



NVC Round Three Details

Explorer Track

Congratulations! You are an NVC finalist.

This round includes:

- Live 3-minute pitch on Wednesday, April 10th

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 in the Vertical 4 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, if you'd like styling advice or opportunities to shop on a budget for business casual clothes)

Presentation to Judges – Wednesday, April 10th

The time limit for a team's presentation is 3 minutes. These presentations may include slides, videos, or other demonstrations. The judges will then have up to 6 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 3:36pm ET (timing is subject to change 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 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.

Pitch Coaching

March 25th- 29th: 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.

NVC Final Ceremony

Winners will be announced at the NVC Final Ceremony.

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

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

Explorer Track finalists will not present on stage during the Final Ceremony.

Additional Notes

Prize money will be paid to the team lead of the winning ventures. Team leads are responsible for distributing the money among their teammates. All prize money must be claimed within one year of the final presentation.

Questions or clarifications should be sent to nvc@gwu.edu.

Judges' Criteria: Explorer Track

Judges will focus on understanding of key concepts (e.g., problem-solution fit, customer definition).

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.