



## 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 12<sup>th</sup>

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.

NOTE: Round 3 judges will not see your Round 1 or 2 application, scores, or feedback.

Each track will run concurrently in separate conference rooms, administered by OIE staff.

Pitches will be held at intervals between 12:30pm and 3:00pm ET. The NVC team will reach out with scheduling and logistics details; please advise them ASAP of any immovable conflicts. The NVC team will do its best to accommodate requests but cannot guarantee a specific time slot.

### NVC Final Ceremony

The Final Ceremony will be hosted on Thursday, April 13 from 6-8pm in Jack Morton Auditorium followed by a reception at Tonic from 8-11pm. Please plan to arrive at Jack Morton by 5:15pm on Thursday, April 13. If you have class during this time, notify us ASAP.

Dress Rehearsal will take place at Jack Morton Auditorium on Thursday, April 13 between 1:00 - 4:00 PM. All finalists are required to show up during this window of time to practice your pitch, play your Viewer's Choice video, make sure mics work, practice coming on and off stage to accept awards, etc. You can show up at any time during the window; teams will rehearse on a first come, first served basis.

Winners will be announced on Thursday, April 13 at the NVC Final Ceremony. For the ceremony, all finalists will prepare a 2-minute pitch of their venture (with slides, if teams prefer) and a 1-minute video. These videos will also be posted online on the NVC website for consideration/voting by the public, and the winner will be granted the Viewers' Choice Award (\$10,000). This video commercial should NOT be your pitch, but rather, it should be an opportunity for you to represent your company and what value it brings. Try to imagine what you would want your Super Bowl commercial to look like!

Videos are due to [nvc@gwu.edu](mailto:nvc@gwu.edu) by 11:59pm ET on Friday, March 31, 2023. Teams are welcome and encouraged to promote their videos/the competition within their social networks.

**NOTE:** Only GW student team members can present on Wednesday and Thursday.

A GW student team member(s) must be physically present to present. NO faculty, outside team members, or non-GW students are allowed to present. However, they should work with the team on the presentation and may be present during team presentations sessions and are able to answer questions during the judges' question and answer portion of the presentation.

### PRE-ROUND 3: Pitch Coaching

Finalists must attend at least one thirty-minute pitch coaching session with OIE staff during the week of March 27-31. Directions on how to sign up will be provided via email.

### Additional Notes

*Prize money will be paid to the winning ventures upon presentation of appropriate documentation regarding their companies/organizations. Cash prize winners must 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.*

Questions or clarifications should be sent to [nvc@gwu.edu](mailto:nvc@gwu.edu).

# Judges' Criteria: C/B/H/S Tracks

Final oral presentations will be judged on the following criteria:

## 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 proforma 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.