# Table of Contents

- Overview ........................................................................ 1
- Schedule ...................................................................... 2
- Break Down of the Schedule ....................................... 3
- Finalists & Awards ................................................... 5
- Registration ............................................................... 6
- Pitch Sessions .......................................................... 9
- Pitch Rules .................................................................. 10
- Judging Criteria ......................................................... 11

# Sponsored By

[Logos of the sponsors]
Pitch George 2020 will consist of three rounds, spread across 3 weeks, that will lead to 15 finalists. The average scores of Round 1 and Round 2 will determine which teams continue into the Final Round 3.

Teams are encouraged to use the feedback provided by the judges in Round 1 to improve their scores for Round 2, increasing their chances for placement in Round 3.

Each team will have a chance to pitch to a different panel of judges for each round.

All 15 finalists will compete against each other in the Final Round 3 to be placed in one of three tiers with each tier having a corresponding monetary prize.
<table>
<thead>
<tr>
<th>Event</th>
<th>Date/Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information Session #1</td>
<td>Thursday, September 17th, 6:00 PM - 7:00 PM</td>
</tr>
<tr>
<td>Information Session #2</td>
<td>Thursday, October 1st, 6:00 PM - 7:00 PM</td>
</tr>
<tr>
<td>Registration Opens</td>
<td>Saturday, October 3rd at 7:00 AM</td>
</tr>
<tr>
<td>Registration Closes</td>
<td>Sunday, October 18th at 11:59 PM</td>
</tr>
<tr>
<td>Round 1</td>
<td>Thursday, November 5th, 6:00 PM - 9:00 PM</td>
</tr>
<tr>
<td>Round 1</td>
<td>Friday, November 6th, 6:00 PM - 9:00 PM</td>
</tr>
<tr>
<td>Round 1</td>
<td>Saturday, November 7th, 9:00 AM - 1:00 PM</td>
</tr>
<tr>
<td>Round 2</td>
<td>Saturday, November 14th, 9:00 AM - 1:00 PM</td>
</tr>
<tr>
<td>Round 3</td>
<td>Saturday, November 21st, 9:00 AM - 12:00 PM</td>
</tr>
</tbody>
</table>
- BREAKDOWN OF THE SCHEDULE -

**ROUND 1**
- 11/5, 6-9 PM
- 11/6, 6-9 PM
- 11/7, 9 AM-1 PM

Receive an email with judges’ feedback.
Refine pitch for next round.

October 3rd - October 18th
- Register for Pitch George.

By October 23rd
- Receive an email with your assigned pitch session and link to the competition’s virtual platform.

November 4th
- Receive an email with an introductory video to the Pitch George Competition.

**Round 1: November 5th and 6th from 6-9 PM, November 7th from 9 AM-1 PM**
1. Pitch to a small panel of judges.
2. Brief Q&A and verbal feedback/commentary.
3. Team may leave the virtual room (unless Judges ask the team to remain).
4. Judges will use the remainder of the time (recommended 6+ minutes) to use the platform to submit final score and additional comments.

**Maximum of 30 teams will continue to Round 2.**

By November 9th:
- Receive an email with the judges’ feedback/comments from Round 1.
- The email will indicate your advancement to Round 2 (team will be provided with a new pitch session and link).
- Use the rest of the week to refine your pitch for the next round.

**ROUND 2**
- 11/14, 9 AM-1 PM

Receive an email with judges’ feedback.
Refine pitch for next round.

**ROUND 3**
- 11/21, 9 AM-12 PM

Receive an email with judges’ feedback.
Refine pitch for next round.
-BREAKDOWN OF THE SCHEDULE-

Round 2: November 14th from 9 AM-1 PM
1. Pitch (refined) to a different small panel of judges.
2. Brief Q&A and verbal feedback/commentary.
3. Team may leave the virtual room (unless Judges ask the team to remain).
4. Judges will use the remainder of the time (recommended 6+ minutes) to use the platform to submit final score and additional comments.

Maximum of 15 teams will continue to Round 3 as finalists.

By November 16th:
- Receive an email with the judges’ feedback/comments from Round 2.
- The email will indicate your advancement to Round 3 (team will be provided with a new pitch session and link).
- Use the rest of the week to refine your pitch for the next round.

Round 3: November 21st from 9 AM-12 PM
1. Pitch (refined) to a different small panel of judges.
2. Teams should remain on the virtual platform until the end of Round 3.
3. Judges will use the virtual platform to submit final scores and additional comments (there will be no verbal Q&A or commentary).
4. Finalists will be ranked and placed in tiers with corresponding monetary prizes. The GW Office of Innovation and Entrepreneurship will use this time to share information on the GW New Venture Competition.

Announcements and Award Ceremony will conclude the 2020 Pitch George Competition.

By November 23rd:
- Receive an email containing important financial documents in order to receive the monetary prize.
- Each team is responsible for filling out, scanning, and sending the documents to pitchg@gwu.edu; please CC our financial coordinator, Jackson Lassiter, at lassiter@gwu.edu.
- It is the team’s responsibility to determine how to use or split the monetary prize. We cannot write separate checks.
- Email will also include the judges’ feedback/comments from Round 3.
-FINALISTS & AWARDS-

- There will be **15 finalists competing in Round 3** to be placed among one of three tiers.
- Each tier has five spots that will be filled based on the ranking of Round 3 scores.
  - **FIRST TIER** will include the teams with the top five highest scores (teams who place **1st to 5th** highest score);
  - **SECOND TIER** will include teams who place **6th to 10th** highest score;
  - **THIRD TIER** will include teams who place **11th to 15th** highest score.
- Each tier has a corresponding monetary prize that will be awarded to the team.

1. **First Tier** is awarded **$1000**, a Certificate of Accomplishment and placement in Round 2 of the GW New Venture Competition Spring 2021
2. **Second Tier** is awarded **$500** and a Certificate of Accomplishment
3. **Third Tier** is awarded **$150** and a Certificate of Accomplishment

- After Round 3 ends, the team leader will be emailed important financial documents in order to receive the monetary prize.
  - Each team is responsible for filling out, scanning, and sending the documents to pitchg@gwu.edu; please CC our financial coordinator, Jackson Lassiter, at lassiter@gwu.edu.

*It is the team’s responsibility to determine how to use or split the monetary prize. We cannot write separate checks.*
Since this is a fully virtual event, we are only accepting the first SIXTY (60) teams (1-3 members) to enter this year's competition in order to maintain our digital capability.

If your team has won a monetary prize in a past Pitch George Competition, you are welcome to participate however, you will NOT be eligible to win a monetary prize for this Pitch George 2020.

There is a MAXIMUM total of THREE (3) members per team. You will need to know each team member's full name, email address, GW student status, and GW School Affiliation when registering. All GW Schools are welcome to participate!

At LEAST half of the team must be composed of GW students or alumni to be eligible.

You will be asked to assign a TEAM LEADER within your group. The team leader will receive all important information, updates, and documentation pertaining to the competition. If you are a one (1) person team, you are automatically assumed to be the team leader.

Please have the TEAM LEADER fill out the registration form. ONE REGISTRATION FORM SUBMISSION PER TEAM. Any duplicates will be discarded unless you email us with a valid reason.
This year, we are aligning our tracks with the GW New Venture Competition (NVC). You will be asked to choose ONE (1) TRACK for your company/venture/business idea.

The following ventures are defined by the GW NVC and used by Pitch George:
- **Tech Venture:** "Tech Ventures have new proprietary technology, discovery, or innovation at their core. These ventures should have an intellectual property component and evidence that it will work in the real world."
- **Social Venture:** "Social Ventures offer a solution to a pressing social or environmental problem that drives change using nonprofit, for-profit, or hybrid models."
- **New Venture:** "New Ventures are commercial ventures including services, products, or businesses that take a unique approach to solving an opportunity in the market while driving substantial market impact."

You will be asked to provide a description of your company/venture/business idea in **1000 CHARACTERS OR LESS** (around 200 words). This will be shared with Judges prior to the event.

There are THREE (3) dates available for your team to participate in for the first round. You will be asked to choose ONE (1) date and respective time at the end of the registration form. After registering, the team leader will receive an email with an assigned time slot within your chosen date that will serve as your pitch session. Each pitch session is 20 minutes long.

*Should your team progress to Round 2 or 3, the team leader will receive the status of advancement.*

**Available Dates for Round 1:**
- Thursday, November 5th, 6 PM - 9 PM
- Friday, November 6th, 6 PM - 9 PM
- Saturday, November 7th, 9 AM - 1 PM
-REGISTRATION-

**IMPORTANT things for you to know prior to registering (continued):**

- Please use the **comment box** toward the **end of the registration** to let us know if:
  - You have a specific time conflict;
  - You have any other important matter to share.

  *Once you complete your registration, we will reach out to you via email with additional information. If you have any questions, please email Jessica Vodilka at pitchg@gwu.edu.*
-PITCH SESSIONS-

Each team is allotted a **20-minute** Pitch Session for **Round 1 and Round 2**, and a **6-minute** Pitch Session for **Final Round 3**. See the breakdown for the Pitch Sessions below:

### ROUND 1 AND 2
**(TOTAL 20 MINUTES EACH):**

**ENTER VIRTUAL ROOM:**
- **1 minute set up** - the team has time to enter the virtual platform and introduce themselves.
- **3 minute pitch** - all students in the team must be present; a timer will give them a 2 and 1-minute warning.
- **10 minute commentary/Q&A** - Judges may ask questions and provide verbal feedback to the team.
- **6 minute scoring** - Judges use the virtual platform to score each team based on a set of criteria on a scale of 1 to 5 and provide comments (via virtual platform) that will be emailed to the team after each round.

### FINAL ROUND 3
**(TOTAL 6 MINUTES EACH):**

**ENTER VIRTUAL ROOM:**
- **1 minute set up** - the team has time to enter the virtual platform and introduce themselves.
- **3 minute pitch** - all students in the team must be present; a timer will give them a 2 and 1-minute warning.
- **2 minute scoring** - Judges use the virtual platform to score each team based on a set of criteria on a scale of 1 to 5. Comments via virtual platform are encouraged, but not required.

*Notice that there will be no time for commentary/Q&A for the Final Round 3.*
-PITCH RULES-

- The team leader will receive a private link via email before the round begins.
  - The team leader is responsible for sharing the link with team members. The link will redirect the team members to a virtual platform where the Judges will be waiting.
  - Please display professionalism by dressing in business casual attire.

- The pitch must be 3 minutes or less, from start to finish. It will be timed.
  - This is a fast-paced competition and all timers have been instructed to be very strict with time. You will be given a “2 minutes left” and “1 minute left” warning throughout your pitch, however you will be cut off at exactly 3 minutes. At that point when the timer calls time, you are required to stop unless the judges state that you can finish your sentence, thought, etc.

- Each pitch will occur in a 20-minute PITCH SESSION for Round 1 and Round 2; a 6-minute PITCH SESSION for Round 3.
  - Judges will have time to provide verbal feedback and ask clarifying questions after the team is finished pitching. Judges will use the virtual platform to score the pitch and provide additional comments that will be emailed to teams at the end of the round.

- Every member (1-3 members to a team) must be present and involved during the pitch. You are being judged as a TEAM, not individually, unless you registered as a one person team.

- Notecards are allowed, but not recommended. Teams will be judged on preparedness.

- Unfortunately, no other materials are permitted to be used during the pitch. (No slides, PDFs, poster boards, etc.)

- This event will be closed to the public (including other teams).
-JUDGING CRITERIA-

Judges will use the following criteria to SCORE teams:

All criteria points will be weighted equally.

- Effectiveness in conveying novelty of the business idea.
  - Is the idea for the company/venture unique to the market? Is it original?

- Effectiveness in conveying the feasibility of the business idea.
  - Is the business idea relevant to our current state of the marketplace?
  - Did the team include customer discovery/surveying?

- Effectiveness in explaining the unique value proposition of the business idea.
  - Did the team identify a target market and explain why there is a need?

- Effectiveness in explaining the business idea’s competitive advantage.
  - Are there any competitors?
  - Team might want to mention if they found any useful resources to assist them with their business launch.

- Effectiveness in presenting the business idea through a 3-minute pitch.
  - Was the business idea presented clearly?
  - Did the team have good eye-contact, body language, and vocalization?

Each criteria will be on a scale of 1 (poor effectiveness) to 5 (excellent effectiveness).

1 (Poor)  2 (Fair)  3 (Good)  4 (Very Good)  5 (Excellent)

We look forward to virtually seeing you at the 2020 Pitch George Competition!