



NVC Round Two: Submission Details

Congratulations! You are a semifinalist.

For the next round, you will need to submit another application via the YouNoodle Platform, the same online system you used for the first round. The application will open on February 13, 2023.

NOTE: Round 2 judges will not see your Round 1 application, scores, or feedback.

For Consumer Goods, Business Goods, Healthcare, and Social Innovation Tracks, three things must be submitted:

1. A Concise (50 words max) Description
2. The Business Summary
3. A PowerPoint Deck (maximum 15 slides)

For the Explorer Track, three things must be submitted:

1. A Concise (50 words max) Description
2. A Business Model Canvas
3. A PowerPoint Deck (maximum 15 slides)

Submission Deadline

Applications must be submitted by **11:59 pm ET on February 26, 2023**. Late submissions will not be accepted.

Additional Information

Please check the New Venture Competition website for the latest updates, helpful information, and resources. If you have questions, contact us at nvc@gwu.edu.

Participants who are chosen to advance to Round 3 (Finals) of the GW New Venture Competition will be notified directly no later than March 20, 2023. All decisions by the panel of judges are final.

Submission Components

A 50-word Description

Each submission must include a concise, one-sentence description of the venture. The sentence should describe the idea and the venture's product or service and the benefits it brings to a defined set of customers and/or beneficiaries.

Business Model Canvas (EXPLORER TRACK ONLY)

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.

Participants should upload a complete Business Model Canvas (BMC). A template for constructing a business model canvas can be found on the GW New Venture Competition website

The Business Summary (Consumer Goods, Business Goods, Healthcare, and Social Innovation Tracks ONLY)

- Provide a narrative that tells a potential investor or funder about your 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.
 - The Business Summary explicitly addresses Opportunity, Solution, Market Validation, Go-to-Market and Scalability, Financial Analysis, and Team.
 - NOTE: Social Innovation teams should also address Measuring Social Impact located under the Solution header.
- Do not exceed 5 pages of double-spaced text plus 2 (optional) pages of financial projections and 1 (optional) 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.
- Use the 2023 NVC Business Summary Guidance document to help you craft your application! It is intended to help you think through key questions that are critical to building your case.

Slide Deck

The Slide Deck should complement the business summary or business model canvas (whichever is applicable). You want to show the judges that you know how to tell your story in a convincing fashion. The slide deck can be the same as the one you used in Round 1; however, we encourage you to submit another updated one that reflects any changes in your thinking, edits to your idea, information gaps you have since filled, etc.

Your PowerPoint should be uploaded as a PDF. It should not exceed 15 slides.

Round Two Judging Criteria

Overall Judging Weights for Explorer Track:

- **Slide Deck (25%)**: Are the student's effective storytellers? Is there a clear and creative narrative that draws you into this venture and makes you want to learn more? Do the content complement and supplement the Business Model Canvas?
- **Business Model Canvas (75%)**: Did they meet the criteria set forth in the Business Model Canvas? Is there evidence of careful thought and attention to detail? Did they adhere to the guidelines regarding length and format?

Overall Judging Weights for Consumer Goods, Business Goods, Healthcare, and Social Innovation Tracks:

- **Slide Deck (25%)**: Are the student's effective storytellers? Is there a clear and creative narrative that draws you into this venture and makes you want to learn more? Do the content complement and supplement the Business Summary?
- **Business Summary (75%)**: Did they meet the criteria set forth in the Business Summary? Is there evidence of careful thought and attention to detail? Did they adhere to the guidelines regarding length and format?