. David also serves on the Wharton Employer Advisory Board and the Advisory Board for the Wireless Internet Center for Advanced Technology (WICAT) at Auburn University.

Rick Fearon, WG93, Founder and Managing Partner of Accretive Capital Partners, LLC. Mr. Fearon founded Accretive Capital Partners in March 2000, a long-only hedge fund established to identify undervalued small and micro-cap stocks of fundamentally strong companies which represent attractive take-private candidates. Accretive Capital applies a private equity approach to investing, conducting thorough due diligence and maintaining an active dialogue with management teams. The fund seeks to own equity in companies at significant discounts to intrinsic value and in outstanding businesses run by exceptional managers. The fund has been in operation for eleven years producing a 291.2% return for Series A members, net of all fees and allocations, from July 1, 2000 through March 31, 2011, and has not lost an investor since inception. Prior to founding Accretive Capital, Mr. Fearon was a principal at

Judges

Allied Capital Corporation from 1993 to 2000, where he founded and ran their Chicago office. Previously, Mr. Fearon was an investment banker at Morgan Stanley & Co. and PaineWebber Incorporated. He earned an MBA in Finance from the Wharton School of Business in 1993, where he also attended the Stockholm School of Economics via the Wharton International Exchange Program, and was appointed to the Dean's Graduate Student Advisory Committee. Mr. Fearon received his BA with a double-major in Chemistry and Anthropology from Williams College in 1988 and graduated from the Hopkins School in 1984, where he was Connecticut State and New England Wrestling Champion. He was inducted into the National Football Foundation and College Hall of Fame as a Scholar-Athlete in 1984. He has served or currently serves on the board of directors for 15 private companies including, most recently, as Chairman of Magna Card, Inc., where he was awarded United States patent 7225568 for the development of a new product. He lives in Madison, CT with his wife, Aisling, and three children, Maggie, Rich, and Caitlin.

Evan Feinberg, W09, is an investor at Silver Lake Partners, the leading private equity firm focused on technology, technology-enabled, and related growth industries. At Silver Lake, he has worked specifically in evaluating investment opportunities across financial technology, clean technology, enterprise software, telecommunications, and healthcare IT. Evan holds a BS from the Wharton School with concentrations in finance and entrepreneurship.

Howard Fischer, W81, CEO/Founding Managing Partner Basso Capital Management

Andrew Flett, WG03, has been with Investcorp since 1998 and sits on the boards of FleetMatics, Magnum Semiconductor, and Wells-CTI. Andrew holds a BEng in Mechanical Engineering from the University of Victoria, British Columbia, Canada and an MBA in Finance from the Wharton School of Business at the University of Pennsylvania.

Allison Floam, W05, Co-Founder and President, TheFix.com. Allison is an entrepreneur who is currently the Co-Founder and President of TheFix.com, the leading addiction and recovery media site. Previously, she co-founded MicroDialogue, a next-generation market research firm specializing in social media intelligence and analysis. While a student at harton, Allison invented the SunSak, an innovative consumer product which was sold on the QVC shopping network and other retail channels. She previously worked in Equity Research and Investment Management at Morgan Stanley focused on the Consumer and Retail sectors. Allison holds a B.S. from The Wharton School, University of Pennsylvania and an MBA from Harvard Business School.

Andrei (Andy) Floroiu, WG01. Andrei is a philanthropist and entrepreneur. He is a former Wall Street investor, McKinsey consultant, and computer engineer. His industry expertise, as investor and consultant, include biotechnology, healthcare, technology, consumer goods, financial services, and media & entertainment. Andrei is a passionate private pilot, traveler, kite-surfer and photographer. Andrei started and financed Fly for MS (flyms.org), a charity taking a novel, creative approach to raising global awareness and funds for multiple sclerosis. Fly for MS undertook the longest charitable flight ever, flying 46% more than around the globe in a small propeller plane, and was widely recognized as the most remarkable contribution to the MS cause globally in 2010. Having organized the largest scale, first ever global MS initiative, Fly for MS reached 10+ million people in 106 countries. Previously, Andrei was a Principal with Invus Public Equities, part of the $4 billion 25 year-old group best known for its ownership of Weight Watchers and Keebler. While generating 20.8% annual returns through investments across industries, Andrei helped create the biotechnology investment strategy and lead $500M in investments in the sector, making Invus one of the most active biotechnology investors.Before Invus, Andrei was an Engagement Manager with McKinsey's Corporate Finance & Strategy practice, advising Fortune 500 companies and private equity funds in the Americas, Europe and Asia on a wide range of transactions, including M&A, IPOs, portfolio restructurings, alliances, and divestitures. Andrei has privately advised start-ups, and held internships in VC with JP Morgan and M&A with Morgan Stanley. Before Wharton, Andrei was a software engineer at IBM focusing on internet security, designed microprocessors at the University of Maryland, and ran his own computer hardware business in Romania. Education: MBA (Finance), Wharton; MS (Computer Engineering), University of Maryland; Engineering Diploma (Electrical Engineering), Universitatea Politechnica of Bucharest, Romania.

Robert Friedman, W65, WG70, has over 35 years of health care investment banking and research experience. He joined Northeast Securities as a managing director in February, 2010 from Burnham Securities, where he had been the co-head of their health care investment banking practice from 2003 to 2010. Prior to joining Burnham, Mr. Friedman was with Dominick & Dominick, where he ran their healthcare practice. Mr. Friedman spent five years with Flemings, the British merchant bank, where he headed the health care industry group, working extensively with both U.S. and international healthcare companies. His career includes tenure at Deutsche Morgan Grenfell, where he served as Managing Director, responsible for international healthcare banking transactions; at Prudential Bache Capital Funding, where he was hired as Managing Director to start and manage its Health care-Corporate Finance Group; at Montgomery Securities, where he was a General Partner and Co-Founder of Montgomery Medical Ventures, and at L.F. Rothschild Unterberg Towbin, where he was a First Team Institutional Investor-ranked hospital supply medical device analyst. Mr. Friedman has served as a member of the Board of Directors of: MaxiCare Health Plans, Inc., Alta Bates Hospital and Health Care Corporation (Berkley, CA), The Mount Zion Hospital and Medical Center (San Francisco), and The Health Plan of California. Mr. Friedman was recently elected a Fellow of The Institute of Directors in London and currently serves on the board of directors of the Children's Health Fund (New York), The Oltizens Committee for New York City, and as a trustee of The Health Care and Biotechnology Venture Fund (Toronto). Mr. Friedman received his BA in Political Science from University of Pennsylvania and his MBA in Finance & Marketing from Wharton School.

Robert Gabriel, Ph.D., WEMBA 03, Founder & CEO of Genesis Aromatique LLC. Bob is co-founder and CEO for Genesis Aromatique, LLC., a specialty fragrance developer and manufacturer. Bob has more than 20 years of progressively responsible experience leading sales, marketing, product development, in companies positioned in the Specialty Chemicals, Packaging

Judges

and Consumer Products Industries. Bob has also co-founded Cognise Consulting, an innovation and management consulting firm based in New York City, where Bob is Managing Partner. Through Bob's leadership, Cognise Consulting earned a Core Service Provider certification with the Industrial Modernization Center, in Egypt. Bob has held senior level positions at Mead-Westvaco, Rhone-Poulenc and Unilever. His understanding of domestic and international product development, sales channel development, as well as marketing has enabled Bob to lead the sales growth of these global companies. Among his significant previous positions, Bob served as Vice President Sales and Marketing of MeadWestvaco Corporation, a New York-based NYSE and Fortune 500 multinational manufacturer of packaging products. He was Director of Sales for Rhone-Poulenc, Inc., a Paris-based manufacturer of specialty chemicals. Bob holds a Doctorate degree in Chemistry from the University of Illinois and a Master of Business Administration degree from the University of Pennsylvania, Wharton Business School. Bob is Faculty Member at University of Phoenix Business School and Instructor for Entrepreneurial Studies at Silberman College School of Business, Fairleigh Dickinson University. In addition, Bob serves as advisory board member to Fairleigh Dickinson's Rothman Institute for Entrepreneurial Studies. He lives in New Jersey along with his wife and four sons.

Ronald Goldstein, WG77, has more than 25 years of extensive investment experience in mergers and acquisitions, private and public equity, distressed debt, corporate restructurings and leveraged buyouts. He has been involved in more than 20 deals representing in excess of $5 Billion in aggregate enterprise value. Prior to founding Searchlight, Ron was a Managing Director at Cerberus Capital Management, L.P. Notable undervalued investment opportunities he identified, evaluated and completed was the $250 Million acquisition of Komag, which was a high density media disc computer storage company, and the $200 Million acquisition of Kindred, the largest nursing home operator in the U.S. During the dot.com era, he avoided costly acquisitions and instead adopted a cautious roll-up strategy, and consolidated a motley group of enterprise software and web development companies into a single company-Razorfish, which subsequently was sold to Microsoft for $250 million. In addition, he sourced and was a senior member of a team which completed the highly successful $750 Million acquisition of Pitney Bowes' non-captive leasing arm. During his 11 years with Cerberus he was involved in more than 5 other very profitable deals. Prior to Cerberus, Ron was a vice president of acquisitions at Ronald O. Perelman's MacAndrews & Forbes a diversified investing company. He was a member of a group of four senior executives which headed up leveraged buyouts and acquisitions. Ron negotiated the covered assets protection and operating agreement with the Resolution Trust Corporation in the acquisition of five failed thrifts in Texas which were combined into First Gibraltar Bank totaling over $12 Billion in assets. This was an extremely lucrative deal. He was a key member in the acquisition of Revlon and the divestiture of several of its major divisions. He mobilized and managed divestiture teams composed of senior operating and staff executives to achieve the rapid fire sale of several major divisions to meet immediate deleveraging requirements. During his 14 years with MacAndrews & Forbes he was involved in more than 5 other highly successful deals.

Greg Golkin, W06, Co-founder and CEO of ThinkBinder. Mr. Golkin is a co-founder and CEO of ThinkBinder, an education technology platform currently in development. As an accredited investor, Mr. Golkin has also led and participated in a number of investments in the startup space. His most recent investment was in GoldRun, a leading augmented reality platform. Prior to his entrepreneurial pursuits, Mr. Golkin spent 3 years at Maverick Capital investing in small cap equities. He started his career at Goldman Sachs in the TMT group of Investment Banking.

William Gordon III, WG86. Dr. Gordon is a technology executive and serial entrepreneur with 25 years experience in the financial, telecommunications, internet and biotech industries. Most recently, he served as President and CEO of Tetragenetics an early stage biotechnology company, focused on vaccines and biotherapeutics, which he helped to angel fund in 2005. In addition he currently serves as Vice Chairman of Gordon's Travel Guide the largest and oldest (1998) adventure travel business on the web. Dr. Gordon is currently working with partners to launch the Stamford Innovation Center focused on entrepreneurship training in Stamford, CT. He is also on the Board of Directors of PopTech, home to the annual PopTech Conference in Camden, Maine every October. With Dr. Gordon's help PopTech has developed a series of new programs in the past 4 years focused on world changing people, projects and ideas via two fellows (social and science) programs, a virtual incubator for social change organizations and PopTech Labs, a series of highly curated discussions on major questions. Dr. Gordon's original training prior to his business career was in the field of cellular biology. He holds a Ph.D in Cellular Biology from UC Berkeley and a B.S. from Wayne State University both of which he received prior to his MBA from Wharton in 1986.

Jeff Greenhouse, WH97, is a seasoned entrepreneur and digital marketing expert. Jeff founded Singularity Design, an award-winning digital marketing agency, while still in college. Operating through Singularity, Jeff worked with nationally known organizations including The American Cancer Society, Covad Communications, Kellogg's, Fiskars Brands, Brandywine Realty Trust, U-Store-It and Omaha Steaks. In 1999 he co-founded Wackyware, LLC a humor-based website built around principles of viral marketing. In early 2000, Wackyware's key strategies led Jeff and partners to found Glowbug.com, Inc., a targeted marketing company and a pioneer in the combination of viral marketing and promotions. Glowbug built an opt-in membership database of 6.5 million members in 6 months following launch, on total funding of $1 million. In October, 2000, Glowbug was acquired by About.com for $24 million in stock. In 2004, Jeff restarted Singularity and subsequently grew it into a highly respected digital agency, reaching #30 on the 2008 Philadelphia 100 List of fastest growing, privately held area companies. In 2009, having led the agency to over 140 marketing and design awards, Jeff sold Singularity to Communications Media, Inc., a media planning agency based in King of Prussia, PA. Jeff stayed on as President for 14 months of transition before stepping down to pursue new ventures. Jeff is currently working on several projects with other experienced entrepreneurs, and consulting for a number of startups. He has guest lectured at Wharton, St. Joseph's University and Arcadia University and has written for a number of prominent online and offline publications in the advertising industry.

Judges

Kunal Gupta, C04, W04, WG12, spent two years in the pharmaceutical industry as co-owner and vice president of Nutra-Med Packaging. His efforts propelled the company into new geographic and product markets, doubled productivity and profitability, and put into place a sustainable growth strategy and management team. Prior to Nutra-Med, Kunal was the founder and CEO of Fone2Fone, a VC backed mobile technology startup. At Fone2Fone, Kunal set the vision of the company and led strategy and product lifecycle for consumer and enterprise applications in the mobile phonebook, social networking, and couponing spaces. In addition to Wharton Ventures, Kunal is concurrently a Fellow with .406 Ventures in Boston. He has also spent time working with Acquis Consulting Group and UBS Investment Bank. Kunal graduated in 2004 from the University of Pennsylvania's Jerome Fisher Program in Management and Technology, with a BS in Economics from Wharton and a BS in Engineering.

Isaac Hakimi, W04, co-founder and president, Streamline Dental Products Inc. Mr. Hakimi is co-founder of Streamline Dental, a dental laboratory outsourcing company. The company, founded in 2006 and based in New York City, manufactures custom made dental appliances in the US and China. Currently servicing dental practices and universities from New Hampshire to Florida, the company achieved profitability in its third year and has established itself as a leading innovator in online communication between dental practitioners and laboratory technicians. The company has recently opened a state of the art laboratory in New York and has just launched a new software division. Mr. Hakimi co-founded the company following a two year assignment in Shanghai for a boutique investment firm.

Anna Haskell, WG02 is a private investor in commodities. Prior to March 2010 she was with a multi-billion dollar NYC-based hedge fund QVT Financial L.P. where her investments included global energy, metals, and East European emerging markets. Prior to joining QVT in April 2005 she managed her own trading portfolio, and prior to that she was with Duke Energy in Houston, TX in energy acquisitions & divestitures. Anna has been an invited speaker on commodity investments to various audiences nationwide, most recently at Columbia University and at Wharton. She has a BS in Economics and an MA in International Economic Relations from the Moscow State University of International Relations (MGIMO) and an MBA in Finance and Entrepreneurial Management from the Wharton School of Business.

Jamey Jeff, WG10, has over 13 years of technology, strategy, business development, investment, and operations experience in digital and mobile media businesses. Jamey is VP, Business Development & Strategy at Discovery Communications, the world's number-one nonfiction media company. In his current position, Jamey helped co-found "MyDiscovery", a new division chartered with developing digital content products for iPads and other personal media devices. Before founding MyDiscovery, Jamey was VP, Corporate Development, and executed M&A deals and led business development opportunities focused on digital media products and IP monetization. Previously at Discovery, Jamey was VP, Interactive Technology, and led a 50+ person technology department responsible for a portfolio of 15 websites that generate approximately 6 billion page views annually and 40 million monthly unique visitors. During his tenure, Jamey supported 14% revenue growth to approx $50MM while reducing technology costs by over 55%. Jamey began his career at Accenture, where he started as a software developer and rose to lead North American Portal & Content Management consulting services for the Communications, High Tech, Media & Entertainment industries, and was the #1-rated Media & Entertainment technology consultant in the US. Jamey earned an MBA with a double major in Finance and Entrepreneurial Management from The Wharton School, University of Pennsylvania, and was a Palmer Scholar for graduating in the top 5% of his class. Jamey has a BS in Mathematics from Virginia Tech. Jamey has advised, and is an angel investor focused on early stage mobile ventures in the Mid Atlantic region. Jamey mentors current Wharton MBA students in entrepreneurial growth strategies and private equity investments. He is an avid marathon runner, and lives with his wife and two children in Falls Church, Virginia.

Carrie Kaufman, WG94, With over 15 years of successful business management experience at both private and public companies, Carrie got her start in the technology field while working with Ernst & Young LLP. Carrie's business focus has been strategic business development, relationship management, strategy formation and the development and implementation of operational improvements. Carrie spent several years in Management Consulting at Ernst & Young and smaller boutique firms. Carrie then moved into the start-up arena where she spent several years in management roles in marketing, sales and account management with companies like Caliber (a Sylvan Company), Sprint, LinkShare (a Rakuten Company), Hitwise (an Experian Company) and PayPal. In many of these positions, Carrie was responsible for helping the company grow from initial start up phases to mature and public organizations by refining strategies, developing process and hiring and managing large teams. Carrie has spent a lot of her "free time" dabbling in independent consultant where she has done business plan development, business modeling and lending support for financing options. Carrie earned a B.A. in Economics and Business from the University of California, Los Angeles and an MBA in Entrepreneurial Management and Marketing from the Wharton School of the University of Pennsylvania. Carrie is also a CPA in the state of California and a certified yoga instructor. She lives with her two young sons in Upstate New York.

Joseph Killackey, W85, WG03 Mr. Killackey spent most of his professional career as one of the key staff managers of The Reinvestment Fund, one of the nation's preeminent community development financial institutions dedicated to investing private capital in underserved urban markets to promote economic opportunity for low and moderate income people. He left TRF in 2003 to join NewSpring Capital, a private equity firm based in Philadelphia with an office in New York City. He left NewSpring and is now managing his own mission-based investment portfolio.

Dr. David Young Kim, WG07, M07, Founder and CEO, theophilus, Inc. Dr. Kim is the Founder and CEO of theophilus, Inc., a National Science Foundation (NSF) funded technology startup, which utilizes next generation artificial intelligence with social networks to predict consumer purchasing behavior. Dr. Kim founded theophilus in 2008, assembling an international team of world experts on recommendation technology and opinion mining/semantic analysis which received initial funding in 2010, leveraging millions of dollars of prior NSF

Judges

and Department of Defense funded research. Prior to this, he spent stints at McKinsey and Co. developing business development and technology strategy and in venture capital focusing on seed stage companies. In the early 2000's, Dr. Kim was involved in over $15 billion of transactions on Wall Street, purchasing, selling, spinning out, and restructuring technology and consumer goods companies in Credit Suisse First Boston's Mergers & Acquisitions Investment Banking group, working with companies including Samsung Electronics, Advanced Micro Devices, Alpha Processor, Xerox, and General Electric. Dr. Kim has an MBA from the Wharton School of Business, an MD from the University of Pennsylvania School of Medicine, and a degree in Physics from Amherst College.

Jack Kokko, WG08, is founder and CEO of AlphaSense, the semantic search engine that helps institutional investors rapidly find critical information from public company disclosures. Mr. Kokko is a seasoned entrepreneur with a track record of delivering enabling technologies to demanding markets. Before AlphaSense, he was the founding CEO of Silecs, Inc., building the company into a global supplier of enabling materials for billions of semiconductor devices. He raised over $50m in multiple rounds from KPCB and other leading VC investors. Previously, Mr. Kokko was a senior analyst within Morgan Stanley's technology team in California's Silicon Valley. Mr. Kokko holds an MBA degree with a major in finance from the Wharton School of the University of Pennsylvania. He also holds a master's degree in engineering from the University of Oulu, Finland and a bachelor's degree in finance from the Helsinki School of Economics.

Michael Kopelman, C97, WG05, is a Partner with Edison Ventures, an expansion-stage venture capital firm that invests in technology companies. Michael leads Edison's e-commerce and consumer investment sector, and is a member of the financial services team. He also guides the investment team in Pennsylvania and Ohio. Michael began his career as an investment banker with Credit Suisse First Boston where he advised clients on numerous M&A and financing transactions. In 1999, Michael left CSFB to launch E*OFFERING, a venture-backed online investment bank affiliated with E*TRADE. He launched several new online products, including the first web-based roadshow for retail investors. E*OFFERING was acquired one year after its launch by SoundView Technology Group, where he remained to lead the firm's internet & e-commerce investment banking franchise. Michael serves as Director of Correctnet, a financial reporting company; The Neat Company, a scanning business productivity tool; SellMyTimeshareNOW, an eCommerce marketplace for timeshares; and Sonicbids, an eCommerce platform for emerging musicians. He was previously Director with TrueCommerce, an EDI software company, which was acquired by HighJump Software. Michael is active in regional venture, entrepreneurial and technology organizations. He is Co-President of Wharton Private Equity Partners, the private equity organization serving over 2,000 Wharton alumni. He serves on the IT investment advisory committee for Ben Franklin Technology Partners and is Director on Pittsburgh Venture Capital Association. He guest lectures at The Wharton School and was past Co-Chair of the Wharton Private Equity Conference. He holds a BA in Economics, cum laude, from the University of Pennsylvania and an MBA, with honors, from The Wharton School. He resides in Villanova, PA with his wife and two children.

Rahul Kothari, WG06, is the Director of Strategic Planning and Business Development for Sequa Corporation (a Carlyle Group portfolio company), which is engaged in various manufacturing activities. Mr. Kothari's work experience includes entrepreneurship at SmartMotion Technologies, late stage private equity at the Carlyle Group and the Aurora Capital Group, investment banking at Donaldson Lufkin & Jenrette (now Credit Suisse) and consulting at Bain & Company. At SmartMotion Mr. Kothari was one of the Founders and served as the company's Chief Executive Officer and was responsible for the Strategy and Business Development activities. At the Carlyle Group and the Aurora Capital Group Mr. Kothari focused on investing in the industrial sector and was responsible for all aspects of investment generation, review and execution and was actively involved in directing portfolio company strategy and operations. At DLJ Mr. Kothari executed high yield bond and equity financings and mergers and acquisitions across a variety of industries. At Bain & Company Mr. Kothari worked alongside client management teams to solve complex and critical corporate challenges. Mr. Kothari earned a BS in Biochemistry and an Honors BA from the University of Western Ontario and an MBA from the Wharton School at the University of Pennsylvania. In addition, Mr. Kothari is active in philanthropic activities and currently serves on the Boards of the Children's Museum of the Arts as well as CityScience.

Richard D. Lane, W76 and WG81, As a mobile technology professional, serial entrepreneur and angel investor, Rich has spent the better part of the past 25 years building companies primarily in mobile technologies and maximizing shareholder value in those companies. Currently Rich is the President of Blue Danube Labs, Inc and an advisor to Red Pagoda Resources, Aware Technologies, Progeny Solar and is involved in a number of other start-ups with relevance to the mobile tech sector. In 2008 he merged Airpath Wireless (which he joined as CEO a little over a year earlier) into Aptilo Networks. Before Airpath Rich had started Jitterbug by GreatCall, a cellular phone solution targeted at the boomer market. Rich specializes in launching early stage companies/business units as well as taking over troubled/stalled companies and repositioning them in the marketplace. Rich was formerly CEO of companies such as PacTel Mobile Services and PureSpeech, COO of Voice Control Systems, GreatCall, and Reflection Technology and General Manager of Panasonic's wireless telecommunications business unit. In addition, as a senior team member for the planning and launch of several cellular service providers, his sales, marketing and distribution channel background contributed to the early success in bringing innovative telecommunications/technology products to market. Rich holds an M.B.A. and B.S. from the Wharton School.

Ron Lennox, WG89 is a founding partner of CHL Medical Partners, a healthcare focused venture capital firm. Ron invests in the biotechnology and molecular diagnostic sectors. He has served on the boards of eighteen companies including General Surgical Innovations, Inc. (acquired by Tyco International Corp.), GeneOhm Sciences, Inc. (acquired by Becton Dickinson), Protometrix, Inc. (acquired by Invitrogen Corp.), and Applied Molecular Evolution Inc. (acquired by Eli Lilly). He was founding CEO of Protometrix, Inc. as well as of CGI Pharmaceuticals, Inc and also served as CEO of polyGenomics, Inc. and BioRelix, Inc. He is currently a director of Bikam, Inc, BioRelix, Inc, OpGen, Inc., and PrimeraDx, Inc. Prior to the founding of CHL Medical Partners, Ron was a general partner at

Judges

Hancock Venture Partners (now HarbourVest Partners) where he invested in sixteen healthcare companies, the majority of which had successful IPOs. Ron graduated from the University of Glasgow with a B.Sc. in Molecular Biology, Oxford University where he received a D.Phil. in Cell Biology and the Wharton School of the University of Pennsylvania.

Andrew S. Lerner, WG91. Managing Partner, Inter-Atlantic Group. Mr. Lerner oversees the activities of Inter-Atlantic Group, a private equity firm established in 1992. Inter-Atlantic makes growth capital investments in underserved markets with a specific focus on the financial, business and consumer services sectors. Inter-Atlantic was a lead investor in two companies, NetSpend Holdings, Inc. and Higher One Holdings, Inc., that completed IPOs in 2010. From 2007-2009, Mr. Lerner was also the Chief Executive Officer of special purpose acquisition company Inter-Atlantic Financial, Inc. Mr. Lerner joined the firm in 1995, and in 2000 he launched Inter-Atlantic Group's first private equity fund. Mr. Lerner was also President and Managing Director of Guggenheim Securities, LLC, Inter-Atlantic Group's former broker-dealer operation, until 2003. Mr. Lerner is a director of HedgeCo Networks, LLC and an advisory board member of Tio Networks, Inc., which are portfolio companies of Inter-Atlantic. He is a former director of Higher One Holdings, Inc. and several other Inter-Atlantic Group current and past portfolio companies. Prior to joining Inter-Atlantic Group, he served as an investment banker in the Financial Institutions Group of Salomon Smith Barney Inc. for four years and in its Mortgage and Asset Finance Group for two years. Mr. Lerner holds a B.S.E. in Electrical Engineering and Computer Science from Princeton University and an M.B.A. in Finance from The Wharton School, University of Pennsylvania.

David Markus, W86, WG91, has been a partner and founder of several investment funds. Most recently, Mr. Markus worked on the launch of Voras Capital which had two funds with offices in London, New York and Hong Kong. Mr. Markus previously was a founding partner and co-portfolio manager of Boone Capital Management, a credit and equity opportunity fund. Prior to starting Boone Capital, he was a co-founder and principal of Delaware Street Capital, a multi-strategy credit hedge fund with over $600 million in assets under management. From 1998 to 2001, Mr. Markus was a senior research analyst at Amroc Investments LLC, the largest boutique brokerage firm specializing in bankruptcy and distressed debt. Previously, he was a vice president in the Corporate Bond Research Group at Salomon Brothers, where he covered high-yield and distressed companies in the paper/forest products, supermarket, retail, and textile/apparel sectors. Mr. Markus also worked as an associate in the private placement group of TIAA-CREF. He received an MBA from the Wharton School in 1991 where he was on the Directors Honor List and a BS from the Wharton School at the University of Pennsylvania in 1986. Mr. Markus holds the Chartered Financial Analyst designation. Mr. Markus is a Trustee for both Congregation Rodeph Sholom and the Rodeph Sholom School as well as a board member of New Georges, a downtown theater company.

William McKeever, WG80, works at 1st BridgeHouse Securities and raises capital and provides financial advisory work for private companies, primarily, although not exclusively, in healthcare. 1st BridgeHouse is a FINRA registered investment banking boutique firm that serves a wide range of companies and industries. The firm sources, creates, and structures transactions and then forms syndicates of selling firms that place the deals with its own clientele. Previously, he worked as a managing director at Merrill Lynch in the Principal Credit Group (PCG) from 2005-2008, and specialized in healthcare. PCG was Merrill's $3 billion internal hedge fund. He was responsible for all healthcare investments, and covered the healthcare services, facilities, medical device, and specialty pharmaceutical industries. Prior to this, he worked at UBS as a managing director covering managed care in the equity research department. He was ranked number one in healthcare services in the 2002 *Wall Street Journal* Survey of top Wall Street analysts, and was the analyst award winner for top stock picker in healthcare providers and services in the NASDAQ/Starmine poll for 2002. His definitive industry research reports on the managed care industry earned him All-American status in managed care in the *Institutional Investor* sell-side analyst research poll from 1999-2002, and in 2004. Prior to UBS, he worked in the same capacity with Paine Webber and Wertheim Schroder. With these firms, he also covered the Internet healthcare companies, and healthcare providers. Mr. McKeever is a graduate of The Wharton School of the University of Pennsylvania with an MBA in Finance. He is a prior member of the New York Society of Security Analysts (NYSSA).

Joe Meyer, WG97, President & CEO, HopStop. Mr. Meyer is the CEO of HopStop, www.hopstop.com, a popular location-based service. HopStop is the leading provider of transit-routing in 60 major metro markets throughout the U.S., Canada and Europe. HopStop provides multi-modal navigation across multiple platforms including web, wap, app and sms, and is the #2 player in pedestrian navigation behind Google Maps. Prior to HopStop, Mr. Meyer was a Vice President & GM for AOL's Quigo Technologies. At Quigo, a leading contextual ad network that was acquired by AOL in late 2007, Mr. Meyer was responsible for on-boarding and managing exclusive partnerships with hundreds of leading online publishers including Time Inc., ABC News, CareerBuilder, ESPN, Forbes, FoxNews, USA Today, Fodor's and several other top digital media companies. Before Quigo, Mr. Meyer was an Entrepreneur-in-Residence (EIR) for Onset Ventures, an early-stage venture capital firm in Silicon Valley. Earlier in his career, Mr. Meyer was a General Manager at eBay at which he launched eBay's inaugural co-op advertising program, and managed several large product categories for the e-commerce leader. In addition to his responsibilities at HopStop, Mr. Meyer is on the Board of Advisors for Adtuitive (acquired by Etsy), Belief Networks (acquired by BenefitFocus), Lot18, Snooth, Spongecell and Kalexo. Mr. Meyer lives in Mamaroneck, NY with his wife and four children, and earned a BA degree from Georgetown University and an MBA from Wharton.

50 Judges

Tim Meyer WG85 is the CTO and co-founder of DirectNu Energy, a startup building solar powered EV charging systems and carports. Before to his current focus on Cleantech, Tim was involved in a series of mobile startups. As CEO of Crisp Wireless, he pioneered mobile multimedia applications for Nokia, Motorola and AT&T. Prior to that Tim was the co-founder of room33, the first carrier independent WAP portal based in Stockholm, Sweden. Tim was also Chief Technology Officer for Ericsson Mobile Internet Solutions, where he was closely involved in creating the company's direction for mobile commerce. Before taking on the CTO role, Tim was Director of Business Development in Mobile Internet at Ericsson CyberLab in New York, in addition to heading up the product management division in mobile data communications. While at Ericsson, Tim's notable achievement was developing the first wireless, push email system jointly with Research in Motion and RadioMail. He holds a BS in Electrical Engineering from the Massachusetts Institute of Technology, an MBA from the Wharton School, University of Pennsylvania and has attended the Cleantech Executive Program at NYU-Poly.

Rana Mumtaz, WG06, is the Founder and CEO of FABLOGUE.com an e-commerce platform focused on bringing the best of emerging designers to market. The value to the consumer is that they can discover tomorrow's biggest names today. Since the launch FABLOGUE has continually added designers and products and now has over 50 designers. The difference between FABLOGUE and other e-commerce platforms is the strong curation, focus on design, quality of craftsmanship as well as the talent of the designers. Some of FABLOGUE's promise is coming to fruition as 2 of the designers have been nominated to the Independent Handbag Designer Awards. Ms. Mumtaz conceived the idea for FABLOGUE when she was looking for unique jewelry and felt restricted by her choices to named brands and realized that she did not have the time or the energy to search through blogs and smaller stores to find what she is looking for. Hence she decided to launch FABLOGUE.An avid fashion enthusiast, Ms. Mumtaz has developed interest early on in her childhood and designed outfits of her own as a teenager. She also designed her own line of jewelry which helped her develop a keen eye for gems and jewelry. Previous to FABLOGUE, Ms. Mumtaz reported to the CEO of a mid market company, helping him make strategic decisions within the company. Prior to that, she was an Associate at an Investment Bank advising mid-market companies in the matters of M&A, Leverage Finance, and IPO's. She has also spent a long standing career in Technology advising clients such as NYSE and Morgan Stanley where was responsible to inception as well as execution of software products. Ms. Mumtaz holds an MBA in Finance from the Wharton School and an M.S. in Engineering from Drexel University.

Ilya Oshman, G89, WG89, has over 15 years of experience in the life science industry in financial, advisory and business development roles. In addition to being the Chief Financial Officer at Follica, Inc., Mr. Oshman is a Managing Director with Roberts Mitani LLC, a boutique investment bank in New York providing investment banking, strategic advisory and management support to companies in the healthcare, consumer/retail and industrial/clean technology sectors. Mr. Oshman previously served as the CFO of Natura International, a global division of publicly-traded Natura Cosmeticos, the Brazil's largest cosmetics company. Prior to Natura, Mr. Oshman spent 15 years at Pfizer. He was the Vice President, General Manager and Founder of Pfizer's Strategic Investments Group (PSIG). Under Mr. Oshman's leadership, Dow Jones Venture Analyst named PSIG among the Top 5 Corporate Investors in 2006. Before founding PSIG he was the division CFO for World-Wide Marketing and Product Development, where he led several licensing transactions for Celebrex, Bextra, Spiriva, Exubera and Rebif, among others, and the $60 billion acquisition of Pharmacia. Prior to that role, Mr. Oshman was the division CFO for Pfizer Europe, where he provided financial and strategic leadership to 24 country operations with combined revenues of $3.5 billion. Earlier in his career at Pfizer, he served as the country manager in Russia and worked in business development in emerging markets. Prior to joining Pfizer, he was Senior Vice President at the US-Russia Investment Fund and a Senior Analyst in the consulting division at Arthur Andersen. Ilya graduated with a B.S.E. in Mechanical and Aerospace Engineering from Princeton University and received his MBA from The Wharton School at the University of Pennsylvania.

Jeremy Reifsnyder WG78 is Senior Advisor and Principal with GreenPoint Partners, LLC (www.greenpointpartners.com), a company helping property owners increase net operating income by implementing energy efficiency and renewable energy initiatives, and President of TLD Partners LLC, a consulting firm providing advice to CEO's and boards of directors, leading international law firms, hedge funds and banks. TLD Partners LLC also provides wealth advisory, financial planning and risk management services to individual clients. Representative consulting assignments have included: advising new ventures in the renewable energy sector on corporate development, financial management, and equity and debt financing and evaluating as an expert the pricing and credit risk of asset securitizations and derivative contracts. Before forming TLD Partners LLC, Mr. Reifsnyder was a Senior Managing Director at Bear Stearns Asset Management Inc. Previously, in leadership positions at banks, securities firms, and insurance companies (including Deutsche Bank AG, MBIA Insurance Corporation, and Société Générale), Mr. Reifsnyder created and turned around strategic business units, pioneered new markets and financing transactions in the U.S. and in global markets, and developed highly successful client relationships. He has negotiated personally or directed at a strategic level the origination, pricing, risk evaluation, and closing of over $35 billion in corporate, structured, and project financing transactions. A frequent speaker on risk management, structured finance, and recent credit market developments at financial conferences in the U.S. and internationally, he also has served on the leadership team of industry associations and worked with government and regulatory bodies. Mr. Reifsnyder received an M.A. (East Asian Studies) from Harvard University and a B.A. from Columbia University. His languages are English, Chinese, French and Japanese.

Andrea Remyn, WG03, is Head of Corporate and Business Development for the Financial Products division of Bloomberg L.P. She is responsible for acquisitions, partnerships, investments, and organic business incubation across Bloomberg's many financial products, ranging from the Core Terminal, Alpha, its portfolio analytics solution, Trading Solutions, Enterprise Services, and its agency broker dealer, Tradebook. Previously, Andrea was Managing Director for Standard and Poor's Investment Research Division, where she had responsibility for global product development, business development, marketing and operations. As part of this role, she was responsible for S&P's Investment Advisory Services, a Registered Investment Advisor and third party manager of investment strategies for over $20 Billion in assets under management. Prior to this role, Andrea was Vice President, Business Development for McGraw-Hill's Information and Media division (which included Platts, McGraw-Hill Construction/Aviation,

Judges

BusinessWeek and Broadcasting) and Senior Director of Global Strategy. Prior to McGraw-Hill, Andrea was a Media Equity Research Analyst and Convertible salestrader with Lehman Brothers. She graduated with an MBA from The Wharton Business School and a BA from Duke University and resides in Manhattan.

Gene Rothkopf, W56, director of the Jassin Consulting Group brings more than fifty years' experience as an entrepreneurial senior executive in the apparel industry. His particular areas of expertise include marketing, financial transactions and brand management. Mr. Rothkopf began his career in 1957, joining the family-owned Mayer Rothkopf Industries, a manufacturer of apparel knitting machines. The company grew from less than $1 million in 1957 to more than $60 million in 1979, becoming the largest knitwear machinery manufacturer in the world. Mr. Rothkopf, then president of the U.S. division, sold his interest back to the company, subsequently forming Sweater Knits, a partnership with Kayser Roth, a division of Gulf & Western Corp. The new company was immediately successful, providing men's, women's and children's knitwear to the moderate to bridge market, with brands such as Crossings and Essay. Ultimately, Mr. Rothkopf gained control of the company and sold it in 1997 to Supreme International, known today as Perry Ellis. Beginning his consulting career as an advisor to Supreme International, Mr. Rothkopf advised the company on knitwear, real estate issues and general business matters. As an independent consultant, Mr. Rothkopf has concentrated largely on mergers and acquisitions, other types of financial transactions, and licensing and was instrumental in the purchase of a major designer brand by a dynamic men's wear company.

Ron Schechter, W88, Founder, International Team LLC, is a Healthcare Market Research Consultant with 20 years of experience in global pharmaceutical and medical device marketing research, strategic marketing, and management consulting/competitive intelligence. He has held director-level positions with Merck & Company and several consultancies. He holds an MBA from Bocconi University (Milan, Italy). He is a Latin American/Brazil expert, and is fluent in French, Italian, Portuguese, and Spanish. He lives in Princeton, NJ with his family.

Barry A. Schwimmer, W79 founded Stoneybrook Capital, a private investment firm, in 1994. Stoneybrook's activities included leading the acquisitions of several private companies including The Corporate Presence, Distance Learning Co., Litespeed Titanium Components, Inc., Dynamic Graphics/Creatas LLC. and Sx2 MediaLabs LLC. Mr. Schwimmer also participated via Stoneybrook in several acquisitions/recapitalizations which were organized by larger institutional investors. From 1989 to 1994, Mr. Schwimmer was a Managing Director of Commonwealth Capital Partners, a $68.5 million private equity fund. While at Commonwealth, he helped to organize the acquisitions of NFO Research and Coast Community News and served as a Director of those firms as well as ACX Pacific. During 1989, he also helped to organize the acquisition of Aldila, Inc. and served as a Director of the firm until its sale in 1994 to Forstmann Little and Co. In 1984, Mr. Schwimmer co-founded Chemical Venture Partners and served as an original General Partner of the firm until leaving to both acquire Aldila and form Commonwealth Capital. His responsibilities at CVP included directing and overseeing private equity investments including PTN Holding Corp., Boys Market, Inc., Eric Chandler Holding, Inc. and PT Components. During this period, Mr. Schwimmer developed direct investment expertise in several industries including; specialty retailing and supermarkets, broadcast and print media, basic manufacturing, consumer products and a variety of service providers. Prior to joining CVP Mr. Schwimmer worked as a Senior Consultant for Arthur Andersen from 1980 to 1982 and a Securities Analyst at Value Line Investment Survey from 1979 to 1980. Mr. Schwimmer received a Bachelor of Science degree in Economics from the Wharton School of the University of Pennsylvania in 1979 and a Master in Business Administration degree from The University of Chicago, Graduate School of Business School in 1984. He is married with three children and lives in Westport, Connecticut.

Steven Silverstein, WG85, President & CEO, Spencer Gifts LLC. Through his career, Steven Silverstein has served in executive roles with a variety of retailers from department stores to big box and now mall-based specialty. Since 2003 Steven has held the position of CEO and President of Spencer Gifts LLC which operates three distinct lifestyle retail brands; Spencer's, Spirit Halloween and ToyZam!. Spencer's, the retail icon founded in 1947, opened it's first location in 1963. Today Spencer's is the mall destination for fun and entertainment among 18-24 year olds and operates over 600 locations throughout the United States and Canada. Spirit Halloween, the largest seasonal Halloween retailer was originally founded in 1984 and acquired by Spencer's in 1999. Since 2003 Spirit has become the Halloween category killer and experienced tremendous growth operating over 850 locations for the 2010 Halloween season. Spirit is the one-stop shopping destination for everything you can imagine for Halloween. ToyZam! is a new mall based seasonal toy concept that launched in 2009. Focusing on toy brands and an experience unique to the mall space, ToyZam! will operate over 100 seasonal locations in malls throughout the United States. From 1992 to 2003, Steven served, ultimately, as President of Linen's N Things. Steven joined Linen's, then a division of Melville Corporation, in January of 1992 as VP, General Merchandise Manager. In November of 1996, Linen's completed a successful IPO on the NYSE, as part of CVS' (formerly Melville) strategic restructuring. Steven held a number of positions at Linen's, in addition to merchandising; he was responsible for marketing, planning, distribution, store operations and strategic planning. Steven was previously with Bloomingdales (1985-1992) in New York, as well as RH Macy (1981-1983), also in New York. He received his MBA from the Wharton School in 1985 and BA from Cornell University in 1981. He has served on multiple local charitable boards in his hometown of Riverdale in the Bronx, New York.

Steven M. Shapiro WG97, President, CEO, and Founder of Q Capital Strategies, LLC. Q Capital is a leader in the life settlements industry, the secondary market for life insurance policies. Q Capital specializing in policy origination, servicing, asset management, and advisory services. Through life settlement transactions, Q Capital has paid in excess of $225 million of cash to consumers over their life insurance policies' cash surrender value. Previously, Mr. Shapiro was the President of MARK Partners LLC, a merchant banking boutique he founded in 2001. Mr. Shapiro has extensive experience in strategic consulting, investment banking advisory services, and private equity investing. Mr. Shapiro has held positions with several private equity and investment banking partnerships, including The Blackstone Group, LP and Centre Partners Management LLC. Mr. Shapiro holds a B.A. degree in economics from the University of Pennsylvania and an M.B.A. in finance and entrepreneurial management from The Wharton School of the University of Pennsylvania.

52 Judges

Ben Siscovick, W04, is a member of the investment team at IA Ventures. Prior to joining IA Ventures, Ben was an investment banker at Allen & Company and Barclays Capital. Ben began his career as a web entrepreneur and founding partner at D202 – a full service web development and consulting firm focused on online communities and social networks. In addition to his role on the IA Ventures investment team, Ben previously assisted with select operating and strategic projects at Kinetic Trading Strategies, an IA Ventures incubation focused on extracting tradable intelligence from unstructured and alternative data. Ben earned his B.A. in Philosophy and Economics from the University of Pennsylvania and his M.B.A. from Columbia Business School, where he was the Early Stage President of the Private Equity and Venture Capital Club.

Adam Sloan, W95, EVP Sales and Strategic Partnerships, Tribeca Enterprises. Adam Sloan is the EVP of Sales and Strategic Partnerships for Tribeca Enterprises, whose media properties include the Tribeca Film Festival. Sloan is responsible for Tribeca's revenue-generating activities including Tribeca's relationships with global marketing partners. As Co-Head of Tribeca Film, Sloan has played an instrumental role in Tribeca's recent launch of its distribution initiative overseeing Tribeca's film acquisitions, sponsorship and distribution platform partnerships. Prior to joining Tribeca, Sloan was the SVP of Corporate Development at IntraLinks (NYSE: IL), a leading enterprise level provider of Software-as-a-Service solutions for securely exchanging critical information over the internet. His responsibilities included launching new markets for the company as well as executing strategic partnerships and transactions including financings and acquisitions. Prior to IntraLinks, Sloan was a venture capitalist focused on media and technology-related investments as a member of Patricof & Co. Ventures, now Apax Partners. Adam Sloan holds a Bachelors of Science in Economics from the University of Pennsylvania's Wharton School of Business.

Raymond Sobieski, WG02, has over 30 years of operations and finance experience and has completed several successful startup ventures in a variety of industries with an extensive background in manufacturing, distribution, technology and e-commerce. Currently Mr. Sobieski is Managing Director of R^2 LLC, a private investment and buyout group and a limited partner in the ARC Angel Fund, providing seed capital to early stage companies. Prior to R^2 Mr. Sobieski was President of TE Wire & Cable LLC, a member of the Marmon Group and a Berkshire Hathaway Company. Mr. Sobieski was the owner of TE Wire prior to August of 2007 at which time the company was acquired by Marmon. Mr. Sobieski also founded CyberWarehouse, an early leader in e-commerce. CyberWarehouse was named # 63 on the Inc. 500 list in 1999. Prior to CyberWarehouse, Mr. Sobieski was one of the founding partners of Cardinal Technologies Inc., a highly successful Management Buyout of a division of the RCA Corporation. Mr. Sobieski has also worked for the RCA Corporation and Coopers & Lybrand. Mr. Sobieski holds an MBA from the Wharton School of the University of Pennsylvania and a BS in Accounting from Monmouth University. He is a Certified Public Accountant.

Landon Spitalnik, W00, Founder and CEO, Unlimited Juice, LLC. Mr. Spitalnik is co-founder and CEO of Unlimited Juice, a startup focused on commercializing next-generation alternative power sources for portable consumer electronics. Unlimited Juice aims to provide consumers with the best hassle-free options for retrofitting their cellphones, tablets, laptops and other electronic devices to be powered by clean, green, omnipresent energy. In addition to his work with Unlimited Juice, Mr. Spitalnik is also actively looking to acquire small manufacturing and distribution businesses in the Midwest from Chicago to Milwaukee. Before his work with Unlimited Juice, Mr. Spitalnik was the Senior VP of Business Development at a premiere recruiter for Private Equity firms and Hedge Funds. In this role he published a variety of industry reports and co-authored a book on how to get a job in Private Equity. Prior to this Mr. Spitalnik worked at Three Cities Research, a New York–based private equity firm with $700 million of funds under management focused on investing in and improving previously underperforming businesses in a wide variety of industries, including industrial manufacturing, distribution, apparel, publishing, services and retailing. Mr Spitalnik holds an MBA from the University of Notre Dame, Mendoza College of Business, and a Bachelor of Science in Economics with dual concentrations in Finance and Entrepreneurial Management from the Wharton School at the University of Pennsylvania.

David Straden, WG90, is Founder and CEO of Finario Corp., a Stamford, CT based provider on-demand capital investment planning software for large enterprises. Finario represents a totally new kind of strategy-driven business execution solution wherein plans, budgets, forecasts, workflow, performance analysis and reporting are fused in a single, easy-to-use collaborative application that leverages a state-of-the-art cloud architecture to deliver a high degree of configurability and a low total cost of ownership. Mr. Straden was previously a Managing Director of Flagship Partners, a multi-stage investment firm focused on Software-as-a-Service (SaaS) and other technology-enabled services businesses. He has over twenty years of leadership experience as an operating executive, board member and private equity investor. Mr. Straden has served on a number of Boards including SaaS firms Sonian and Avenue Right. Earlier in his career, he was a strategic planner for the international conglomerate Schneider Group and helped with the launch of a new division in Chile. Prior to that, Mr. Straden was an investment banker with Smith Barney in corporate finance where he focused on M&A transactions and IPOs. Mr. Straden received a MBA from the University of Pennsylvania's Wharton School, a MSc from the London School of Economics and a BA from Northwestern University.

Anthony Sun, MD RES00, WG02, Dr. Sun joined Fund I in 2002 and currently serves as a Partner. Previously, Dr. Sun was an Adjunct Instructor of Medicine at the Hospital of the University of Pennsylvania. Dr. Sun currently serves as a director of CeNeRx BioPharma, Inc., Dynova Laboratories, Inc., HerbalScience, Inc., and Paratek Pharmaceuticals, Inc. Previously he served as a director of MAP Pharmaceuticals, Inc. Dr. Sun received his M.D. from Temple University School of Medicine with A.O.A. honors. He received his M.B.A. from The Wharton School at the University of Pennsylvania, and his B.S. in Electrical Engineering from Cornell University. In addition, he is Board Certified in Internal Medicine.

Brett Topche, W02, is a Principal with MentorTech Ventures, a seed- and early-stage venture fund focused on companies with ties to the University of Pennsylvania. Typically, this means companies where the technology originated at Penn or where the company was founded or managed by students, faculty members or alumni. At MentorTech, he primarily focuses on IT, internet and mobile investments, serving on the Board of Directors of Wanderfly and as an Observer to the Board at TicketLeap, Innova Dynamics, SeniorHomes.com and Soft Tissue Regeneration. Prior to MentorTech, Mr. Topche was a member of the Fund Investments Team at Hamilton Lane Advi-

Judges

sors, a fund-of-funds manager and private equity investment consultant. In this capacity, he evaluated private equity funds across a broad spectrum of stages and strategies on behalf of both discretionary and non-discretionary clients. During his time at Hamilton Lane, Mr. Topche reviewed more than 100 funds, including venture capital, mezzanine, buyout and real estate funds. Based in part on reports he drafted, more than $1 billion was invested into these funds. Prior to working for Hamilton Lane, Mr. Topche was an Associate with NJTC Venture Fund, where he focused on investments in early-stage companies in the software, Internet and communications sectors. He previously worked for MRA International in real estate development consulting and for the accounting firm Frankel and Topche. Mr. Topche is a magna cum laude graduate of the Wharton School, with a B.S. in Economics, with concentrations in Finance and Legal Studies and a Political Science minor from the College and Arts and Sciences.

Scott Tornek, WG95, is the Co-founder and CEO of So Smart! Productions (www.sosmart.com), an independent producer of educational media products for children. Founded in 1997, the company began by producing one, self-funded animated video, *So Smart! Sights & Sounds*. The title won Parenting Magazine's Video of the Year award and gained placement into the nation's top retailers. To date, the company's television programs, DVDs, books, and music have won over 30 national awards. Their video titles have sold in the millions, and have been distributed in over 50 countries. Their latest series, *First Word Stories*, won the prestigious NAPPA Gold Award, and currently airs on the nation's largest independent public broadcaster, KCET in Los Angeles. The company's expansion into digital includes six E-books for mobile/online platforms. In addition, Mr. Tornek is the founder and President of KM Harris, a firm created to help small businesses develop and implement market growth strategies. His work often includes interfacing with outside branding and design companies, including sister company Tornek Design Associates (www.tornekdesign.com). Mr. Tornek earned a B.A. from The University of Pennsylvania in International Diplomacy, and a Masters of Business Administration in Entrepreneurial Management and Marketing from The Wharton School. After earning his MBA, Mr. Tornek worked as a management consultant in the Strategy practice for PriceWaterhouseCoopers in New York. His prior experience includes independent work for major television and feature film productions, however his entrepreneurial career began a year after graduating college when, after competing in the intercollegiate windsurfing nationals, he started the nation's first indoor windsurfing program. Mr. Tornek recently served as a member of the municipality of West Chester, PA's B.L.U.E.R. committee (www.wcbluer.org), and founded the Wharton Alumni Club of Philadelphia's first CleanTech group. In addition, he serves as an Executive Advisory Board member for Books for Kids in New York.

Dr. Eric Trepanier WG03 is a healthcare investor at OSS Capital Management, a long-short public equity fund based in New York City. Before OSS, Eric worked at PioneerPath Capital and BlackRock as an investment analyst on long-short and long only funds. Eric and the investment team at BlackRock more than tripled the assets under management in the long-short fund during his tenure there as a consequence of the strong fund performance. Eric has also worked as a sell side analyst at UBS and Citi Investment research, covering biotechnology and pharmaceutical companies. Before coming to Wall Street, Eric founded and operated Global Health Consulting, a healthcare consulting firm that catered to the biopharma and other healthcare-related industries. The start up's revenues grew at a 30% CAGR over the five years of operation, with increasing profitability over that period. Eric is a licensed pharmacist in the Province of Ontario, and a member of CFA Institute as well as NYSSA. Eric obtained a Bachelor of Science in Pharmacy degree and a Doctor Pharmacy degree from the University of Toronto, and an MBA from The Wharton School. Eric is also a CFA Charterholder.

Geoffrey Weber, W97, Managing Member, Weber Law, LLC. Geoff is an entrepreneur and a lawyer, often working as an outside general counsel for other entrepreneurs as they grow their businesses. Before launching his own practice, Geoff worked for some of the Philadelphia area's larger law firms, concentrating his practice on mergers & acquisitions and venture capital transactions. Geoff serves on the Board of Directors of the Entrepreneurs Forum of Greater Philadelphia, is a member of Philly Startup Leaders and often serves as a judge or a mentor for business plan competitions. He also serves as Chairman of The Drenk Foundation, which supports the activities of the Lester A. Drenk Behavioral Health Center, volunteers his time with the United Way of Burlington County, and can often be found out with his children at soccer, baseball or gymnastics practice.

James Weiss, WG04, has spent the last 15 years as an advisor and operator in the tech and media industry. Most recently, he served as Senior Manager in consultancy Bain & Company's New York office, working with both leading Private Equity and corporate clients across traditional and digital media/tech. His specializations included transforming "old media" processes for the digital economy, and working with strategic issues in innovative new technologies, such as payments, mobile, and advertising tech (both international and domestic). Prior to Bain, James founded and led Internet music company ClubCastLive.com, which webcast 40 live concerts / night from clubs nationwide and was the first company to live-stream Austin's SXSW music festival). He also built the Data and Insights group of leading youth portal Bolt.com. James started his career as a driver for Oscar-winning film composer Hans Zimmer at his film/music studio, Media Ventures Entertainment Group (part of DreamWorks SKG), where he rose the ranks to become director of film, TV and interactive development. James holds an MBA from Wharton in Finance and an AB from Princeton in Economics, where he also received Certificates in Russian Studies and MusicPerformance. He considers himself a hard-core traveler, with nearly 70 countries under his belt, and is hoping to complete his collection of visasfrom the former Soviet Union in the next 12 months.

The biographies of the following alumni judges were unfortunately not available when this booklet needed to go to press.

David Bigelow, WG86
David R. Blaustein, C81, WG96
Slava Frid, Wharton '97.
Sam Hamadeh, L97, WG97
Reza Haniph, WG94
Adam Hazlett, WG08
Mark Newhouse WG99
Slava Rubin, W96
Paul Sethi, W01
Azmat Ysuf, EE02, ENG02, W02
Adam Zong, WG00

54
Application Criteria



Each Company participating in the Wharton Alumni Business Showcase ("Applicant") represented that it met the following criteria ("Application Criteria"):

Applicant's team contains at least one member who is an alumnus of the Wharton School (Graduate or Undergraduate division). That alumnus participates in the business as either a member of the management team, the company's board of directors or board of advisors (such person shall be referred to as the "Sponsor"). Even though ABS is being hosted by the Wharton Club of New York (the "Club"), the Sponsor can live anywhere in the world.

Applicant is an Early-Stage company seeking Seed or Angel round financing of up to $2 million. Applicant is also a Development Stage Enterprise (i.e. a company shall be considered to be in the development stage if it is devoting substantially all of its efforts to establishing a new business and either of the following conditions exists: (1) Planned principal operations have not commenced. (2) Planned principal operations have commenced, but there has been no significant revenue even though principal operations are underway). ABS is geared to entities that are in the concept / research stage, validation / development stage or pre-commercialization stage of their business cycle, notwithstanding whether they are a development stage company.

If the Applicant previously submitted a business profile to the Club through the Club's Wharton Angel Network (WAN), Applicant may also be eligible for ABS provided all other Application Criteria is met.

In the event that Applicant has entered the Club's Wharton Alumni Business Plan Competition in any prior year, Applicant may apply again this year, but if Applicant is declared a "finalist" and is invited to present at the Showcase event, Applicant will not be eligible to compete for cash prizes.

Applicant and Sponsor acknowledge that they read and agree to the Terms and Conditions of ABS.

Terms and Conditions

Definitions:

a. The Wharton Club of New York shall be referred to as "WCNY".
b. The WCNY, its officers, directors, employees, members, volunteers, judges, agents, successors, and assigns shall collectively be referred to as the "Club".
c. The 2011 WCNY Alumni Business Showcase shall be referred to as "ABS".
d. The business entity participating in ABS shall be referred to as the "Applicant".
e. The member(s) of the Applicant's team who is an alumnus of the Wharton School shall be referred to as the "Sponsor".
f. Individuals and entities participating in ABS for the purpose of evaluating investment opportunities in Applicants shall be referred to as "Investor(s)".

Terms and Conditions:

Participation in ABS is subject to the terms and conditions that follow:
a. Applicant and Sponsor agree that the WCNY reserves the exclusive right, in its sole determination, to accept or reject any application for any reason or no reason at all.
b. Applicant and Sponsor represent that all of the information submitted is true and accurate to best of Applicant's and Sponsor's knowledge.
c. Applicant and Sponsor agree: (a) that materials that they submit and the presentations that they make will be judged entirely in the sole and absolute discretion of the Club; (b) all decisions made by the Club are final and there is no opportunity for appeal; (c) that the Club reserves the right in its sole and absolute discretion: to change the rules, including without limitation, the application criteria and the judging criteria; and to terminate ABS at any time, for any reason and without prior notice.
d. Applicant and Sponsor understand and agree that prizes: (a) are not guaranteed; and (b) are dependent upon whatever funds may be remaining from ABS corporate sponsorship support, application fees and event admission fees after the WCNY pays ABS program expenses.
e. Applicant agrees that in the event it receives a cash prize or in-kind service prize, Applicant will be solely responsible for any and all taxes.
f. Investor, Applicant and Sponsor agree to hold the Club harmless from and against – and hereby waive any right to pursue – any claims of any nature arising in connection with ABS.
g. Applicant hereby agrees: (i) that the Club and Investors shall not have any obligation, duty or responsibility to maintain or attempt to maintain the confidentiality of any information submitted or communicated by Applicant; (ii) any attempt to create any such an obligation by including a confidentiality provision shall be null and void, without effect, and any such confidentiality provision is hereby expressly disclaimed; and (iii) accordingly, Applicant has no expectation of confidentiality with respect to any information submitted or communicated.
h. Investor and Applicant understand and expressly agree that: (i) even though the ABS program is designed to introduce Applicants to potential Investors, the program is not intended to solicit offers to buy or sell any security, future, option or other financial instrument or to offer or provide any investment advice or service to any person in any jurisdiction; (ii) the Club does not offer any opinion with respect to the suitability of any security; (iii) the Club has not conducted any Applicant related due diligence whatsoever, nor has it made any effort to qualify the suitability of participating Investors; and (iv) the Club is not acting in the capacity of a finder or broker.
i. Investor represents that Investor is an "Accredited Investor" as defined by the U.S. Securities and Exchange Commission in Rule 501 of Regulation D.



The Wharton Club of New York would like to thank . . .

Clipik is a video-editing platform in which a large number of talented professional editors and freelancers help everyday users create great videos.

This innovative platform features a simple and flexible interface that enables seamless interaction between content-generating users and the editors. Clipik's mission is to help bring memories to life and allow users to effortlessly capture important moments in professional quality at an affordable price.

The process is simple: on one side, users upload their content and answer questions about what they want for the final video. On the other side, artists in Clipik's global community prepare the videos. Hassle-free, affordable and with a human touch. For more information visit us at: www.clipik.com



The Wharton Club of New York would like to thank . . .

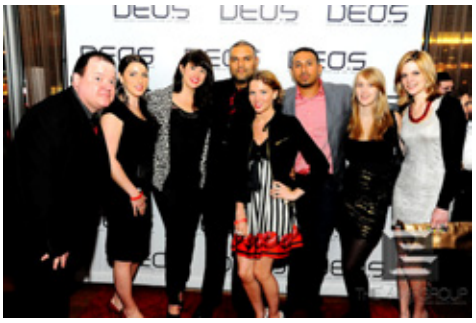
THE Blaq GROUP
ENVISION. INNOVATE. EXECUTE.

We are a fast-paced, full-service Events, Management, Marketing & PR Agency. We bridge the gap between our clients and their customers.

ENVISION: To conceive of as a possibility; form a mental picture of something that is invisible or abstract.

INNOVATE: To bring something new and inventive to an environment.

EXECUTE: Carry out; to perform, accomplish, and put into effect.
For more information visit us at:
www.theblaqgroup.com



The Wharton Club of New York would like to thank . . .

credibility media

Let's build your video brand. Our video production services include: full service video branding; in studio or in the field; interviews; video editing; titling and motion graphics; and releases on the web, DVD or television. We strive to create quality and power to inspire belief.

For more information visit us at:

www.credibilitymedia.com



Notes

The Wharton Club of New York would like to thank . . .

CHRISTIE'S

Christie's is a name and place that speaks of extraordinary art, unparalleled service and expertise.

Founded in 1766 by James Christie, Christie's conducted the greatest auctions of the 18th, 19th and 20th centuries, and today remains a popular showcase for the unique and the beautiful. Christie's offers over 450 sales annually in over 80 categories, including all areas of fine and decorative arts, jewelry, photographs, collectibles, wine, and more. Prices range from $200 to over $80 million.

Christie's has 53 offices in 32 countries and 10 salerooms around the world including in London, New York, Paris, Geneva, Milan, Amsterdam, Dubai and Hong Kong. Christie's also offers its clients worldwide access to its sales through Christie's LIVE™, its unique, real-time online bidding service.



© 2011, The Wharton Club of New York



The Wharton Club of New York Alumni Business Showcase was designed to introduce early-stage businesses founded by Wharton alumni to angel investors. To learn more about any of the companies featured, accredited investors should email us at:

Investors.BPC@WhartonNY.com

Wharton ALUMNI
University of Pennsylvania

The Wharton Angel Network • Wharton Club of New York

1560 Broadway, Suite 1011 • New York, New York 10036 • Phone:212-463-5559 | Fax: 917-464-5977