

Round Two: Submission Details

Congratulations You Are in the Top 100!

For the next round you will need to submit another applications via the YouNoodle Platform, the same online system you have used for the first round.

For Round Two, Four Things Must be Submitted by February 28, 2019 at 1 pm ET:

1. A Concise (20 max words) Description
2. A Business Model Canvas or Business Model Canvas
3. Feasibility Analysis
4. An updated 2-minute video

A Concise Description (20-words max)

Each submission must include a Concise Description of the venture to introduce your idea to the new round of judges. It should convey the essence of the product or service as well as the problem it solves.

Business Model Canvas or Social Business Model Canvas

Participants should upload a complete Business Model Canvas (BMC) or Social Business Model Canvas for those teams in the Social Track. Tools and templates for constructing a business model canvas can be found on the GW New Venture Competition website under the resources menu and application resources dropdown or NewVentureCompetition.gwu.edu/application-resources.

The Business Model Canvas is intended to be a concise, single-page summary of the venture's business model. Its content should be in the form of bullets or short sentences, and it should be completely consistent with the narrative provided in the Feasibility Analysis.

The Feasibility Analysis

- Not exceed 5 pages double-spaced text plus 2 (optional pages of financial projections and one (optional) additional page of supporting visual (not written) information about your product/service, e.g., diagrams, screenshots, product illustrations, etc. The cover page and table of contents page (since they are not numbered) do not count toward the 5-page limit.
- Explicitly address Opportunity, Solution, Operations Plan, Financial Analysis and Team. Feasibility Analyses for Social Ventures should also address Measuring Social Impact.
- Provide a narrative that tells a potential investor or funder about the venture. It should describe a compelling need and provide evidence that the team understands the customer/beneficiary's need, has a great solution and has the team and resources needed to implement the solution.
- Provide information to explain what is included in your Business Model Canvas. Note that the elements of the Business Model Canvas are not equally important. Customer Segments and Value Proposition are the foundation of the other elements, and they should be given careful exposition in the Feasibility Analysis.
- Give a clear description of your product or service, your team, the competition you face, the nature of the industry and the size of the market you are pursuing and a statement of your financial projections.
- HINT: Successful Feasibility Analyses in Round 2 will address the elements of the Judge's Evaluation Criteria listed below and will be presented in a way that is interesting to the judges. In fact, the elements of the Judges' Evaluation Criteria make a good outline of a Feasibility Analysis.

Video Presentation (2-min)

The Video Presentation should describe your venture. The Video Presentation should complement the Feasibility Analysis. Be sure you use the Video to introduce the team to the judges and to show that you know how to tell your story in a convincing fashion. Samples of good videos from last year can be found on the NVC website, NewVentureCompetition.gwu.edu/application-resources. The video can be the same as round one, however we encourage you to submit another updated one.

Your video presentation should be uploaded to YouTube or Vimeo, and you will submit the link to your video in the application. Your video submission should generally not exceed 2 minutes in length. You will not be penalized for having a shorter or longer video. Judges are not required to watch beyond the two minute mark.

Special Prize Eligibility

Select your category prizes. A list of all the category prizes is available on our website: NewVenturecompetition.gwu.edu/cash-prizes.

Picking Your Track

Submissions to the 2019 GW New Venture Competition will compete in one of three Tracks: New Ventures, Technology Ventures and Social Ventures.

- **New Ventures** are standard commercial ventures, and most submissions will compete in this Track.
- **Technology Ventures** are those that have a new proprietary technology, discovery or invention at its core. Technology Ventures will have some sort of intellectual property and generally have evidence of the feasibility of that core technology.
- **Social Ventures** have a transformative solution to a pressing need or social problem. Can be a non-profit, social enterprise or for-profit with a social impact.

You must submit your application by 1:00 PM on February 28, 2019.

Participants who are chosen to advance to Round 3 (Semifinals) of the GW New Venture Competition will be notified directly no later than March 6, 2019. All decisions by the panel of judges are final.

Round Two: Judges Criteria

Over 100 judges from around the world will be assessing your idea and giving you helpful feedback. The judges are placed in tracks corresponding to their preference and expertise. They are looking for certain things in each section.

Opportunity (15%)

Status Quo. Insight Brought by the Team. As part of this section judges will be looking for innovation and creative solutions that are distinctive and/or fundamentally different from existing approaches? Explain what trends and/or opportunities you see that set your idea apart from others.

Solution (25%)

Value Proposition, Customer Segments, Opportunity Solution Fit. As part of this section judges will be looking for innovation and creative solutions that are distinctive and/or fundamentally different from existing approaches?

***For Social Ventures ONLY: Include Measuring Social Impact Section. How will the team assess their effectiveness in achieving their stated social mission?

Operations Plan (20%)

Channels, Key Partners, Key Resources. Status & Traction. Critical Risks.

Financial Analysis (20%)

Sources and Uses of Startup Cash. Unit Level Cost Analysis. Pricing and Revenue Model. Break Even Analysis. Profit-and-Loss Statement.

Team (20%)

Explain how your team and/or surrounding advisors possess the relevant skills and experiences need in your particular industry or area to help you succeed.