

PennVention is managed and directed by the Weiss Tech House. The Weiss Tech House, the newest student-learning hub, is designed to support undergraduates in the development and/or commercialization of innovative technologies. The domains of interest are broad and include, but are not limited to, information, energy, materials, finance and biotech. While the primary focus is undergraduates, the tech house seeks involvement from graduate students, faculty, staff, alumni and industry. Current programs include a workshop series, a mentoring program and a student managed innovation fund.



University of Pennsylvania

Weiss Tech House
University of Pennsylvania
3330 Walnut Street
Philadelphia, PA 19104-6389
T:215-573-0513



<http://www.tech-house.upenn.edu/>

WELCOME TO THE FIRST ANNUAL PENNVENTION INVENTION FAIR

2004-2005

Room 266 Levine Hall
3330 Walnut Street
Philadelphia, PA 19103

Friday, April 8, 2005

WEISS TECH HOUSE

Karl Ulrich, PhD
Faculty Director, Weiss Tech House

Anne Stamer
Director, Weiss Tech House

Nicole Righini
Project Manager, Weiss Tech House

CONTRIBUTORS

Brett Ian Balogh, Mechanician GSFA
Woodshop

Nicki Dlugash, SAS 06

Ben Dodson, SEAS/SAS '06

Greg Lester
News Officer, Science & Engineering,
University of Pennsylvania

Robert Taggart, SAS '05

Marvin Weinberger
Managing Partner, MIW Associates

Weiss Tech House Marketing Committee
Mudit Jaiu, SEAS 06
Evan Richter, SAS 08
Mariel Nortick, SAS 06
James Kim W 06
Drew Sutton, W 05
Nicki Dlugash, SAS 06
An Nguyen, SEAS/W 07
Ann Chempakaseril, SEAS 06

Weiss Tech House Mentoring Committee
Leyu Ong, W/SAS 05
Albert Ko, W 05
Jim Bowles SEAS 06
Suraj Patel, SEAS 08

Peter Winicov
Associate Director, Communications,
The Wharton School,
University of Pennsylvania

Angela Woodall, SAS 07

INVENTION FAIR AGENDA

Introductory Remarks	12:00-12:15
The wEdge	12:15-12:25
Sunsak	12:30-12:45
HRI Minesweeper	12:45-1:00
AromaChip	1:00-1:15
Intellistem	1:15-1:30
Break	1:30-1:45
Philoi	1:45-2:00
LiveBolt	2:00-2:15
BrightIdea	2:15-2:30
StormWatch	2:30-2:45
SprayIt	2:45-3:00
Alternative Wallets	3:00-3:15
Reception	3:15-4:00
Awards Ceremony & Conclusion	4:00-5:00

Each team will have 7 minutes to present and 5 minutes of judge Q&A.
Three minutes are allotted to transition between teams.



PennVention is program hosted by the Weiss Tech House
www.tech-house.seas.upenn.edu

OVERVIEW OF PENNVENTION

Welcome to the First Annual PennVention, a contest for student inventors looking to create, develop and legitimize their inventions. Open to all University of Pennsylvania students, this competition provides students with tools and resources, mentoring opportunities and feedback from experts. PennVention consists of three distinctively different rounds of competition:

Inspiration Round:

The Inspiration Round deadline is in November. This is a non-competitive round of the competition and invention submissions are not judged. Each team submits a brief document describing the submitted invention. Teams are then specifically paired with mentors to help create, fine-tune and justify inventions before the Achievement Round.

Achievement Round:

The Achievement Round deadline is in early February. Each team submits an in-depth presentation deck including preliminary design specifications along with feasibility and commercial potential. All participants are given written feedback from several judges, including inventors, consultants, entrepreneurs and business professionals. This feedback is very valuable in fine-tuning inventions and

moving them through the patent and licensing processes. The feedback can also assist in preparing for the Invention Fair. Ten teams are selected to move onto the Fair, each receiving \$250 Cash to go toward supplies needed to make the prototype and have the opportunity to apply to the Weiss Tech House Innovation Fund for up to \$1000.

Invention Fair:

The final round is the Invention Fair that takes place in early April. Each of the ten finalist teams is required to make a presentation and display and/or demonstrate the submitted invention. In the case of an invention where a prototype cannot be made (i.e. biomedical device) detailed drawings are displayed. At the conclusion of the Invention Fair, cash prizes are awarded, and winning teams have the option to partner with Competitive Technologies for commercialization.

MENTORING & WORKSHOPS

The PennVention Mentoring Program is designed to provide students with access to the expertise of successful inventors, seasoned entrepreneurs and business leaders who are ready, willing and able to assist student teams with their inventions and or the patent/licensing process. Mentors provide assistance to student teams that are participating in any phase of PennVention. Mentors may include entrepreneurs, inventors, attorneys, accountants, consultants and venture capitalists.

In its inaugural year, PennVention welcomed the support of several mentors, many of whom met with students on campus, held office hours on campus, and even hosted workshops. PennVention would like to thank the following individuals for their time, dedication, effort and support of invention.

Mentors

Claire-Juliette Beale
Director Strategy & Business Development,
Bresslergroup

Peter Bressler
Founder and CEO, Bresslergroup

Mathieu Turpault
Senior Designer, Bresslergroup

Marvin Weinberger
Managing Partner, MIW Associates

Workshops

Innovation From First Principles
Marvin Weinberger
Managing Partner, MIW Associates

Legal Workshop
Douglas Bernstein
Counsel, Lowenstein Sandler, PC
Raymond Thek
Member of the Firm, Lowenstein Sandler, PC
Beverly Lubit
Counsel, Lowenstein Sandler, PC

One-on-One Presentation Skills Workshop
John Russell
General Manager, QVC ProductWorks

ACHIEVEMENT ROUND JUDGES

Peter Bressler
Founder & CEO, Bresslergroup

Clay Burns
Vice President, Smart Design

Phillip P. Chan, MD, PhD
Associate, NJTC Venture Fund

Steven Christini
President, Christini Technologies, Inc.

Alan Cook, SEAS 95, W 95
Principal, 726 Ventures

Aris Despo
VP, Business Development,
Competitive Technologies, Inc.

Dan Doorley
President, EDGE Product
Development

Paul Hynek, WG 90
CEO, Spitfire Ventures

Joshua Kopelman, W 93
Managing Director, First Round
Capital

Marilyn Montross
Director, of Vendor Relations, QVC
Howard Lee Morgan, MA 75
President, Arca Group, Inc.

David Preuss
Principal, psl marketing

John Russell
General Manager, QVC
ProductWorks

John Schaffeld
VP, Product Development &
Engineering, Proteus Design

William Schawbel, W 61
CEO, The Schawbel Corp.

Marvin Lee Segal
President, Segal Associates, LLC

Roger Shiffman
President & CEO, Zizzle, LLC

Christopher Starr
Managing Director & VP of
Investments, Innovation Philadelphia

Brett Topche, W 02
Associate, NJTC Venture Fund

Lisa Tweardy, MSE 95
Director of Research & Development
and Business Development, Jerome
Medical

John Ulrich, WG 97
Principal, Foster Chamberlain, LLC

Stephen Wilcox, PhD, FIDSA
Principal, Design Science

Ron L. Wilson, II, WG 95
Co-Founder & Chairman, 180s

Rich Yoegel
Merchandising Director, QVC

SPONSORS

PennVention and The Weiss Tech House would like to thank the sponsors for their most generous support of the PennVention contest as well as for their dedication to innovation and the spirit of invention. Executives from sponsoring organizations have provided insight, feedback and support to students as mentors, judges and workshop leaders and offered special prizes and in-kind services worth over \$50,000. The participation of our sponsors, their generosity and efforts made this a more meaningful experience for student participants. THANK YOU!



Lead Sponsor: Competitive Technologies

Competitive Technologies, Inc. (AMEX:CTT) is a full service technology transfer and licensing provider. The Company has been in the business of taking technology to the marketplace for more than 36 years, during which time CTI has evaluated tens of thousands of inventions from many of the world's leading scientists. CTI has successfully licensed over 500 breakthrough technologies to more than 400 companies including major global businesses like Merck, SONY, IBM, Motorola and Lucent.

Silver-Level Sponsor: Bresslergroup

BRESSLERgroup

Based in Philadelphia, Bresslergroup offers innovative product solutions via integrated research, product design and development. Employing over 3 decades of global new product innovation experience across industries, Bresslergroup creates trusting partnerships with its clients to grow their brands. Bresslergroup has won more than 70 major design awards and authored more than 75 patents. BusinessWeek named Bresslergroup one of the top-winning firms of the past decade.

Bronze-Level Sponsor: QVC

QVC

QVC, Inc., a \$5.4 billion company, is an e-commerce leader, marketing a wide variety of brand name products in such categories as home furnishings, licensed products, fashion, beauty, electronics and fine jewelry. QVC reaches over 86 million homes in the United States. Other divisions/subsidiaries include QVC.com, Q Direct, Q Records and Video, QVC @, QVC Local, QVC ProductWorks. The QVC Studio Tour is located at the company's world headquarters in West Chester, Pa.

Sponsors Con't.

Bronze-Level Sponsor: Innovation Philadelphia

Innovation Philadelphia, a public/private partnership, concentrates on four key areas including investment programs, technology commercialization, workforce development and student retention, and Regional research and marketing.

Innovation Philadelphia's mission is to grow the wealth and the workforce of the Greater Philadelphia Region's Innovation Economy by growing, attracting, retaining, and connecting technology-based businesses and workforce in the Region.

Innovation Philadelphia accomplishes this mission by providing technology-based and early-stage businesses with traditional seed capital, access to alternative funding, skilled human capital, commercialization assistance, entrepreneurial resources, and intellectual capital.

Legal Sponsor: Lowenstein Sandler PC

Lowenstein Sandler PC is a nationally recognized, AmLaw 200 law firm with offices in New Jersey and New York. The firm represents a wide range of clients including public and private companies, financial institutions, investors, entrepreneurs, governmental agencies and universities. Lowenstein Sandler was named "New Jersey's premier law firm" by Chambers USA Guide to America's Leading Lawyers for Business that ranked the Corporate and Litigation departments first in the state. In addition, the firm's lobbying and governmental relations subsidiary, Issues Management LLC, is the top ranked lawyer-lobbying firm in New Jersey.



In-Kind Sponsor: Price Communications

Price Communications is an ad agency that focuses on brand development, and has Philadelphia's only Certified Brand Strategist. From creating a brand for your company or product, to rejuvenating an existing brand, with our proprietary Brand Purification© process we capture the essence of your brand quickly and effectively. From there, we build the foundation needed to establish brand recognition, brand loyalty, and brand equity. With your brand messaging clearly defined, it's time to implement our proprietary 360° Marketing Perspective© to determine how to motivate your target and how to best deliver your brand experience. Price Communications, a better way...of building business beyond expectations.



Shawn Marcell

Managing Director, Science Center Capital

Shawn Marcell has been an innovator in the biotechnology, technology and pharmaceutical industries for the past two decades. His impressive record of creating, financing and launching successful new business took his most recent venture, Linguagen Corp., from start-up stage to a leading biotechnology company. Mr. Marcell was also founder and CEO of Prima Facie, Inc. that he built to a leading company in mobile security. Among his other accomplishments, Mr. Marcell served as head of marketing and business development at Centocor, Inc. diagnostics division.

John Nano

President and CEO, Competitive Technologies

John Nano brings over 20 years of experience in the creation of shareholder value through the profitable commercialization of technology. He has a broad background in domestic and international operating experience with technology-based companies focusing on life sciences, physical sciences, digital technology and electronics. Prior to joining CTT, Mr. Nano held various executive leadership positions as Director and Founder of the Electronics Group at ICI Americas and as EVP, CFO and Division President at Sunkyong America.

John Osher

Chairman, Ridgewood Industries, Inc.

John Osher is one of America's most successful entrepreneurs. He has developed hundreds of consumer products and has built and sold several successful businesses to major companies, including launching the SpinBrush, which was sold to Procter and Gamble for \$475 million. Mr. Osher also founded CAP Toys, a company that brought to market toys such as "Stretch Armstrong." Mr. Osher sold the company to Hasbro toys and is currently working on The ShaveMan Razor, a five-dollar electric razor that is flying off Wal-Mart's shelves.

JUDGING

PennVention recruits some of the world's most respected leaders in industry to judge the ideas and inventions submitted by participating teams. Judges are volunteers from various walks of life and include inventors, venture capitalists, lawyers and entrepreneurs.

This year, more than 25 PennVention judges reviewed student submissions carefully and critically. They determined the top teams and offered constructive feedback and guidance and thoughtful analysis to all the teams. All of the participating students will be able to use this feedback to improve the submitted invention itself, or move it forward into the patent or licensing arena.

PennVention would like to thank the following judges for their time, dedication, effort and support of invention:

Invention Fair Judges

Albert Charpentier, BSEE 75

CEO, CTO and Founder, Intellifit

Albert J. Charpentier has over twenty years of management experience in the semiconductor, electronics and computer industry and he is now leading the final commercialization stage of the Intellifit Body Scanner. Among his many accomplishments, Mr. Charpentier was founder and President of Ensoniq Corporation, a leading manufacturer of high-end electronic musical instruments and audio chips and add-in cards for PCs. Mr. Charpentier was also Vice President of Engineering at Commodore Computers, responsible for the Commodore 64 computer.

Kim Maguire

Executive Vice President & Chief Merchandising Officer, QVC

Kim Maguire is a leader in his field. Currently Mr. Maguire is responsible for the following divisions at QVC: fashion, beauty, accessories, jewelry, home innovations, kitchen electronics, cookware and gadgets, just to name a few. Prior to joining QVC Mr. Maguire was the chief merchandising officer with Circuit City and spent more than 20 years with Target Stores, where he started out as an assistant buyer and rose to the position of senior vice president.

PRIZES

Grand Prize \$5,000 cash awarded by the Weiss Tech House

Second Place \$2,500 cash awarded by the Weiss Tech House

Third Place \$1,000 cash awarded by the Weiss Tech House

Leonardo DaVinci Prize \$5000 cash award AND an offer of representation worth more than \$50,000 plus the potential to earn significant royalties from licenses obtained by Competitive Technologies Inc. (CTI). This will be awarded to the Prizewinner whose invention has the greatest potential for commercial success via licensing.

QVC Consumer Innovation Prize Cash award of \$2,500 AND a one-hour meeting with the QVC Buyer for that product category. The Buyer will provide feedback with the team about the product and evaluate it for possible sale on QVC.

Bresslergroup Product Design Prize The Invention Fair Finalists (chosen after the Achievement Round) will receive personalized mentoring from Bresslergroup, Inc.

Achievement Round Prizes Up to \$1250 in cash. Teams who are selected to go onto the Invention Fair receive \$250 to go toward supplies needed to make the prototype and have the opportunity to apply to the Weiss Tech House Innovation Fund for up to \$1000.

FINALISTS

Alternative Wallets

Provides a minimalist, aesthetic solution for the athlete who needs a secure and convenient storage device for his or her valuables.

Zachary Drossman, W 05, zdrossma@wharton.upenn.edu

Albert Ko, W 05

Ethan Lipsitz, SAS 06

Samuel Reeves, W 05

AromaChip

A revolutionary MEMS-based dime-sized marketing device designed to attract consumers to products at point-of-purchase by the controlled release of scents.

Upal Kusar, SAS/SEAS 06, upal@sas.upenn.edu

Mahesh Narayan.

Feby Abraham, SEAS-PostDoc

Yogesh Joshi, W 06

BrightIdea

Bulbs that switch on and off gradually to accommodate the natural dilation of the human eye, improving both visibility and comfort.

Michael Last, WG 05, mdlast@wharton.upenn.edu

Intellistem

An orthopedic, prosthetic implant for total hip arthroplasty that extends the lifetime of the implant by 50-100% (an additional 10-20 years), eliminates post-operative hip pain, and increases long-term implant stability.

Jonathan R. Danoff, SEAS 06, jdannoff@seas.upenn.edu

Jared E.D. Bernheim, SEAS/W 07

LiveBolt

A new portable electronic theft deterrent system.

Brett Thalmann, W 07, thalmann@wharton.upenn.edu

Paul Silberschatz, SEAS 04

Aroon Gursahaney, EMTM 04 WG/SEAS

Sunny Hung, EMTM 06 WG/SEAS

HRI Minesweeper

The HRI Minesweeper is a robust machine that will clear landmines at a dramatically lower cost than anything else currently on the market.

Samuel Reeves, W 05, sareeves@wharton.upenn.edu

Joshua Koplín

PhiloI

PhiloI is a trust-based, person-to-person online bookmark sharing community (www.philoI.com).

John C. Raezer, W06, jraezer@wharton.upenn.edu

Ashfaq Rahman, SEAS 05

Mustafa Patni, W 05

SprayIt

A zero touch disinfectant that will enhance comfort and hygiene.

Kunal Bahl, W/SEAS (M&T) 06, kbahl@wharton.upenn.edu

Jason Kothari, W 06

StormWatch

Portable, Personal thunderstorm detection device.

Joshua Karch, SEAS grad 05, jkarch@seas.upenn.edu

Sunsak

An innovative beach towel with an array of features to make your stay in the sun more comfortable and safe.

Allison Floam, W 05 afloam@wharton.upenn.edu

The wEdge

Promotes regular shoe care to sustain a professional appearance by making shoe cleaning, polishing and preservation quicker, cleaner and easier.

Mike Rossiter, WG 05, Michael.rossiter.wg05@wharton.upenn.edu

Andrew Shapiro, WG 05