



2009-2010

Information Session

October 2009

Thank you to this year's grand prize sponsor:  
**The Gary Karlin Michelson, M.D. Charitable Foundation Inc.**

# WHARTON BUSINESS PLAN COMPETITION

- Why Take Part?
- Competition Overview
  - Phases & Timelines
  - Workshops, Events & Mentoring
  - Prizes
- Last Year's WBPC
- FAQ
- Q&A

# WHY TAKE PART?

Get your business plan off the ground - with cash!

Network with seasoned VCs and entrepreneurs

Third-party validation

Find an idea OR find a business partner

First-hand entrepreneurial experience

It's fun!!!

This could be one of the your most interesting extra-curricular activities  
A real talking point that will distinguish you at interviews

# PHASES AND TIMELINES

**ADVISORY PHASE  
(Phase 1)  
Brief Business Concept**

- Non-competitive round: 1200-word submissions due by 2pm, November 13, 2009
- Judge feedback allows participants to refine their business ideas

**COMPETITIVE PHASE  
(Phase 2)  
Executive Summary**

- First competitive round: 2000-word submissions due by 2pm, January 29, 2010
- 25 semi-finalists will be selected in Phase 2

**SEMI-FINALS  
(Phase 3)  
Full Business Plan**

- Submissions due by 2pm, March 19, 2010
- “Great Eight” finalists will be chosen

**VENTURE FINALS**

- To be held on April 28, 2010
- “Great Eight” will present in front of high-profile venture capitalist, entrepreneurs & industry leaders

# WORKSHOPS, EVENTS & MENTORING

## WORKSHOPS

- **Idea generation workshop**
- **Industry panels**
- **Entrepreneurs panel** - Entrepreneurs and past WBPC competition winners share experience & advice
- **Business plan review workshops**

## EVENTS

- **Team-Building & Networking event** | November 4, 2009 | SHDH 350 | 5:00-7:00pm

## MENTORING

- **Entrepreneurs, venture capitalists, lawyers**

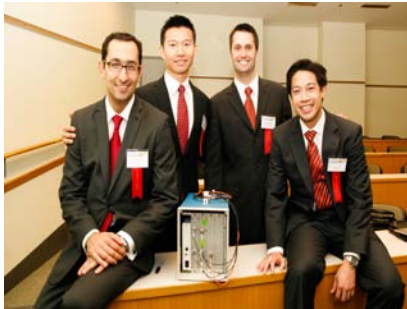
# PRIZES

- Grand Prize: \$30,000
- Second Prize: \$20,000
- Third Prize: \$15,000
- Top 3: \$10,000 each in in-kind legal and accounting services
- Gloeckner Undergraduate Award: \$5,000
  - 50% of the team must be Wharton undergraduate students
  - Team must reach the semi-finals (Phase 3)
- People's Choice: \$3,000
  - Determined by audience and based on Elevator Pitch during networking reception

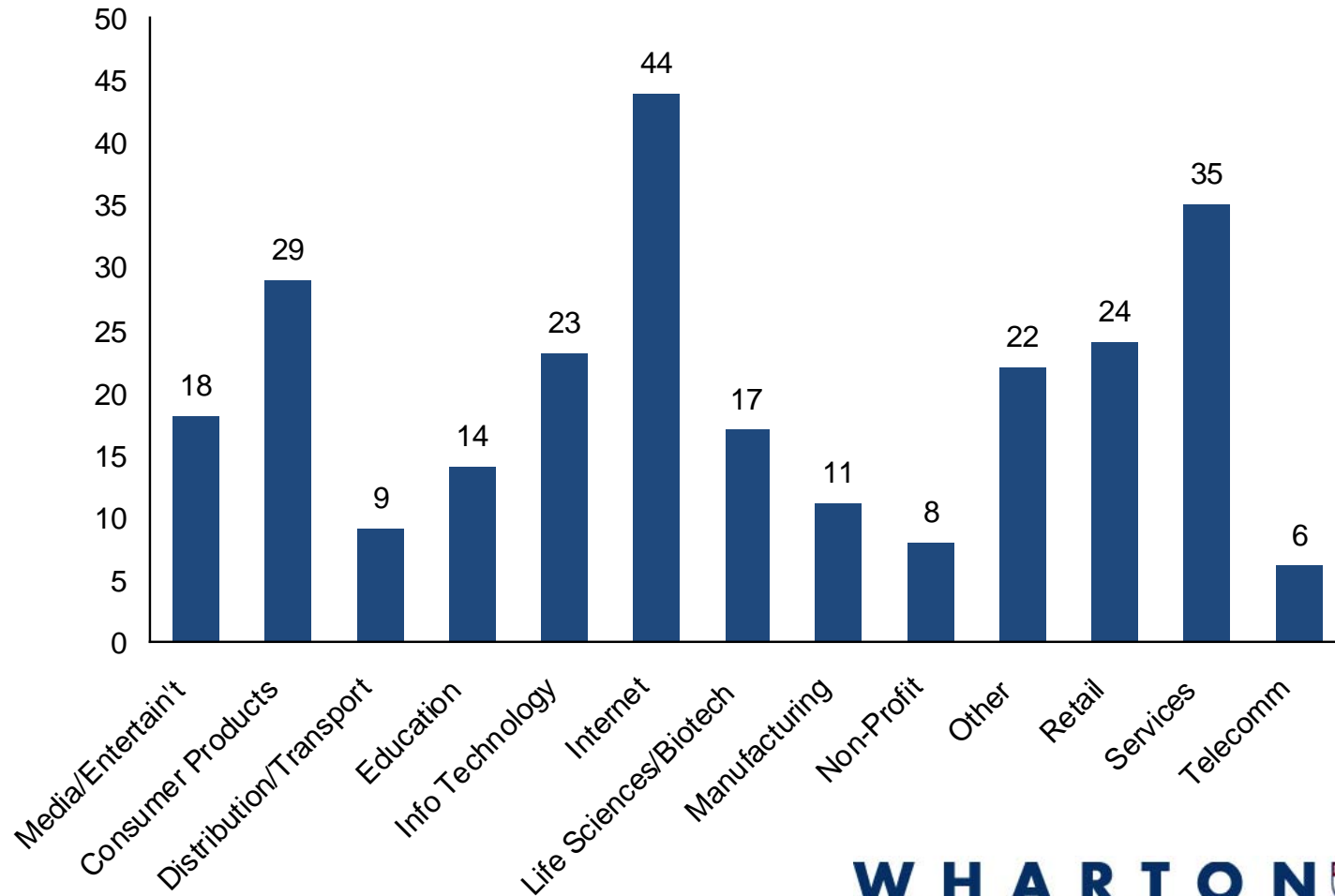
# WHO CAN JOIN?

- Any UPenn student
- Any major, background and experience
- Non-Penn can participate BUT the team lead **must** be at UPenn

# LAST YEAR'S WBPC HIGHLIGHTS



# LAST YEAR A FULL RANGE OF INDUSTRIES WERE REPRESENTED



# 2008-2009 WINNERS

## Michelson Grand Prize (\$30,000)

*NIR Diagnostics*

(developers of InfraVue wound assessment device)

## Second Prize (\$20,000)

*CuddleBots*

(creators of programmable robot toys and online communities for kids)

## Third Prize (\$15,000)

*Realistic Eye*

(patented techniques providing more natural appearance to artificial eye patients)



# 2008-2009 WINNERS

**Gloeckner Undergraduate Award  
(\$5,000)**

*StealthRowing*

(proprietary system for rowers that affords year-round training on indoor swimming pools)

**People's Choice (\$3,000)**

*NIR Diagnostics*



# FAQs & CONCERNS

- I am concerned that someone is going to steal my idea
- Is there a minimum or maximum number of team members allowed for a venture?
- I am an exchange student here for the year. Can I participate in the competition?
- Can I see examples of plans that have won the competition in the past?
- My business is already generating money, can I still enter?
- I have already received some angel funding, can I enter?
- If I win, do I have to invest the prize money in my business?

# FAQs & CONCERNS (cont...)

- I don't have a biotech idea – and that's all that seems to win. Why should I participate?
- Can I enter more than one idea into the competition?
- What types of business entities are acceptable for submission?
- Do I have to participate in the Advisory Phase to be eligible to participate in the Competitive Phase?
- I have an idea, but need team members – how can I find them? OR  
I don't have an idea, but I'm a whiz at financial statements and want to join a team

# THE CHALLENGE IS ON!

**JOIN THE WBPC**

<http://bpc.wharton.upenn.edu>

**JOIN THE FACEBOOK GROUP**

**Wharton Business Plan Competition 2009/2010**

**OR E-MAIL US AT**

[whartonbpc@wharton.upenn.edu](mailto:whartonbpc@wharton.upenn.edu)

# QUESTIONS?

## WBPC 2009-2010 STUDENT COMMITTEE

### Co-Chairs

Davis Smith | Bhavin Vakani

### Directors of Judge Relations

Lee Bienstock | Rohan Deuskar | Carolina Huaranca

### Directors of Mentoring & Education

Taylor Duvall | Lesley Mbogo | Marina Nazarova

### Directors of Marketing

Dan Baker | Anna Banaag