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Wharton Entrepreneurial Programs' Wharton Business Plan Competition Chooses 25 Semi-Finalists

*25 teams of entrepreneurs named semi-finalists with concepts ranging from "Dungeon" game
currency market to portable breast cancer detection device*

PHILADELPHIA, PA, March 15, 2005—The Wharton Business Plan Competition, Wharton Entrepreneurial Programs' proving ground for emerging student entrepreneurs, announced it has chosen the 25 semi-finalists who will compete for up to \$75,000 in prizes and the chance to present their business plan at the annual Venture Finals on April 26.

Students this year are working on business plans focused on such ideas as an online game currency market for "Dungeon" players, a portable breast cancer detection device and market-based system of carbon credits and debits not unlike the Kyoto Protocol.

"Hundreds of students have participated in the numerous activities surrounding this year's Wharton BPC, so the 25 semi-finalist teams deserve high praise," says Megan Mitchell, associate director for Wharton Entrepreneurial Programs. "But they still have the daunting task of writing a full blown business plan for our next phase when the judges select the 'Great Eight' finalists who will present at the Venture Finals."

The program is made possible by corporate sponsorship, including from Johnson & Johnson, which increased its support to become a new platinum level sponsor for 2004-2005. Johnson & Johnson will take an active part in the Wharton BPC with one of their executives acting as a Venture Finals Judge in April, 2005.

"We are proud to continue our support of Wharton and to build upon our relationship with the school and this program," said David Piacquad, Vice President, Ventures and Business Development for Johnson & Johnson Development Corporation. "The Business Plan Competition is the ideal venue for interacting with Wharton's very creative and entrepreneurial students and for seeing them in action."

Over the years, the Wharton Business Plan Competition, which is open to any University of Pennsylvania student and managed by Wharton Entrepreneurial Programs, has seen numerous student teams go on to become successful businesses including PayMyBills.com, BuySafe, MicroMRI and PAWS (now PetPlan USA and **Embrace Pet Insurance**). Information about past participants is available on the Wharton BPC Web site: www.whartonbpc.com.

The Wharton Business Plan Competition semi-finalists include:

- Mudgex (Multi User Dungeon Gaming Exchange): marketplace for "virtual currency" obtained in Massively Multiplayer Online Role Playing Games (MMORPG).
- IntuiTouch, Inc.: handheld, easy-to-use, inexpensive consumer device using near infrared technologies for early detection of breast cancer.
- E-Ventures (TripWire): software system that addresses Internet fraud especially related to \$9 billion Internet advertising market.
- Fitness in Motion (FIMTraX™): a luxury passenger train gym car, complete with top quality machines, a personal trainer on hand, lockers, TV entertainment, vending machines, and more.
- Benven (TerraPass): a market-based system of carbon credits and debits not unlike the Kyoto Protocol, which allows drivers to pay to offset their cars' annual emission of greenhouse gases.
- Patient Returns: outsourced, systematic dental patient scheduling and reminder system at a price significantly less than an additional employee.

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 <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, Executive MBA, and doctoral students, more than 8,000 participants in its executive education programs annually, and an alumni network of more than 80,000 worldwide.

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

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