

NEW VENTURE COMPETITION

Round 3 Info Session



Office of Innovation
& Entrepreneurship



**new venture
competition**

MEET THE NVC TEAM



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Round 1

Bring Your Idea

Applications Close 1/29

160 Applications



Semi-Finals

Refine your Concept

Business Summary Due 2/26

115 Teams Advancing



Finals

Pitch your Venture

Pitch on 4/12 and 4/13

C/B/H/S: 3 Finalists
per track

Explorer: 10 Finalists

TRACK DIFFERENCES

	Explorer	Other (aka "Vertical 4") (B2C, B2B, Health & Life Sciences, Social)
Application	R1: Short application + 5-10 slides R2: BMC + updated slides R3: Updated slides + 3 min pitch	R1: Short application + 5-10 slides R2: 5-page Business Summary + updated slides R3: Updated slides + 10 min pitch + 1 min video
Criteria	Judges will focus on understanding of key concepts (e.g., problem-solution fit, customer definition)	Judges will evaluate both understanding of key concepts AND potential viability of venture (as evidenced through customer discovery, financial forecasting, etc)
Prizes	Up to \$1000 in cash	<ul style="list-style-type: none"> Up to \$50,000 in cash (stackable prizes) Eligible for in-kind donations valued at up to \$200,000

SUBMISSION DETAILS: ROUND THREE

CONSUMER, BUSINESS, HEALTHCARE, AND SOCIAL TRACKS

- ☐ Live 10-minute pitch (4/12)
- ☐ Live 2-minute pitch (4/13)
- ☐ 1-minute commercial (4/12 & 4/13)

EXPLORER TRACK

- ☐ Live 3-minute pitch (4/12)

Round 3 will be completely live. The slide deck and commercial will need to be submitted in advance via email.



1-MINUTE COMMERCIAL (C/B/H/S ONLY)

- All C/B/H/S participants must create a 1-minute MAX commercial.
 - Should NOT be a pitch.
 - An opportunity for you to represent your company and what it values.
 - Try to imagine what you would want your Super Bowl commercial to look like!
- This video will be uploaded to VIMEO, and it will be shown to the live panel on April 12th and the final ceremony on April 13th.
- All videos are due to nvc@gwu.edu on **Friday, March 31st at 11:59pm.**
- Viewers' choice voting (\$10,000 prize) will open on Monday, April 3rd.

WHAT TO EXPECT

C/B/H/S: WEDNESDAY, APRIL 12TH

Pitch in front of a panel of six judges in a conference room in Western Market

- Access to monitor and clicker
- OIE will have your slide deck ready
- 40 minute increments that include:
 - 1-minute video
 - 10-minute pitch
 - 15-minute Q&A
- **Time slots:**
 - 12:30 – 1:10pm
 - 1:10 – 1:50pm
 - 1:50 – 2:30pm



WHAT TO EXPECT EXPLORER TRACK: WEDNESDAY, APRIL 12TH

Pitch in front of a panel of six judges in a conference room in Western Market

- Access to monitor and clicker
- OIE will have your slide deck ready
- 15-minute increments that include:
 - 3-minute pitch
 - 6-minute Q&A

- **Time slots:**

- | | |
|-------------------|-----------------|
| • 12:30 – 12:45pm | • 2:10 – 2:25pm |
| • 12:45 – 1:00pm | • 2:25 – 2:40pm |
| • 1:00 – 1:15pm | • 2:40 – 2:55pm |
| • 1:15 – 1:30pm | • 2:55 – 3:05pm |
| • 1:30 – 1:45pm | • 3:05 – 3:20pm |
| • 1:45 – 2:00pm | |



NVC Process

Know the NVC Timeline and Your Journey to the Finals

Round One Semi-Finalists **Finals**

To-Dos:

Business Goods and Services, Consumer Goods and Services, Healthcare and Life Sciences, and Social Innovation (Top 3/per track)

- Prepare a 10-minute live pitch using your updated slide deck (April 12th)
- Prepare a 2-minute live pitch using your updated slide deck (April 13th)
- Develop a 1-minute video to be eligible for the Viewer's Choice Award
- Continue refining your idea with your assigned MIR
- Practice your pitch with a pitch coach

Explorer Track (Top 10)

- Prepare a 3-minute live pitch using your updated slide deck (April 12th)
- Continue refining your idea with your assigned MIR
- Practice your pitch with a pitch coach

Benefits

Business Goods and Services, Consumer Goods and Services, Healthcare and Life Sciences, and Social Innovation

- Be a Finalist
- 1st place/per track wins \$10,000
- 2nd and 3rd place/per track win \$7,500 and \$5,000
- Ability to win any category prize
- 1-on-1 pitch coaching
- Live feedback from judges

Explorer Track

- Be a Finalist
- 1st place wins \$1,000
- 2nd and 3rd place win \$750 and \$500
- 1-on-1 pitch coaching
- Live feedback from judges

Additional Resources:

- [Submission details and judging criteria \(Consumer, Business, Healthcare, and Social Tracks\)](#)
- [Submission details and judging criteria \(Explorer Track\)](#)

Pitch live on Wednesday, April 12th and Thursday, April 13th.

ROUND 3 ROUND DETAILS & JUDGING CRITERIA



NVC Round Three Details

Consumer Goods, Business Goods, Healthcare, and Social Innovation (C/B/H/S)

Congratulations! You are an NVC finalist.

The third and final round of the Competition will be held on Wednesday, April 12, 2023 and Thursday, April 13, 2023. This live (in-person) round will be held at the I+E Lab at 2000 Penn (Wednesday) and Jack Morton Auditorium (Thursday) with students pitching in real-time.

This round includes:

- Live 10-minute pitch to judges on Wednesday, April 12
- Live 2-minute pitch to the ceremony audience on Thursday, April 13 (NOT JUDGED)
- 1-minute MAX video commercial

Presentation to Judges – Wednesday, April 12th

The time limit for a team's presentation is 10 minutes. These presentations may include slides, videos, or other demonstrations. Your 1-minute video will be shown prior to your pitch, and it is not included within your 10 minute time limit. The judges will then have up to 15 minutes for questions and helpful suggestions/advice.

ROUND 3 JUDGING PANELS

Consumer Goods	Business Goods	Healthcare	Social	Explorer
Adewale Omoniyi Principal – CISO, Amazon	Amy Millman* Managing Partner, StageNext	David Stein* CEO, Ash	Julie Zhu Chief Marketing Strategist & Founder, Julie Zhu LLC	Antonella Pianalto Advisor, Advocate, Former CEO
Ayeshah Abuelhiga* Founder & CEO, Mason Dixie Foods	Bill Colton* Co-Founder + CEO, Global Telesourcing, LLC	Anthony Arias* CEO/Founder, Arias Capital Partners	Michael Quinn* Q Advisors	Cary Toor* Principal, T-Ventures Corporation
Christine Brown-Quinn* Owner and Founder, The Female Capitalist	Greg Wong* Former Executive Vice President, Corp Dev, web.com	Dr. Rita Roy* CEO, National Spine Health Foundation	Michael Reyes* VP & Senior Financial Advisor, Merrill Lynch	David Codrea* Partner and CEO, Greenleaf
Dr. Jonathan Kiev Founder, AOK Innovations	Jackie Gifford Managing Director, Strategic Investment Group	Dr. Nneka Sederstrom CEO, UzObi, Inc	Phoebe Van Duinen* Investment Manager, Halcyon	Dr. Erinn Tucker-Oluwole Georgetown Professor Founder of LOOP NOW, LLC
Thomas Debass Founder/Curator, SmartPhilm, Inc.	Marty Schultz* Attorney, Martin A. Schultz & Associates	Leah Kiev, RN Director Of Clinical Competency Development, NurseDash	Thomas Sanchez CEO, Social Driver	Josh Pulman* Investor, Truist Ventures
Todd Klein Partner, Revolution Growth GW Trustee	Naeem Hussain* COO, CIRRLABS	LaJuanna Russell* President and CEO, Business Management Associates, Inc	Zach Leverenz CEO, SEED SPOT	JT Liddell* Founder and CEO, Promenade

JUDGES' CRITERIA: ROUND THREE (C/B/H/S)

Criteria	Judging Description
Customer Need and Market Opportunity (20%)	There is a clearly identified customer segment with demonstrated need, and a sufficiently large market represented by the prospective customer(s) to justify the venture.
Value Proposition/Distinctive Competence (20%)	The team has demonstrated that their proposed solution delivers benefit(s) relative to the current solution (in terms of performance, quality, or other relevant metric), sufficient to drive adoption by the target customer segment(s).
Management Capability (15%)	This team can effectively develop the venture and handle the risks associated with the venture. Gaps in the team are noted and a plan is in place to remedy.
Financial Understanding (15%)	This team has a solid understanding of the financial requirements of the business; this should go beyond a general pro forma to show how money flows through the organization over time, unit economics, critical risks, etc.
Clarity of Presentation (10%)	The information follows a logical and clear flow throughout the presentation. The slide deck is creative, offers relevant information, and does not cause a distraction.
Enthusiasm & Persuasiveness (10%)	The team is passionate about their business idea and presents a convincing argument for its success.
Quality of Video Commercial (10%)	The students are effective storytellers and there is a clear and creative narrative that draws you into this venture and makes you want to learn more.

JUDGES' CRITERIA: ROUND THREE (EXPLORER)

Criteria	Judging Description
Customer Need and Market Opportunity (20%)	The problem, need or opportunity is clearly explained, and the significance is evident through customer discovery. Team demonstrates a clear understanding of market assessment and customer discovery as key concepts.
Value Proposition/Distinctive Competence (20%)	A detailed explanation of the proposed solution and a convincing statement of how it provides value for the customer are given. Explains why the solution is creative, distinctive, and/or fundamentally different from existing approaches. Team demonstrates an understanding of problem-solution fit and value propositions as key concepts.
Management Capability (15%)	The team effectively explains how they are unique and/or surrounding advisors possess the relevant skills and experiences needed to succeed.
Financial Understanding (15%)	The revenue model and profit potential are clearly explained and substantiated. Team demonstrates an understanding of financial basics such as unit economics, pricing, and margins as key concepts.
Clarity of Presentation (10%)	The information follows a logical and clear flow throughout the presentation.
Enthusiasm & Persuasiveness (10%)	The team is passionate about their business idea and presents a convincing argument for its success. Team demonstrates compelling storytelling skills.
Quality of Presentation Materials (10%)	The slides are creative, offer relevant information, and do not cause a distraction.

The background of the slide features a woman with blonde hair standing at a dark wooden podium, speaking into a microphone. Behind her is a large blue banner with the text "THE GEORGE WASHINGTON UNIVERSITY WASHINGTON, DC" and a large "GW" logo. The entire scene is overlaid with a semi-transparent blue filter.

WHAT TO EXPECT: THURSDAY, APRIL 13TH

- 1-4pm: Dress Rehearsal in Jack Morton Auditorium
- 5:15pm: Arrive at Jack Morton
- 6-8pm: Awards Ceremony
- 8-11pm: Reception @ Tonic

AWARD CEREMONY AGENDA

- Opening Remarks
- Business Goods Pitches
- Consumer Goods Pitches
- Healthcare Pitches
- Social Innovation Pitches
- Awards Announcement
 - Track placement
 - Business
 - Consumer
 - Healthcare
 - Social
 - Explorer
 - Specialty prizes



RESOURCES

- **Visit the I&E Lab!**
 - Work on your venture with us at the I&E Lab located in Western Market:
 - Schedule time via our OIE website: <https://innovation.gwu.edu/our-programs>
- **Meet with your Mentor-in-Residence**
 - Experienced entrepreneurs
 - <https://newventurecompetition.gwu.edu/>
- **Book time with a pitch coach**
 - Get feedback from an OIE team member and get familiar with the conference room layout and technology!
 - <https://calendly.com/nguyenje/nvc-r3-pitch-coaching?month=2023-03>

MENTORS IN RESIDENCE (MIRS)

- Experienced entrepreneurs who can help:
 - Coach you on what's expected in this round
 - Help you develop your idea
 - Give feedback on your pitch
- EXPECTATION: Meet with your mentor once during this round



PITCH COACHING: WEEK OF MARCH 27TH

- Book a time with one of our four pitch coaches to get feedback on your pitch and familiar with the conference room layout.
- EXPECTATION: Attend one pitch coaching session
- Book your slot by this **Friday, March 24th**.

BOOK NOW:

<https://calendly.com/nguyenje/nvc-r3-pitch-coaching?month=2023-03>



Mon	Tues	Weds	Thurs	Fri
20	21	Pitch Crafting Workshop @5:30pm 22	Video Crafting Workshop @ 5:30pm 23	Book Pitch Coaching slot 24
Meet with Mentor-in Residence				
27	Office Hours (Duques) @ 11am 28	NVC Top 22 BBQ @6pm 29	30	C/B/H/S Commercials Due @ 11:59pm 31
Meet with a Pitch Coach				
3	Office Hours (Duques) @11:15am 4	Fielding Q&A Workshop @5:30pm 5	Practice Your Pitch With Your Peers 6	7
Meet with Mentor-in Residence				
10	11	NVC Round 3 12	NVC Dress Rehearsal @1-4pm 13 NVC Awards Ceremony & Reception @ 6pm	14



QUESTIONS?





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www.newventurecompetition.gwu.edu

a program of



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