

Contact:
Peter Winicov,
Senior Associate Director of Communications
215-746-6471 or winicov@wharton.upenn.edu

FOR IMMEDIATE RELEASE

Wharton Business Plan Competition Finalists Vie for \$70,000 in Prizes, VC Interest

Among entrepreneurial contest contenders: business wear for women; low-cost process for turning landfill waste into energy; a chain of "make your own candy bar" stores

PHILADELPHIA, PA., April 16, 2007—The Wharton Business Plan Competition (<http://bpc.wharton.upenn.edu>) has announced the eight finalists who will vie for \$70,000 in prizes at the annual Venture Finals taking place Tuesday, April 24 at the Wharton School's Jon M. Huntsman Hall, on the University of Pennsylvania campus. The event is free and open to the public.

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

1. Angiologix: patented medical diagnostic devices to improve the assessment of cardiovascular health and risks such as heart attacks (Wharton West student team)
2. CircuMed Biopharmaceuticals: novel approaches to treat thrombotic diseases based on a series of proprietary drug delivery platforms
3. Energetica: a patent pending process to facilitate more efficient production of energy at U.S. landfills and wastewater treatment plants by converting contaminated biogas into high quality, energy rich gas
4. Foodilly Chocolate Factory: an experience-based retail concept that allows customers to create their own candy bars
5. Nantronics: low-cost, high-performance flash memory circuits for computing and electronics
6. NP Solutions: patented medical devices for minimally invasive treatment of lower back pain
7. Tamara Kanes: British-based tailoring retailer for women, offering range of high-quality, affordable, personally-tailored business wear
8. Vektor: software serving the engineering and manufacturing sectors focused on information management, data integration and collaboration across systems, project groups and divisions via a web-based portal

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>

"This year the finalists are especially diverse, representing such industries as retail, biotech and information technology," says Megan Mitchell, senior associate director for Wharton Entrepreneurial Programs. "But the students must now draw upon all of the knowledge gained from workshops, mentors and early-round judges so that their presentation will gain the support of our Venture Finals judges."

The eight finalist teams face off at the Venture Finals 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. Students will receive \$70,000 in cash prizes and in-kind awards including a \$20,000 Grand Prize. The event attracts over 200 entrepreneurs, venture capitalists, investment bankers, alumni, faculty and students.

Venture Finals judges scheduled to select the winning teams represent a range of organizations including Johnson & Johnson Development Corporation, Norwest Venture Partners and Schering-Plough Corporation. The judges are:

- >Madi Ferencz, WG'71, Founder, Magic Sliders LP
 - >James Lussier, W'78, General Partner, Norwest Venture Partners
 - >David Piacquad, WG'84, Senior Vice President, Schering-Plough Corporation
 - >Richard Thompson, WG'96, Chairman & CPO, Adify Corp
 - >Rob Willenbucher, WG'03, Vice President, Venture Leader, Johnson & Johnson Development Corporation
- Note: WG=MBA alum; W=Undergraduate alum

Among this year's finalists, a few have already achieved important distinctions and milestones. Foodily and Energetica are members of the Wharton Venture Initiation Program (VIP). Energetica also reached the semi-finals at MIT's business plan competition. Finally, Masha Merchant of Angiologix was named an inaugural winner of the Wharton Venture Awards (WVA) receiving \$10,000. The award assists students financially over the summer in lieu of a full-time internship, so that they can concentrate on developing their entrepreneurial venture.

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 — founded in 1881 as the first collegiate business school — is recognized globally for intellectual leadership and ongoing innovation across every major discipline of business education. The most comprehensive source of business knowledge in the world, Wharton bridges research and practice through its broad engagement with the global business community. The school has more than 4,600 undergraduate, MBA, executive MBA, and doctoral students; more than 8,000 annual participants in executive education programs; and an alumni network of more than 81,000 graduates. Wharton at 125: www.wharton.upenn.edu

For more information on the Wharton Business Plan Competition, go to: <http://bpc.wharton.upenn.edu>.

###