

Round Two: Submission Details

Congratulations! You Are in the Top 100!

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 the evening of February 8, 2022.

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

For Round Two, Four Things Must be Submitted by February 23, 2022 at 1 pm ET:

1. A Concise (50 words max) Description
2. A Business Model Canvas or Social Business Model Canvas
3. Feasibility Analysis
4. A 2-minute video

A Concise Description (50-words max)

Each submission must include a Concise Description of the venture to introduce your idea to the new round of judges. It should convey the essence of the product or service as well as the problem it solves.

Business Model Canvas or Social Business Model Canvas

Participants should upload a complete Business Model Canvas (BMC) or Social Business Model Canvas for those teams in the Social Track. Tools and templates for constructing a business model canvas can be found on the GW New Venture Competition website under the Resources menu and Application Resources dropdown ([here](#)).

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, and it should be completely consistent with the narrative provided in the Feasibility Analysis.

The Feasibility Analysis

- Do not exceed 5 pages of double-spaced text plus 2 (optional) pages of financial projections and 1 (optional) additional 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.
- Explicitly address Opportunity, Solution, Market Validation, Go-to-Market and Scalability, Financial Analysis and Team. Feasibility Analyses for Social Ventures should also address Measuring Social Impact.
- Provide a narrative that tells a potential investor or funder about the 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.
- Use the 2022 NVC Feasibility 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.

Video Presentation (2-min)

The Video Presentation should describe your venture. The Video Presentation should complement the Feasibility Analysis. Be sure you use the video to introduce the team to the judges and to show that you know how to tell your story in a convincing fashion. The video 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 video should be uploaded to YouTube or Vimeo, and you will submit the link to your video in the application. Your video submission should generally not exceed 2 minutes in length. You will not be penalized for having a shorter or longer video. Judges are not required to watch beyond the two minute mark.

Overall Judging Weights:

- **Description (10%):** Has the team articulated their problem and solution in a concise and compelling way, or are you still struggling to understand their concept after reading it?
- **Video (15%):** Are the students effective storytellers? Is there a clear and creative narrative that draws you into this venture and makes you want to learn more? Did the video's content complement and supplement the Feasibility Analysis and BMC?
- **Feasibility Analysis (55%):** Did they meet the criteria set forth in the Feasibility Guidance document? Is there evidence of careful thought and attention to detail? Did they adhere to the guidelines regarding length and format?
- **Business (Social) Model Canvas (20%):** Does it indicate that the team understands their market, customer, channels, and value proposition well? Do they have a solid way to measure success?

You must submit your application by 1:00 PM on February 23, 2022.

Participants who are chosen to advance to Round 3 (Semifinals) of the GW New Venture Competition will be notified directly no later than March 2, 2022. All decisions by the panel of judges are final.

Good Luck to All!