# AGENDA

<table>
<thead>
<tr>
<th>Jim Chung</th>
<th>Welcome, Office of Entrepreneurship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Melanie Fedri</td>
<td>GWupstart Innovation Lab</td>
</tr>
<tr>
<td>Lex McCusker</td>
<td>The New Venture Competition</td>
</tr>
<tr>
<td>Teams</td>
<td>Form into teams and prepare</td>
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<tr>
<td>Teams</td>
<td>Pitches</td>
</tr>
<tr>
<td>Judges</td>
<td>Selection of winners</td>
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</tbody>
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The GW New Venture Competition

The contest formerly known as the GW Business Plan Competition!
Lex McCusker, Director GW NVC

• Former Dean of School of Business at Stevens Institute of Technology in Hoboken, NJ
• 23 Years at AT&T & Bell Labs in Software Development, Professional Services and Tech Licensing
• Mentor, Advisor, Angel Investor

lexmccusker@gwu.edu
973.896.5754
GW New Venture Competition is…

• Top 5 Entrepreneurship Competitions in US
  ➢ $112,500 in cash and $95,000 in-kind prizes awarded in 2015

• Support for Current and Aspiring Entrepreneurs
  ➢ Workshops, coaching, mentors, networking, other resources and events

• Traditional and Social Entrepreneurship Tracks

• Educational Experience – Skills for Life
  ➢ Making an idea into a reality that creates value

• Opportunity to…
  ➢ Create and innovate
  ➢ Grow, develop, have fun
What’s New for 2016

• New Name
• Increased Emphasis on Customer Development
• Increased Support for Early Stage Startups
  ➢ More Pitching Events
  ➢ More Mentorship Opportunities
• Increased Emphasis on Cross-Functional Teams
Eligibility

• **Participants** -- Individuals or teams of **up to four** people.
  - At least **50%** of the members of each team are associated with GW as a faculty member, currently enrolled GW student for the 2014-2015 academic year, staff member or GW alumnus/ae.
  - At least **one member of the team is a current GW student** upon entering the competition.
  - Only one entry per team.
  - Each member of the team must be a significant shareholder in the venture.

• **Business** -- The GW BPC is designed for new businesses.
  - Less than **two years old**, as of January 20, 2015.
  - **Gross sales of less than $200,000**, as of December 31, 2014.
  - Have not won any cash prizes in a previous GW New Venture Competition.
Fall 2015 Calendar of Key Events

- Kickoff Event – September 10, 2015
- 100 Mentors Match-Up – October 8, 2015
- Creative Juice Mix – October 27, 2015
- Dolphin Tanks – October 14, November 18, 2015
- Pitch George – November 21, 2015
GWERT 100 Mentors Matchup

**When:** Thursday, October 8, 2015
6:00 to 9:00 pm

**Where:** City View Room
Elliot School of International Affairs
1957 E Street NW, 7th Floor

- Expose your ideas to experts
- Receive guidance / evaluation of your ideas and concepts
- Obtain advice on the next steps to successful concept development
- Hear success stories from successful entrepreneurs
- You can participate in the Imagination/Creativity Quest
Creative Juice Mix

• **When:** Tuesday, October 27, 6:30-9:00pm
• **Where:** Gallery 1, Corcoran School of the Arts and Design

• **Students will present 5 minute pitches about the ideas they are most passionate about:**
  ➢ A new business, a movement, an innovative technology, art that engages a larger community, or a problem that needs a solution.

• Stay around network and enjoy pizza and refreshments.
Dolphin Tanks

October 14, 2015 – 6:00 pm, Duquès 453
November 18, 2015 – 6:00 pm, SEH B1220
Pitch George

Saturday, November 21, 2015 – Duquès Hall

http://entrepreneurship.research.gwu.edu/pitch-george
New Venture Competition
Submission Calendar

• Round 1 – January 19, 2016
• Round 2 – March 1, 2016
  ➢ 40 Semi Finalists
• Round 3 – April 19, 2016
  ➢ 10 Finalists
  ➢ Pitches to Judges and Public
Round 1 Submission

• Executive Summary
  ➢ May not exceed 1500 words
• Business Model Canvas
• Concise (50-word) Summary
• Optional Video

GW new venture competition
Round 1 Judging Criteria

- Quality of Customer Discovery (25%)
  Clear customer segment(s) and compelling value proposition?

- Viability of the Product or Service (25%)
  Innovative product or service with a competitive advantage

- Potential for Growth & Impact of Venture (25%)
  Potential for substantial growth/impact?

- Quality of Presentation (15%)
  Is the business idea clear and convincing?

- Quality of the Business Model Canvas (10%)
  Clear, concise business model canvas
Rounds 2 & 3 Submissions

• **Round 2**
  - Written Plan
  - Business Model Canvas
  - Concise (20-word) Summary
  - Executive Summary

• **Round 3**
  - Oral Presentation to Judges
  - Second Presentation to Public
**Why Enter?**

<table>
<thead>
<tr>
<th>CASH PRIZES</th>
<th>AMOUNT</th>
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<tbody>
<tr>
<td>1\textsuperscript{st} Place Overall</td>
<td>$35,000</td>
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<tr>
<td>2\textsuperscript{nd} Place Overall</td>
<td>$15,000</td>
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<tr>
<td>3\textsuperscript{rd} Place Overall</td>
<td>$10,000</td>
</tr>
<tr>
<td>4\textsuperscript{th} Place Overall</td>
<td>$5,000</td>
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<tr>
<td>Honorable Mention Pool</td>
<td>$5,000</td>
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<tr>
<td>Best Undergraduate</td>
<td>$10,000</td>
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<tr>
<td>Best Non-Profit Social Venture</td>
<td>$7,500</td>
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<tr>
<td>Best For-Profit Social Venture</td>
<td>$7,500</td>
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<tr>
<td>Best International Venture</td>
<td>$7,500</td>
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<tr>
<td>Best High-Tech Venture</td>
<td>$7,500</td>
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<tr>
<td>Best Veteran Venture</td>
<td>$5,000</td>
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<td>AARP Foundation Older Adult</td>
<td>$5,000</td>
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<tr>
<td>Audience Choice Award</td>
<td>$5,000</td>
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In-kind Sponsors and Prizes
Have Impact

Your thing could change everything!
Corporate Sponsors

Annette and Rick Scott
2015 University Sponsors

Office of Entrepreneurship
GW

School of Business
THE GEORGE WASHINGTON UNIVERSITY

School of Engineering & Applied Science
THE GEORGE WASHINGTON UNIVERSITY

Elliott School of International Affairs
THE GEORGE WASHINGTON UNIVERSITY

Center for Civic Engagement & Public Service
GW

School of Medicine & Health Sciences
THE GEORGE WASHINGTON UNIVERSITY

Columbian College of Arts & Sciences
THE GEORGE WASHINGTON UNIVERSITY

School of Nursing
THE GEORGE WASHINGTON UNIVERSITY

Law School
THE GEORGE WASHINGTON UNIVERSITY

College of Professional Studies
THE GEORGE WASHINGTON UNIVERSITY

Center for Entrepreneurial Excellence
GW

GW new venture competition
Cfee

THE GEORGE WASHINGTON UNIVERSITY
Resources

- Office Hours
- Workshops – Where Do I Start, Lean Startup, GWupstart, Int’l Students
- Mentors – Available on Demand
- Networking – Finding Teammates, Collaborators, Co-Founders
- Pitch Events
- Student Clubs
Office Hours

- Any Questions on Entrepreneurship
- Best Connection to Other Resources
- Mondays, Tuesdays in Funger 315
- Wednesdays in Lisner 401
- Fridays in SEH 2845
- Sign up at
  http://newventure.gwu.edu/entrepreneur-office-hours
Workshops

• Where Do I Start?
• GWupstart Series
  ➢ Four Modules on Social Entrepreneurship
• Lean Startup Video Series
  ➢ LS1 – Customer Segments and Value Proposition
  ➢ LS2 – Business Model Canvas
  ➢ LS3 – Customer Development
• International Student Startups
# Fall 2015 Workshops Calendar

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event Title</th>
<th>Location</th>
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<tbody>
<tr>
<td><strong>September</strong></td>
<td></td>
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<tr>
<td>Tuesday, 9/15/2015</td>
<td>5:30-7pm</td>
<td>GWupstart Workshop Series</td>
<td>MC 538</td>
</tr>
<tr>
<td>Wednesday, 9/16/2015</td>
<td>7:10-9pm</td>
<td>Workshop: Where do I Start?</td>
<td>Duquès 353</td>
</tr>
<tr>
<td>Tuesday, 9/22/2015</td>
<td>5:30-7pm</td>
<td>GWupstart Workshop Series</td>
<td>MC 538</td>
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<tr>
<td>Tuesday, 9/29/2015</td>
<td>5:30-7pm</td>
<td>GWupstart Workshop Series</td>
<td>MC 538</td>
</tr>
<tr>
<td>Wednesday, 9/30/2015</td>
<td>5:30-7pm</td>
<td>International Student Startups</td>
<td>MC 405</td>
</tr>
<tr>
<td><strong>October</strong></td>
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<tr>
<td>Thursday, 10/15/2015</td>
<td>5:30-7pm</td>
<td>GWupstart Workshop Series</td>
<td>MC 538</td>
</tr>
<tr>
<td>Wednesday, 10/21/2015</td>
<td>5:30-7pm</td>
<td>Workshop: Where do I Start? (repeat)</td>
<td>Duquès 453</td>
</tr>
<tr>
<td>Thursday, 10/22/2015</td>
<td>5:30-7pm</td>
<td>GWupstart Workshop Series</td>
<td>MC 538</td>
</tr>
<tr>
<td>Thursday, 10/29/2015</td>
<td>5:30-7pm</td>
<td>GWupstart Workshop Series</td>
<td>MC 538</td>
</tr>
<tr>
<td><strong>November</strong></td>
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<tr>
<td>Wednesday, 11/4/2015</td>
<td>5:30-7pm</td>
<td>GWupstart Workshop Series</td>
<td>MC 538</td>
</tr>
<tr>
<td>Wednesday, 11/11/2015</td>
<td>5:30-7pm</td>
<td>GWupstart Workshop Series</td>
<td>MC 538</td>
</tr>
<tr>
<td>Wednesday, 11/18/2015</td>
<td>5:30-7pm</td>
<td>GWupstart Workshop Series</td>
<td>MC 538</td>
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Mentors:

We will get you a mentor as soon as you want one!

http://www.gwertmentors.org
GWInnovate Community Mobile App

Welcome to the GW Innovate App.
Create your profile so that you can connect with fellow colonials.
Thank you for being an active member of the community!

I am interested in/ have worked in:
- [ ] Strategy & Business Planning
- [ ] Research and Development
- [ ] Sales & Marketing
- [ ] Operations/Logistics
- [ ] Finance or Accounting
- [ ] Legal
- [ ] Arts & Entertainment, Publishing, Media
- [ ] Data Processing & IT; Telecommunications
- [ ] Healthcare, Pharma & Medical Devices
- [ ] Hospitality & Travel
- [ ] Social Assistance, Non-Profit
- [ ] Gov., Gov. Contracting, Public Admin.,
- [ ] Public Policy
- [ ] Retail, Wholesale Commerce
- [ ] Transportation, Real Estate

Mentor
Justin Lichtenstaedter
CEO at Yapper
Interests/Experience:
Strategy & Business Planning
Sales & Marketing
Arts & Entertainment, Publishing, Media
Public Policy
<table>
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<tr>
<td><strong>September</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Thursday, 9/10/2015</td>
<td>5:30-7pm</td>
<td>2016 GW NVC Kickoff Event</td>
<td>MC 308</td>
</tr>
<tr>
<td>Wednesday, 9/23/2015</td>
<td>5:30-7pm</td>
<td>Pitch for Your Life</td>
<td>Duquès 453</td>
</tr>
<tr>
<td><strong>October</strong></td>
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<tr>
<td>Wednesday, 10/14/2015</td>
<td>6:00-9pm</td>
<td>Dolphin Tank (1)</td>
<td>Duquès 453</td>
</tr>
<tr>
<td>Thursday, 10/27/2015</td>
<td>6:00-9pm</td>
<td>Creative Juice Mix</td>
<td>Corcoran Gallery 1</td>
</tr>
<tr>
<td>Wednesday, 11/18/2015</td>
<td>6:00-9pm</td>
<td>Dolphin Tank (2)</td>
<td>SEH Lehman</td>
</tr>
<tr>
<td>Saturday, 11/21/2015</td>
<td>all day</td>
<td>Pitch George Competition</td>
<td>TBA</td>
</tr>
<tr>
<td><strong>December</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12/1 or 2/2015</td>
<td>5:30-7pm</td>
<td>Thursday Night Pitches</td>
<td>TBA</td>
</tr>
</tbody>
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Student Clubs

- GW Startups (mpbernstein4@email.gwu.edu)
- GW MBA e-Club (shakib@gwmail.gwu.edu)
- GW Tech Collective (http://gwtechcollective.wordpress.com)
- Compass Fellowship (http://serve.gwu.edu/upstart-mentors-and-partners# The Compass Fellowship)
- GW Med School Entrepreneurship Club (saggarwal@gwmail.gwu.edu)
- GW Private Equity and Venture Capital Club (http://studentorgs.gwu.edu/gwpevc)
- Entrepreneurship and Law Society
More Information

NewVenture.gwu.edu
lexmccusker@gwu.edu
973.896.5754
Paul Singh

- Entrepreneur, Investor
- Previously: Managing Director @1776
- Founder @disruptioncorp
- Partner @500Startups
- Find him at twitter.com/paulsingh
Pitch Format

- No more than three minutes in duration
  ➢ Hard stop
- Clearly specify the team’s hypotheses and
- How the team would go about testing them
Pitches Should

• Introduce the team
• Specify the customer to be served
• Specify the problem being addressed
• Describe how the customer currently deals with the problem
• Describe the proposed solution and how the solution would solve the problem
• Specify what the team intends to do next
Prizes

• Olympic scoring
  ➢ 1 – 6

• The best ideas (up to 10) will each win a $100 cash prize.

• Only GW Students are eligible to receive cash prizes.
Judges

• Paul Singh
• Jim Chung
• Melanie Fedri
• Neil Ruiz
• James Huckenpahler