Launched in 2009, the GW Business Plan Competition promotes entrepreneurship at GW. The competition provides students, faculty, and alumni with a real-world experiential learning opportunity in entrepreneurship. We provide extensive workshops and mentorship support to the competing teams throughout the academic year, culminating with presentations by the final round teams in April. By issuing non-equity-based grants as prize money, we enable the business plan competition winners to launch and operate their ventures while retaining complete control of their businesses.

**Highlights from the 2015 GW Business Plan Competition**

- **$112,500** in cash prizes awarded.
- **$104,000** of in-kind prizes awarded.
- **220** participants on **105** teams competed.
- **137** volunteer mentors and judges.
- **60** Business Plan Competition-related events throughout the academic year.

**2015 Top Prize Winners**

- **$35,000** Luther King Capital Management First Place Prize & GWupstart’s Best Non-Profit Social Venture, **$7,500**
  The MEANS Database - connecting food banks with food providers.

- **$15,000** Second Place & **$10,000** Blank Rome LLP Best Undergraduate Prize
  Quorum - online legislative strategy platform that provides unique quantitative insights in the U.S. Congress.
$10,000 Third Place Prize & $7,500 International Prize
Project Dharavi - providing a healthy sanitation option.

$5,000 Fourth Place Prize
The Rival modernizes campus journalism.

GWupstart’s Best For-Profit Social Venture, $7,500
GRID - video games in the practice of International Development.

$5,000 Veterans Prize & $5,000 Audience Choice Award
MedConnect - a customized telemedicine solution for health service delivery organizations

Social Media

As a sponsor of the 2016 GW Business Plan Competition, your company will be recognized through GW’s robust social media network:

LinkedIn 154,767 members
Facebook 112,117 friends
e-Newsletter 48,000 recipients
Twitter 28,700 followers

Visit us at bizplan.gwu.edu
The Office of Entrepreneurship at GW

The Office of Entrepreneurship provides programming around innovation, education, venture creation, and making connections to support GW entrepreneurs and the Mid-Atlantic startup community. Founded in 2010, the office has worked with thousands of students, faculty, and alumni, and serves as a focal point for entrepreneurship at GW. It leverages the unique strengths of our university's schools in the nation's capital to serve society at large through the knowledge and practice of entrepreneurship.

Leadership

Jim Chung
AVP for Innovation and Entrepreneurship

Jim Chung is the founding Executive Director for Innovation and Entrepreneurship at George Washington University, and a Co-Principal Investigator for the National Science Foundation I-Corps Node in Washington DC (DC I-Corps). He was previously the director of the Mtech VentureAccelerator at the University of Maryland, where he worked with faculty and students to launch startup companies based on university technology. Prior to Maryland, he served as the Director for New Business Development at the Corporate Executive Board and helped establish the company’s mergers and acquisitions capabilities. He also served as Vice President at Cherington Capital (now Intervale Capital), a middle market private equity firm in the oilfield equipment and services industry. He started his private sector career as an early stage venture capital investor, most recently at incTANK Ventures, where he was the managing director. Before becoming an investor, Jim was an academic researcher studying how business, government, and academia work together to create new innovations in high technology industries. He was a research fellow at MIT (Security Studies Program), Harvard (Center for Science and International Affairs), the University of Tokyo (Fulbright Fellow), the Korea Electronics and Telecommunications Research Institute (NSF EAPSI-Korea Fellow), Korea Advanced Institute of Science and Technology (KAIST) and the Korea Science and Technology Policy Institute (STEPKI). He received his Bachelor and Masters degrees from Stanford University and was a Ph.D. candidate at MIT.

Lex McCusker
Director, Student Entrepreneurship

Leo X. (Lex) McCusker, PhD, is retired from the School of Business at Stevens Institute of Technology in Hoboken, NJ, where he served as Dean from 2006 through 2009. At Stevens Institute he taught and did research in entrepreneurship, especially technology-based entrepreneurship spawned from university research. Prior to joining Stevens Institute, Dr. McCusker worked for 23 years at AT&T and Bell Laboratories in the areas of software development, professional technology services, technology licensing and intrapreneurship. He was CEO of the AT&T text-to-speech startup, Natural Voices™. He is currently on the board of the Dartmouth Entrepreneurial Network of DC, and is also an angel investor. He holds a doctorate in Experimental Psychology from The University of Texas at Austin and a bachelor’s degree in Psychology from Dartmouth College.
Presenting Sponsor: $50,000  
*Only one available*

**Recognition**
- Exclusive “Presenting” naming rights (GW Business Plan Competition presented by...)
- Exclusive industry sponsorship
- Recognition at the various Business Plan workshops and team-building events
- Presenting logo recognition on the Business Plan website with link to sponsoring company’s website
- Presenting logo recognition on promotional materials and videos
- Company logo displayed at Awards Ceremony
- Full page color ad in April 2016 finals program
- Logo at the top of “Highlights” booklet back cover published following the competition

**Participation**
- Host and naming opportunity of a workshop
- Senior level executive may serve as a Judge during the final round in April 2016
- Invitation to VIP Welcome Dinner the night before the final round
- Senior level individuals from sponsoring company may attend all final round activities

Platinum Sponsor: $25,000  
*Only three available*

**Recognition**
- Exclusive sponsor of the Kick-Off Event, Final Round Luncheon or the Final Round Celebratory Cocktail Reception
- Exclusive industry sponsorship
- Recognition at the various Business Plan workshops and team-building events
- Logo recognition on the Business Plan website with link to sponsoring company’s website
- Logo recognition on promotional materials and videos
- Company logo displayed at Awards Ceremony
- Full page color ad in April 2016 finals program
- Logo on the “Highlights” booklet back cover published following the competition

**Participation**
- Host and naming opportunity of a workshop
- Senior level executive may serve as a Judge during the final round in April 2016
- Invitation to VIP Welcome Dinner the night before the final round
- Senior level individuals from sponsoring company may attend all final round activities
Prize Sponsorships

Prizes Available*
- First Place Prize - $35,000
- Second Place Prize - $15,000
- Third Place Prize - $10,000
- Fourth Place Prize - $5,000
- Challenge Prizes: Name Your Own Prize (e.g. Best Undergraduate, Sustainability, Social Entrepreneurship) - $10,000 each
- Audience Choice Award - $10,000
- In-kind Awards (at various values)

Recognition
- Recognition at the various Business Plan workshops and team-building events
- Logo recognition on the Business Plan website with link to sponsoring company’s website
- Logo recognition on promotional materials and videos
- Company logo displayed at Awards Ceremony
- Logo on the “Highlights” booklet back cover published following the competition
- Full page color ad in April 2016 finals program (First and Second Place Prizes only)

Participation
- Senior level executive may serve as a Judge during the final round in April 2015 (First and Second Place Prizes only)
- Senior level executive may serve as a Judge during the semi-final round or serve as a Mentor for a qualifying team (all other levels)
- Invitation to VIP Welcome Dinner the night before the final round
- Senior level individuals from sponsoring company may attend all final round activities

*GW reserves the right to change the prize values where appropriate.

Gold Sponsor: $10,000

Recognition
- Recognition at the various Business Plan workshops and team-building events
- Logo recognition on the Business Plan website with link to sponsoring company’s website
- Logo on promotional materials and videos
- Company logo displayed at Awards Ceremony
- Full page color ad in April 2016 finals program
- Logo on the “Highlights” booklet back cover published following the competition

Participation
- Host and naming opportunity of a workshop
- Senior level executive may serve as a Judge during the semi-final round or serve as a Mentor for a qualifying team
- Invitation to VIP Welcome Dinner the night before the final round
- Senior level individuals from sponsoring company may attend all final round activities
Silver Sponsor: $7,500

**Recognition**
- Recognition at the various Business Plan workshops and teambuilding events
- Logo/name recognition on the Business Plan
- Logo/name on promotional materials and videos
- Logo/name on the “Highlights” booklet back cover published following the competition

**Participation**
- Senior level executive may serve as a Judge during the semi-final round or serve as a Mentor for a qualifying team
- Invitation to VIP Welcome Dinner the night before the final round
- Attend all final round activities in April 2016

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Bronze Sponsor: $5,000

**Recognition**
- Recognition at the various Business Plan workshops and teambuilding events
- Logo/name recognition on the Business Plan website
- Logo/name on promotional materials and videos
- Logo/name on the “Highlights” booklet back cover published following the competition

**Participation**
- Senior level executive may serve as a Judge during the semi-final round or serve as a Mentor for a qualifying team
- Invitation to VIP Welcome Dinner the night before the final round
- Attend all final round activities in April 2016

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For more information about sponsorship opportunities, contact:

*Cara Pomponio, Director of Corporate Relations*

(202) 994-8654 or cpomponio@gwu.edu