TWO UNIVERSITY OF CHICAGO GSB COMPANIES FINALISTS AT THE 2008 MBA JUNGLE BUSINESS PLAN COMPETITION

CaptainU and The Care Concierge, LLC Finish in Top Eight at Prestigious National Business Plan Competition

CHICAGO – The University of Chicago Graduate School of Business and its Polsky Center for Entrepreneurship today celebrated two student businesses who finished in the top eight at the MBA Jungle Business Plan Challenge, presented by Universum. CaptainU and The Care Concierge, LLC were selected as finalists among 80 nationwide entries in the eighth annual business plan competition. The Jungle Business Plan Challenge is a competition to encourage graduate students in business management to pursue entrepreneurial ventures and develop high-growth businesses.

CaptainU, led by first-year student Michael Farb, is a cutting-edge college sports recruiting platform that connects high school athletes and college coaches, and allows them to manage the entire recruiting process in one place. The Care Concierge, LLC, founded by second-year student Catherine Hermann, is a patient-side advisory service, providing families with key knowledge, resources, and assistance in order to navigate and prepare for senior long-term care. Through the company’s service excellence and deep market understanding, The Care Concierge, LLC is the premier, dedicated resource for senior placement and concierge care services.

The MBA Jungle Business Plan Challenge provides a forum in which qualifying participants may present their ideas to the investment community to earn funding for their ventures. Participating teams submitted executive summaries about their original business proposal and one principal member of the team was required to be enrolled in an accredited MBA or masters program. Judges assessed the commercial potential of each proposed venture and the team’s ability to secure funding and finalist teams presented their businesses to a panel of investors. According to MBA Jungle, nearly 50 percent of past finalists have gone on to start and grow their companies.

CaptainU and The Care Concierge are currently two of 25 Chicago GSB student companies participating in the 2008 Edward L. Kaplan New Venture Challenge (NVC), Chicago GSB’s premier business plan competition. Hosted by the Polsky Center, the NVC spans the academic year to prepare students for what it takes to launch and run a business. Now in its twelfth year, the NVC has awarded over $500,000 to help launch
more than 40 companies, which have gone on to raise more than $100 million in equity capital. Winners will be announced May 29. [www.chicagonvc.com](http://www.chicagonvc.com).

**About Universum:**
UNIVERSUM is The Global Employer Branding Leader. As thought leaders, the company drives the industry forward having focused exclusively on Employer Branding (EB) for 20 years. As a trusted partner to over 500 clients worldwide including many Fortune 100 companies, Universum helps employers understand, attract, and retain current and future ideal employees utilizing its experience, knowledge, and services within research, strategic consulting, and media solutions.

**About the Polsky Center:**
The Polsky Center for Entrepreneurship is Chicago GSB’s leading resource for students and alumni as they pursue entrepreneurial endeavors and private equity careers. The center supports entrepreneurial development through its cutting-edge curriculum, innovative hands-on learning experiences, leading faculty research, conferences, and community and global outreach programs. Entrepreneurship is the second largest concentration at Chicago GSB and, with an impressive growing network of students and alumni as entrepreneurs, the Polsky Center is dedicated to expanding and capitalizing on this vibrant and active sector of our economy. For more information visit: [ChicagoGSB.edu/entrepreneurship/](http://ChicagoGSB.edu/entrepreneurship/)

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The University of Chicago Graduate School of Business
5807 South Woodlawn Avenue, Chicago, Illinois 60637
Tel 773.834.4525 Fax 773.834.4046
www.ChicagoGSB.edu/entrepreneurship
