Feasibility Analysis

Lex McCusker
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New Venture Competition
February 15, 2017

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Mission
GW New Venture Competition

- One of the Largest Collegiate Entrepreneurship Contest in US
  - $147,500 in cash plus $160,000+ in-kind prizes in 2017.
- Three Tracks: High-Tech Commercial, Low-Tech Commercial and Social Entrepreneurship
- Support for Current and Aspiring Entrepreneurs
  - Workshops, coaching, mentors, networking, other resources and events
Three Tracks

• **New Ventures** are standard commercial ventures, and most submissions will compete in this Track.

• **Technology Ventures** are those that have a new proprietary technology, discovery or invention at its core. Technology Ventures will have some sort of intellectual property and generally have evidence of the feasibility of that core technology.

• **Social Ventures** generally have a transformative solution to a pressing need or social problem, and this social mission takes priority over its financial mission.
## 2017 GW NVC School Participation

<table>
<thead>
<tr>
<th>School</th>
<th>Number</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>CCAS</td>
<td>31</td>
<td>17%</td>
</tr>
<tr>
<td>CPS</td>
<td>2</td>
<td>1%</td>
</tr>
<tr>
<td>ESIA</td>
<td>22</td>
<td>12%</td>
</tr>
<tr>
<td>GSEHD</td>
<td>5</td>
<td>3%</td>
</tr>
<tr>
<td>GWSB</td>
<td>77</td>
<td>42%</td>
</tr>
<tr>
<td>LAW</td>
<td>9</td>
<td>5%</td>
</tr>
<tr>
<td>SEAS</td>
<td>24</td>
<td>13%</td>
</tr>
<tr>
<td>SMHS</td>
<td>5</td>
<td>3%</td>
</tr>
<tr>
<td>SoN</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>SPH</td>
<td>9</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>185</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**2017 Overall Participation:**

116 Teams; 203 Participants
Eligibility

• Participants -- Individuals or teams of up to four people.
  - At least 50% of the members of each team are affiliated with GW as a faculty member, currently enrolled GW student for the 2016-2017 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 NVC is designed for new businesses.
  - Less than two years old, as of January 24, 2017.
  - Gross sales of less than $200,000, as of December 31, 2016.
  - Have not won any cash prizes in a previous GW New Venture Competition
2017 GW New Venture Competition Submission Calendar

- **Round 1** – Form Fill Description, 50-word Summary, Video
  - Due Date: January 25, 2017
- **Round 2** – Feasibility Analysis, Business Model Canvas, 20-word Summary, Video
  - 100 Quarter Finalists
  - Due Date: February 23, 2017
- **Round 3** – Pitches to Judges and Public
  - 36 Semifinalists
  - Date: April 3, 4, 5, 2017
- **Round 4** – Finals Pitch Event
  - 12 Finalists
  - Date: April 20, 2017
Corporate Sponsors

Annette and Rick Scott
2015 University Sponsors

GW Office of Entrepreneurship

Elliott School of International Affairs
THE GEORGE WASHINGTON UNIVERSITY

Columbian College of Arts & Sciences
THE GEORGE WASHINGTON UNIVERSITY

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School of Business
THE GEORGE WASHINGTON UNIVERSITY

Center for Civic Engagement & Public Service
THE GEORGE WASHINGTON UNIVERSITY

School of Nursing
THE GEORGE WASHINGTON UNIVERSITY

School of Engineering & Applied Science
THE GEORGE WASHINGTON UNIVERSITY

School of Medicine & Health Sciences
THE GEORGE WASHINGTON UNIVERSITY

Law School
THE GEORGE WASHINGTON UNIVERSITY

GW Alumni Association

GW new venture competition

Center for Entrepreneurial Excellence
THE GEORGE WASHINGTON UNIVERSITY
Non-dilutive Grants to the Companies

Why Enter?

## Prizes in the Semi-final Round

| Top four finishers in each track | $5,000 |

## Special Category Prizes

| Best Undergraduate Venture | $10,000 |
| Best International Venture | $7,500 |
| Best Technology Venture | $7,500 |
| Sustainable Infrastructure | $5,000 |
| Clean Energy | $5,000 |
| AARP Foundation | $5,000 |
| Veterans Prize | $5,000 |
| Best Interdisciplinary Team | $5,000 |

## Grand Prizes in the Final Round

| First Place | $15,000 |
| Second Place | $10,000 |
| Third Place | $5,000 |
| Fourth Place | $2,500 |
| Audience Choice Award | $5,000 |
Round 2 Submission

- Concise (20-word) Summary
- Video
- Business Model Canvas
- Feasibility Analysis
Feasibility Analysis Guidelines

Criteria – New Ventures

1. **Opportunity (15%)**
   What insights are brought on by the presenting team?

2. **Solution (25%)**
   Is there a clear definition of customer segments, customer needs and value propositions?
   How well does the product or service meet the need?

3. **Operations Plan (20%)**
   What are the key activities, resources and partners needed to execute the business plan?

4. **Financial Analysis (20%)**
   Are there clear statements of revenue streams and cost structure? Are there projections in summary form? Are they easy to understand, consistent with plan, effective in capturing financial performance. Look for a minimum 3-year projection.

5. **Management Team (20%)**
   What are the backgrounds of key individuals? Do they have the ability to execute their strategy? Do they understand their personnel needs? Do they have an appropriate organizational structure?
Criteria – Technology Ventures

1. **Opportunity (15%)**
   What insights are brought on by the presenting team? What is the technology at the core of this venture?

2. **Solution (25%)**
   Is there a clear definition of customer segments, customer needs and value propositions? How well does the product or service meet the need?

3. **Operations Plan (20%)**
   What are the key activities, resources and partners needed to execute the business plan?

4. **Financial Analysis (20%)**
   Are there clear statements of revenue streams and cost structure? Are there projections in summary form? Are they easy to understand, consistent with plan, effective in capturing financial performance. Look for a minimum 3-year projection.

5. **Management Team (20%)**
   What are the backgrounds of key individuals? Do they have the ability to execute their strategy? Do they understand their personnel needs? Do they have an appropriate organizational structure?
Criteria – Social Ventures

1. **Opportunity (10%)**
   What insights are brought on by the presenting team?

2. **Solution (15%)**
   Is there a clear definition of customer segments, customer needs and value propositions? How well does the product or service meet the need?

3. **Measuring Social Impact (15%)**
   How will the team assess their effectiveness in achieving their stated social mission?

4. **Operations Plan (20%)**
   What are the key activities, resources and partners needed to execute the business plan?

5. **Financial Analysis (20%)**
   Are there clear statements of revenue streams and cost structure? Are there projections in summary form? Are they easy to understand, consistent with plan, effective in capturing financial performance. Look for a minimum 3-year projection.

6. **Management Team (20%)**
   What are the backgrounds of key individuals? Do they have the ability to execute their strategy? Do they understand their personnel needs? Do they have an appropriate organizational structure?
Feasibility Analysis Document

Feasibility Analysis must not exceed 8 pages:

• Feasibility analysis text should be a maximum of five pages.
• In addition to the feasibility analysis text, you may include a 2-page financial analysis containing:
  (a) 1-page Startup Budget,
  (b) 1-page profit & loss statement. (=2 pages)
• You may also submit one page of supporting visual (not written) information about your product/service, e.g., diagrams, screen shots, product illustrations, etc.
  – Do not use this optional page to add more text to your feasibility analysis. (=1 page)
• Cover page and a table of content are not counted in the page count limits.
Document Mechanics

- Arial 12 font
- One-inch margins
- Double-spaced
- Charts and footnotes may use the Arial 10 font.
- Word .doc or .docx format is required.
- The document name must be the same as the name of the venture (venturename.doc or venturename.docx).
How To Apply

https://newventure.gwu.edu/submit-your-idea

Round 2 Submission Site Is Open
## 2017 NVC Workshops

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event Title</th>
<th>Location</th>
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<tbody>
<tr>
<td>Feb 1, 2017</td>
<td>5:30 - 7:00 pm</td>
<td><strong>Business Model Canvas</strong></td>
<td>Marvin Center 311</td>
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<tr>
<td>Feb 8, 2017</td>
<td>5:30 - 7:00 pm</td>
<td><strong>Customer Discovery</strong></td>
<td>Marvin Center 311</td>
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<td>Feb 15, 2017</td>
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<td><strong>Feasibility Analysis</strong></td>
<td>ESIA 113</td>
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<tr>
<td>Feb 27, 2017</td>
<td>5:30 - 7:00 pm</td>
<td><strong>Financials for Startups</strong></td>
<td>SMPA B07</td>
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<tr>
<td>Feb 28, 2017</td>
<td>5:30 - 7:00 pm</td>
<td><strong>Pitching to Investors</strong></td>
<td>Funger 108</td>
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</tbody>
</table>
Thank You

Any Questions???

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