



## NVC Round 3 Details

Consumer Goods, Business Goods, Healthcare, and Social Innovation

Congratulations! You are an NVC finalist.

The 3rd round includes:

- Live 10-minute pitch on Wednesday, April 10<sup>th</sup>
- Live 2-minute pitch on Thursday, April 11<sup>th</sup>
- 1-minute MAX video commercial

The third round and award ceremony of the Competition will be held on [Wednesday, April 10, 2024](#) and [Thursday, April 11, 2024, respectively](#). This live (in-person) round will be held at the I+E Lab at 2000 Penn, 7th Floor (Wednesday) and Jack Morton Auditorium (Thursday) with students pitching in real-time.

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

Dress Code: Business Casual (Please reach out to our NVC stylist and POP! Thrift Founder, Anna Shah - [annashah2001@gwmail.gwu.edu](mailto:annashah2001@gwmail.gwu.edu), if you'd like styling advice or opportunities to shop on a budget for business casual clothes)

### Presentation to Judges – Wednesday, April 10<sup>th</sup>

The time limit for a team's presentation is 10 minutes. These presentations may include slides, videos, or other demonstrations. The judges will then have up to 15 minutes for questions and helpful suggestions/advice.

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

Pitches will be held at intervals between 1pm and 4pm ET (this may adjust based on scheduling). [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.

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

A GW student team member(s) must be physically present to pitch. 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 pitch sessions and are able to answer questions during the judges' question and answer portion of the presentation.

### Pitch Coaching

**March 25<sup>th</sup>- 29<sup>th</sup>:** Finalists must attend at least one 45-minute pitch coaching session with OIE staff during this week. Directions on how to sign up will be provided via email.

### Viewer's Choice Award

The 1-minute videos will be posted online on the NVC website for consideration/voting by the public, and the winner will be granted the Viewers' Choice Award. Videos are due to [nvc@gwu.edu](mailto:nvc@gwu.edu) by 11:59 ET on March 31, 2024. Voting will take place from April 2nd to April 9th.

Teams are welcome and encouraged to promote their videos/the competition within their social networks.

### NVC Dress Rehearsal

**Wednesday, April 10<sup>th</sup>:** Dress Rehearsal will take place at Jack Morton Auditorium after the final pitches. All finalists are required to show up to practice pitching and coming on and off stage to accept awards, etc. More details will be provided via email.

### NVC Final Ceremony

Winners will be announced 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.

**Thursday, April 11<sup>th</sup>, 6-8:30pm:** The Final Ceremony will be hosted in Jack Morton Auditorium. Arrive at Jack Morton by 5:00pm on Thursday, April 11<sup>th</sup>. If you have class during this time, notify us ASAP. [Reserve your free tickets here and share with your community.](#)

**Thursday, April 11<sup>th</sup>, 8:30-11pm:** Reception at Tonic. [Reserve your free tickets here and invite your community to come celebrate with you.](#)

### Prize Money

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

Final oral presentations will be judged on the following criteria:

## Customer Need and Market Opportunity (20%)

The problem, need or opportunity is clearly explained, and the significance is evident through customer discovery.

## Value Proposition/Distinctive Competence (20%)

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. SOCIAL: Include impact measurement.

## Management Capability (15%)

The team effectively explains how they are unique and/or surrounding advisors possess the relevant skills and experiences needed to succeed.

## Financial Understanding (15%)

The revenue model and profit potential are clearly explained and substantiated.

## Clarity of Presentation (10%)

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

## Enthusiasm & Persuasiveness (10%)

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

## Quality of Video (10%)

The materials are creative, offer relevant information, and add value to the presentation.