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

*25 teams of entrepreneurs named semi-finalists with concepts including "after-death" messaging, online retiree job placement and electrical devices for powering damaged human muscles*

PHILADELPHIA, PA, March 13, 2006—The Wharton Business Plan Competition a program of Wharton Entrepreneurial Programs that has provided thousands of students a chance to pursue the loftiest of entrepreneurial ambitions, has announced it has chosen its 25 semi-finalists. These semi-finalists will compete for up to \$75,000 in prizes and the chance to present their business plan at the annual Venture Finals on April 25, 2006.

The range of submissions reveal a continuation of recent trends to focus on life science concepts. But this year is also marked by a resurgence of Internet and digitally oriented ventures that seek to fill demographic needs or workplace gaps.

Students this year are working on business plans focused on such ideas as: a game development studio for Xbox 360 and PlayStation3 from the creators of "Halo," (*Giant Bite Games*); a Web based "after-death" messaging service for the deceased to communicate upon death (*Eternus*); lightweight electrical devices for powering damaged human muscles (*Muscle Morph*); a Web powered staffing network placing retirees in full or part-time jobs (*SilverBank*).

"These 25 semi-finalists have worked for months to develop their concepts and now they have truly reached a turning point where they must write a highly polished business plan," said Megan Mitchell, associate director for Wharton Entrepreneurial Programs. "While the semi-finalists can feel pleased that they have distinguished themselves, the next step is a huge one: selection as one of the 'Great Eight' finalists who will vie for a prize at the Venture Finals."

The Wharton BPC program is made possible by corporate sponsorship, including from Johnson & Johnson, which has again provided the highest level of support as a platinum level sponsor for 2005-2006. Johnson & Johnson executive will serve as one of the Venture Finals judges April 25. New silver level sponsor Yahoo! and Foundation Capital will also take an active part in the Wharton BPC proceedings with both firms providing semi-finalist judges.

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, NetConversions, Stata Labs, DealMaven, Verge Solutions and MicroMRI. Information about past participants is available on the Wharton BPC Web site: <http://bpc.wharton.upenn.edu>.

### **About the Wharton School and Wharton Entrepreneurial Programs**

The Wharton School, through Wharton Entrepreneurial Programs <[www.wep.wharton.upenn.edu](http://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.

The Wharton School of the University of Pennsylvania <[www.wharton.upenn.edu](http://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: <http://bpc.wharton.upenn.edu>.

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