NEW VENTURE COMPETITION
Round 3 Info Session

GW Office of Innovation & Entrepreneurship
MEET THE NVC TEAM

MICHAEL FERRIER
Program Coordinator, Student Entrepreneurship
GW BA ‘20
GW MIM ‘24

KATE HEATH
Director of Student Entrepreneurship
GWSB MBA ‘10

JESSICA NGUYEN
Program Manager, Student Entrepreneurship
GWSB MBA ‘25
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

<table>
<thead>
<tr>
<th></th>
<th><strong>Explorer</strong></th>
<th><strong>Other</strong> (aka “Vertical 4”)</th>
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<tbody>
<tr>
<td></td>
<td>(B2C, B2B, Health &amp; Life Sciences, Social)</td>
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<tr>
<td><strong>Application</strong></td>
<td>R1: Short application + 5-10 slides</td>
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<tr>
<td></td>
<td>R2: BMC + updated slides</td>
<td>R2: 5-page Business Summary + updated slides</td>
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<tr>
<td></td>
<td><strong>R3: Updated slides + 3 min pitch</strong></td>
<td><strong>R3: Updated slides + 10 min pitch + 1 min video</strong></td>
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<tr>
<td><strong>Criteria</strong></td>
<td>Judges will focus on understanding of key concepts (e.g., problem-solution fit, customer definition)</td>
<td>Judges will evaluate both understanding of key concepts AND potential viability of venture (as evidenced through customer discovery, financial forecasting, etc)</td>
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<tr>
<td><strong>Prizes</strong></td>
<td>Up to $1000 in cash</td>
<td>• Up to $50,000 in cash (stackable prizes)</td>
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<td>• Eligible for in-kind donations valued at up to $200,000</td>
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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
  • 12:45 – 1:00pm
  • 1:00 – 1:15pm
  • 1:15 – 1:30pm
  • 1:30 – 1:45pm
  • 1:45 – 2:00pm
  • 2:10 – 2:25pm
  • 2:25 – 2:40pm
  • 2:40 – 2:55pm
  • 2:55 – 3:05pm
  • 3:05 – 3:20pm
NVC Round Three Details

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

<table>
<thead>
<tr>
<th>Consumer Goods</th>
<th>Business Goods</th>
<th>Healthcare</th>
<th>Social</th>
<th>Explorer</th>
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</thead>
</table>
| 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, CIRRUSLABS | LaJuanna Russell*  
President and CEO, Business Management Associates, Inc | Zach Leverenz  
CEO, SEED SPOT | JT Liddell*  
Founder and CEO, Promenade |

*GW Alumnus/a
<table>
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<th>Criteria</th>
<th>Judging Description</th>
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<tbody>
<tr>
<td>Customer Need and Market Opportunity (20%)</td>
<td>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.</td>
</tr>
<tr>
<td>Value Proposition/Distinctive Competence (20%)</td>
<td>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).</td>
</tr>
<tr>
<td>Management Capability (15%)</td>
<td>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.</td>
</tr>
<tr>
<td>Financial Understanding (15%)</td>
<td>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.</td>
</tr>
<tr>
<td>Clarity of Presentation (10%)</td>
<td>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.</td>
</tr>
<tr>
<td>Enthusiasm &amp; Persuasiveness (10%)</td>
<td>The team is passionate about their business idea and presents a convincing argument for its success.</td>
</tr>
<tr>
<td>Quality of Video Commercial (10%)</td>
<td>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.</td>
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## Judges’ Criteria: Round Three (Explorer)

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<tr>
<td><strong>Customer Need and Market Opportunity (20%)</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>Value Proposition/Distinctive Competence (20%)</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>Management Capability (15%)</strong></td>
<td>The team effectively explains how they are unique and/or surrounding advisors possess the relevant skills and experiences needed to succeed.</td>
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<tr>
<td><strong>Financial Understanding (15%)</strong></td>
<td>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.</td>
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<tr>
<td><strong>Clarity of Presentation (10%)</strong></td>
<td>The information follows a logical and clear flow throughout the presentation.</td>
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<tr>
<td><strong>Enthusiasm &amp; Persuasiveness (10%)</strong></td>
<td>The team is passionate about their business idea and presents a convincing argument for its success. Team demonstrates compelling storytelling skills.</td>
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<tr>
<td><strong>Quality of Presentation Materials (10%)</strong></td>
<td>The slides are creative, offer relevant information, and do not cause a distraction.</td>
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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
<table>
<thead>
<tr>
<th>Mon</th>
<th>Tues</th>
<th>Weds</th>
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<th>Fri</th>
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<tr>
<td>20</td>
<td>21</td>
<td></td>
<td>Pitch Crafting</td>
<td>22</td>
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<td>Workshop @5:30pm</td>
<td>Video Crafting</td>
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<tr>
<td>22</td>
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<td>Workshop @ 5:30pm</td>
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**Meet with Mentor-in Residence**

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<th>27</th>
<th>28</th>
<th>29</th>
<th>30</th>
<th>31</th>
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<tbody>
<tr>
<td>Office Hours (Duques) @ 11am</td>
<td>NVC Top 22 BBQ @6pm</td>
<td>NVC Round 3</td>
<td>NVC Dress Rehearsal @1-4pm</td>
<td>NVC Awards Ceremony &amp; Reception @ 6pm</td>
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**Meet with a Pitch Coach**

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<tbody>
<tr>
<td>Office Hours (Duques) @11:15am</td>
<td>Fielding Q&amp;A Workshop @5:30pm</td>
<td>Practice Your Pitch With Your Peers</td>
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**Meet with Mentor-in Residence**

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<th>10</th>
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*Office Hours (Duques) @11:15am*

*Meet with Mentor-in Residence*

*Meet with a Pitch Coach*

*Meet with Mentor-in Residence*

*Office Hours (Duques) @11am*

*Pitch Crafting Workshop @5:30pm*

*Video Crafting Workshop @ 5:30pm*

*C/B/H/S Commercials Due @ 11:59pm*

*Meet with a Pitch Coach*

*Fielding Q&A Workshop @5:30pm*

*Practice Your Pitch With Your Peers*

*Meet with Mentor-in Residence*

*Office Hours (Duques) @11:15am*

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QUESTIONS?