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FOR IMMEDIATE RELEASE

Wharton Business Plan Competition Finalists Announced: \$75,000 in Prizes, VC Interest at Stake

*Among business plans in contention: Rocket propelled "space tourism" balloon,
handheld brain trauma scanner for combat triage, eco-friendly gas stations*

PHILADELPHIA, PA., April 12, 2004—The Wharton Business Plan Competition <www.whartonbpc.com> has announced the eight finalists who will vie for \$75,000 in prizes at the annual Venture Fair taking place Monday, April 26 at the Wharton School's Jon M. Huntsman Hall, on the University of Pennsylvania campus.

The Wharton Business Plan Competition "Great Eight" finalists are:

1. BioSpectrum: Fast, low cost protein screening for billion dollar drug discovery market.
2. CelfCure, Inc.: Technology aided stem cell harvesting from patients for disease self-treatment.
3. Distributed Resource Imagery : Hollywood animation rendering via "distributed computing" for cheaper, faster film images.
4. Greenhands: Gas stations offering eco-friendly transportation fuels set for UK launch.
5. IL Aerospace Technologies: Space tourism three-person Reusable Launch Vehicle consisting of a rocket-powered detachable hot air balloon.
6. InfraScan, Inc. Handheld device for infrared detection of head trauma in E/Rs and in combat.
7. Integrated Biometric Solutions: System for cardless purchases using consumer's fingerprint ID.
8. Solestia: Affordable leasing program for turnkey residential solar consumer electricity.

Several of the finalists have already achieved important milestones. InfraScan just won funding from the U.S. Navy Small Business Innovation Research Program. That program has interest in using the device to triage combat related head trauma. Another finalist—CelfCure—recently won "best venture" at the Babcock School's Elevator Competition and hopes to harvest patients' own stem cells to treat diseases afflicting them. As well, IL Aerospace Technologies was selected to compete as Israel's entry in the \$10 million "X PRIZE" aimed at fostering development of reusable manned rockets into space.

"This is a critical moment in time for these finalists," says Clare Leinweber, Associate Director for Wharton Entrepreneurial Programs. "To reach this point the teams attended workshops, built on the feedback of early round judges, and juggled other commitments such as school work. In that sense they have already exhibited the traits of successful entrepreneurs. But the last challenge is still ahead: the Venture Fair."

This year's Venture Fair will see the distribution of \$75,000 in cash prizes and in-kind gifts including a \$20,000 Grand Prize. The event attracts over 200 venture capitalists, investment bankers, alumni, attorneys, faculty and students.

The eight finalist teams face off at the Venture Fair with 20-minute presentations to judges drawn from the business and venture capital community who will then evaluate the persuasiveness and viability of each business plan.

Judges scheduled to select the winning teams at the Venture Fair come from Goldman Sachs, Johnson & Johnson, St. Paul Venture Capital, Canaan Partners, K&B Capital, Business 2.0 magazine, Sienna Ventures and Microsoft. Also participating is John Osher, a serial entrepreneur who launched the Crest SpinBrush among hundreds of other products.

The Wharton Business Plan Competition has spawned a number of successful businesses including PayMyBills.com, BuySafe, Ferro Solutions, and Integral Molecular. Again this year students were able to enter an "industry track" in partnership with Penn's Graduate School of Education, as part of its goal to encourage participation by all entrepreneurial-minded students at the University of Pennsylvania. The education track is sponsored by The Goldman Sachs Foundation, which is also a Platinum Sponsor of the Competition itself.

About the Wharton School and Wharton Entrepreneurial Programs

In 1973, The Wharton School became the first school to develop a fully integrated curriculum of entrepreneurial studies. Today Wharton, through [Wharton Entrepreneurial Programs](http://www.wep.wharton.upenn.edu) <www.wep.wharton.upenn.edu>, supports and seeds innovation and entrepreneurship globally through teaching, research and outreach to a range of organizations through its many programs, initiatives and research centers. At the same time, Wharton students and alumni are helping to build entrepreneurial enterprises around the world and impacting virtually every industry.

The Wharton School of the University of Pennsylvania <www.wharton.upenn.edu> is recognized around the world for its academic strengths across every major discipline and at every level of business education. Founded in 1881 as the first collegiate business school in the nation, Wharton has approximately 4,600 undergraduate, MBA, and doctoral students, more than 8,000 participants in its executive education programs annually, and an alumni network of more than 77,000 worldwide

For more information on the Wharton Business Plan Competition, go to:
<www.whartonbpc.com>

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