

**FOR IMMEDIATE RELEASE**

**Contact:**

Peter Winicov, Senior Associate Director of Communications  
The Wharton School, University of Pennsylvania  
215-746-6471 or winicov@wharton.upenn.edu

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

*25 teams of entrepreneurs named semi-finalists with concepts including "eBay for Africans," a low-cost process for turning landfill waste into energy, and a chain of "make your own chocolate" stores*

PHILADELPHIA, PA, March 7, 2007—The Wharton Business Plan Competition ([www.bpc.wharton.upenn.edu](http://www.bpc.wharton.upenn.edu)), a program of Wharton Entrepreneurial Programs that has provided thousands of students a chance to pursue entrepreneurial ambitions, has announced its 25 semi-finalists. These semi-finalists will now compete for the chance to become one of the "Great Eight" finalists who present their business plan and vie for up to \$70,000 in prizes at the annual Venture Finals on April 24, at Jon M. Huntsman Hall.

Teams making the semi-finals are working on such concepts as an "eBay for Africans"; a low-cost process for turning landfill waste into energy, an online dating portal for US Latinos; a Web center for YouTube type videos; and a chain of "make your own chocolate" stores. Two of the teams (Foodily, Energetica) have already received admission to the Wharton Venture Initiation Program while another (CircuMed) was named a finalist of Weiss Technology House's PennVention competition.

"These 25 semi-finalists have passed one hurdle yet must reach even higher to write a sophisticated business plan," said Megan Mitchell, senior associate director for Wharton Entrepreneurial Programs. "To gain selection as one of the 'Great Eight' finalists who will vie for a prize at the Venture Finals requires careful planning and thought."

The Wharton BPC program is made possible by corporate sponsorship, including from Johnson & Johnson and Schering-Plough. Executives from each firm along with entrepreneurs and venture capitalists will serve as Venture Finals judges April 24.

The Wharton Business Plan Competition semi-finalists include:

- Foodily: Make your own candy stores
- Energetica: Landfill into energy cheaper/better
- Mtandao: an eBay for Africans
- QuieroLatino.com: online dating for US Latinos
- CircuMed: drug delivery for treatment of thrombotic diseases
- MyVideoPost: a portal for managing Web based videos

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**

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](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. 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](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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