

Round Four - The Finals: Submission Details / Judges Criteria

The fourth round / finals of the Competition will be held on **April 14, 2021**. Finalists in this round will continue to compete in their respective tracks (Technology Ventures, New Ventures, Social Ventures).

NOTE: Due to the current COVID-19 pandemic along with GW's current on-campus restrictions, the fourth round / finals of the Competition will take place virtually.

The finalist teams are required to:

1. **Pitch:** The first task is to pitch to a panel of judges in their respective track (Technology Ventures, New Ventures, Social Ventures) in a private session on **April 14, 2021**.
2. **Make a Team Video:** The second task is to produce a 2-3 minute video pitch to be uploaded online for the \$10,000 Viewer's Choice Award. All teams must produce a short 2-3 minute video of their original pitch to be sent to Jasmine at jbautista@gwu.edu on **April 11, 2021 by 11:59 pm ET**. The video pitch may be edited per the team preference, however, teams must abide by the rules by having only the GW student(s) speak in the video (if teams choose to be physically in the video). The video can be as dynamic and creative as teams wish them to be. All videos should be uploaded to either Youtube or Vimeo and made public until the following fall school semester.

Virtual Presentation to Judges - April 14, 2021

Teams will present to the judges of their respective tracks (Technology Ventures, New Ventures, Social Ventures) in a private virtual session on **April 14, 2021**. The time limit for a team's first presentation is 10 minutes. These presentations may be accompanied by PowerPoint slides (no other slide technology will be allowed in order to ensure compatibility with available display resources). The judges will then have up to 10 minutes for questions and answers, and another 10 minutes for helpful suggestions and advice.

NOTE: Only GW student team members may present at the finals day session.

NO faculty, outside presenters, or non-GW students are allowed to present at the finals. However, they should work with the team on the presentation and may be present during team

presentations sessions. They are allowed to answer questions during the judges Q&A portion of the presentation. Questions or clarifications about this rule should be sent to Jasmine at jbautista@gwu.edu.

Viewer's Choice Award Video – Due: April 11, 2021 by 11:59 pm ET

Finalists will produce a 2-3 minute video pitch, upload it to Youtube or Vimeo, and submit it to the NVC Team. Once received, all finalist videos will be posted on the NVC website for general viewing. Online voting for the \$10,000 Viewer's Choice Award will open on **April 12, 2021** and close on **April 15, 2021**. Voting will last for approximately 72 hours.

Team videos must contain the following (visually and/or verbally):

1. Short description of your idea, business, startup, or social enterprise.
2. Who's your customer, and/or user, and/or beneficiary
3. What problem or opportunity does your idea solve or make easier
4. Why your solution/product/service is better, different, or unique vs current solutions

The video pitch must be sent to Jasmine at jbautista@gwu.edu on **April 11, 2021 by 11:59 pm ET**.

The Viewer's Choice Award will be decided based on the results from the online voting.

Virtual Award Show - April 15, 2021

Due to the current COVID-19 pandemic along with GW's current on-campus restrictions, the public presentations have now turned into the Virtual Award Show. Teams do not pitch live during the Virtual Award Show. Team Leaders are required to attend the Virtual Award Show on **April 15, 2021** and await results where we will announce the winners of all of the prizes, including the \$10,000 Viewer's Choice Award live. Team Leaders will be expected to speak about their reaction for 1-2 minutes.

The winner of the Grand Prizes will be determined after the private presentations with the Judges. The Viewer's Choice Award will be decided based on the results from the online voting.

Prize money will be paid to the winning ventures upon presentation of appropriate documentation regarding their companies/organizations. The winners of cash prizes are required to provide incorporation and ownership documents to GW about their venture and their use of the prize money. All prize money must be claimed within one year of the Final Presentation. The GW students on the venture team must own at least 25% of the venture.

Judges Criteria - Finals

Final oral presentations will be judged on the following criteria:

Social or Customer Need and Opportunity (15%)

There is a clear, evidence-based need presented as well as a way to meet that need.

Value Proposition, Impact, and Distinctive Competence (15%)

The venture provides something of value to its customers or beneficiaries. It delivers that value in a unique or innovative way that gives it a competitive advantage.

Management Capability (15%)

This team has or can get the skills needed to effectively develop the venture and handle the risks associated with the venture.

Financial Understanding (15%)

This team has a solid understanding of the financial requirements of the venture.

Innovation and Impact Potential (15%)

- **Tech and New Ventures:** How innovative is this business idea? Does it take advantage of a new market, or new way of providing a product or service?
- **Social Ventures:** Does the venture represents a real opportunity to create social value. How innovative is this idea? Does it solve a social problem in a new or unique way?

Clarity of Presentation (10%)

The information follows a logical and clear flow throughout the presentation.

Enthusiasm & Persuasiveness (10%)

The team is passionate about their venture idea and presents a convincing argument for its success

Quality of Presentation Materials (5%)

The slides are creative, offer relevant information, and do not cause a distraction.