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GW Entrepreneurship Club
Pitch George

What is it?
About Pitch George

Hybrid PG 2023

The annual Pitch George competition is one of GW's premier entrepreneurial initiatives organized by the GW Center for Entrepreneurial Excellence (CFEE).

This "elevator pitch" competition takes place each Fall semester and allows young entrepreneurs from any GW school to present their business ideas, get valuable feedback on the viability of their business concepts, and win up to $10,000 in startup capital.

The competition offers a real-world view into entrepreneurship and hands-on preparation for the GW New Venture Competition through the support of GW's academia and network of business executives from the greater Washington, D.C. area.

This will be a hybrid competition consisting of an application process, one virtual round and a final, in-person round held at GWSB.

Each 1-5 person team will present a 3 minute verbal pitch on their business idea to a panel of judges. The panel will then score the teams based on the criteria we've provided and determine their award eligibility.

- **Online Applications Due**: 10/15
  - 11:59 PM
- **Virtual Semi-Final Round**: 10/28
  - 9 - 12 PM
- **In-Person Final Round**: 11/4
  - 10 - 1 PM
Pitch George

What’s the value?
Nurture a Growing Entrepreneurial Community... through Pitch George 2023!

Over the years, we have seen several finalists of Pitch George continue on their entrepreneurial journey and note this competition as their FIRST MILESTONE to success.

In previous years, at least one of our Pitch George Finalists made it to the final round of the GW New Venture Competition and/or WON.

WE HAVE A PROVEN TRACK RECORD OF CURRENT SUCCESSFUL BUSINESSES THAT STARTED AS AN IDEA AND BLOSSOMED THROUGH PITCH GEORGE.

This competition provides an opportunity for students to jump-start, plan, test, and execute their business ideas in a supported environment.

Pitch George serves as the essential stepping stone into our entrepreneurial community.
A team can receive more than one special category award.
Pitch George

Special Category Awards Overview

**Excellence in Problem-Solving: $1,000**
Given to a business idea that effectively addresses a specific problem or pain point.

**Excellence in Market Analysis: $1,000**
Awarded to the business idea with the highest potential for success in the target market. Recognizes a business idea that has successfully demonstrated demand and validation from potential customers.

**Excellence in Competitive Analysis: $1,000**
Awarded to the business idea that has a strong understanding of their competitors’ weaknesses and strengths relative to their own and used it to develop a unique advantage in the marketplace.

**Excellence in Financial Viability: $1,000**
Recognizes a business idea that presents a strong financial model and demonstrates potential for profitability.

**Excellence in Team Collaboration & Delivery: $1,000**
Recognizes the team that demonstrates exceptional collaboration, teamwork, and synergy in presenting their business idea.

**NextEra Energy: $1,000**
Recognizes a team that develops a high-potential business idea centered around sustainability and clean energy. This includes ideas related to decarbonization, wind and solar power, efficient storage, green hydrogen, waste reduction and reuse, or energy infrastructure and maintenance.
Pitch George
When is it?
ONLINE APPLICATION
Due Sunday, October 15 at 11:59 PM EST

VIRTUAL SEMI-FINAL ROUND
Saturday, October 28, 9 AM - 12 PM EST

IN-PERSON FINAL ROUND
Saturday, November 4, 10 AM - 1 PM EST

Pitch George Schedule

10:00 AM - 10:45 AM
Check In and Brunch

10:45 AM - 10:55 AM
Opening Ceremony

11:00 AM - 12:15 PM
Pitch Sessions

12:15 PM - 12:45 PM
Judges' Deliberation

12:45 PM - 1:00 PM
Top 3 Teams Pitch

1:00 - 1:15 PM
Award Announcements

Anytime after!
Photos and Networking

**The final round will be an in-person, invite-only, event at the GW Business School, Ric & Dawn Duques Hall, following all CDC guidelines.
Pitch George

How does it work?
Applications: All teams are required to submit an application for Pitch George that will be internally reviewed. Upon review, teams will be selected for the Semi-Final Round and provided their assigned pitch session.

Semi-Final Round: The TOP 50% highest scoring teams in the Semi-Final Round will advance to the Final Round.

Final Round: The Judging Panels will NOMINATE their TOP TEAMS for category prizes based on the Final Round pitch.
For the Semi Final Round, we will be using the digital platform called Rocket Judge. It includes a live video conferencing feature that allows you to see and communicate with the Judges.

The team leader will receive a link via email to the Rocket Judge platform a few days and one hour before each round begins.

For the most efficient and smooth use of the virtual platform, you will need:

- A LAPTOP, PERSONAL COMPUTER or SMART DEVICE that is connected to WiFi, a hotspot, or data and has a MICROPHONE AND CAMERA installed.
- Use CHROME as your web browser. If you do not have Chrome, you can easily install it by going to this website: https://www.google.com/chrome/. For smart device users, safari should work fine.
- Keep your laptop/PC/smart device charger close by.
- Avoid using bluetooth headphones.

If you are experiencing technical difficulties:

- Try switching browsers (if not already using Chrome).
- Refresh your page.
- Exit the page and re-open your ballot in the email.
- Text Jessica Vodilka at 609-902-0385.
1 MINUTE SET UP - the team has time to enter the virtual platform and introduce themselves.

3 MINUTE PITCH - at least one member of the team must be present; a timer will give a 2 and 1-minute warning.

6 MINUTE Q&A - Judges may ask questions and provide verbal feedback to the team.

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 and provide comments (via virtual platform) that will be emailed to the team after each round.
Pitch George

Final Pitch Session: 10 min.

3 MINUTE PITCH - at least one member of the team must be present; a timer will give a 2 and 1-minute warning.

5 MINUTE Q&A - Judges may ask questions and provide verbal feedback to the team.

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 and provide comments (via virtual platform) that will be emailed to the team after each round.
Pitch George

Things to Know

- Please display professionalism by dressing in business casual attire for all virtual and in-person rounds.

- There will be a timer in the room with the Judges and Teams. Timers have been instructed to be very strict. Teams will be given a 2 and 1 minute left warning throughout your pitch and cut off at exactly 3 minutes. At that point, you are required to stop unless the judges state that you can finish your sentence, thought, etc.

- Teams will have a different judging panel for each round.

- Judges will provide verbal and written feedback during and after each round. Teams are expected to apply this feedback to refine and improve their pitch.

- 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 general public.
Pitch George
Application
Pitch George
Team Eligibility

✔ A MAJORITY of the team must be composed of GW students or alumni.

✔ There is a MAXIMUM total of FIVE (5) MEMBERS per team.

✗ If your team has WON A MONETARY PRIZE in a PAST Pitch George Competition for the same idea, you are welcome to participate however, you will NOT be eligible to win a monetary prize for this Pitch George.
Assign a reliable **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.

You will need to know each team member's:

- Full Name
- Email Address
- GW Student Status
- GW School Affiliation
Pitch George
Team Application

https://business.gwu.edu/pitch-george

APPLICATIONS ARE DUE SUNDAY, OCTOBER 15, 11:59 PM
Pitch George

Requirements

**Business Description**
Provide a description of your company/venture in 1000 characters or less (around 200 words). This will be shared with Judges prior to the event.

**Award Acceptance**
Identify one member of your team who has an active bank account filed with GW's system in order to collect a potential monetary award. Please follow the instructions in the application. This member will be responsible for accepting and distributing award funds for the team.

**Comment Box**
Please use the comment box toward the end of the registration to let us know if you have a specific time conflict or any other important matter.
Pitch George
Judging Criteria
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<th>CRITERIA</th>
<th>SCORING SCALE</th>
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| **Problem/Need:**              | The problem, need or opportunity is clearly explained and the significance is evident through customer discovery.                                                                                           | 1 (Poor): No clear problem/need for the product/service is identified and no evidence of any activity focused on customer discovery.  
2 (Fair): Some discussion of the problem/need for the product/service but no evidence of activity focused on customer discovery.  
3 (Good): General discussion of the problem/need for the product/service and there is some evidence of activity focused on customer discovery.  
4 (Very Good): Problem/need is identified, with little need for clarification, and there is enough evidence of activity focused on the customer discovery.  
5 (Excellent): There is a clear understanding of the problem/need stated and there is strong evidence of activity focused on customer discovery. |
| **Target Market:**             | The intended audience is well defined/identified and the market or user base is quantified.                                                                                                              | 1 (Poor): No clear evidence that the group knows of or has identified their target market and audience.  
2 (Fair): Some discussion of identifying their target market, but no explanation of market size and growth, or their ability to capture a significant portion of the market.  
3 (Good): Target market and audience is identified with some general knowledge of the market size and growth. No clear evidence of their ability to capture a significant portion of the market.  
4 (Very Good): The target market and audience is clearly identified with evidence of market size and growth; there is a general plan to capture a significant portion of the market.  
5 (Excellent): The target market and audience is clearly identified with quantified evidence of market size and growth; there is an explicit plan to capture a significant portion of the market. |
| **Solution:**                  | A detailed explanation of the proposed solution and a convincing statement of how it provides value for the customer are given.                                                                           | 1 (Poor): No clear solution is presented and does not solve a problem/need.  
2 (Fair): The solution is feasible but it does little to satisfy the customer’s problem/need.  
3 (Good): A unique solution is identified and generally satisfies the customer’s problem/need.  
4 (Very Good): The identified solution is unique, innovative and clearly satisfies a customer’s problem/need.  
5 (Excellent): The solution is novel and clearly satisfies the customer’s problem/need and steps of the customer’s journey are provided to prove the product/service has value and potential for success. |
| **Competitive Advantage:**     | Understanding of the competition and shortcomings are highlighted; credibility of the proposed solution and the qualifications of the team indicated strong potential for success.                                      | 1 (Poor): No clear sense of their business’ competitors and fails to discuss available resources to support their business idea.  
2 (Fair): Brief discussion of the business’ competitors as well as a general sense of resources to support the business idea.  
3 (Good): Various competitors are identified and useful resources to support their business idea are highlighted.  
4 (Very Good): Clear identification of various competitors with a general understanding of their own business’ strengths/weaknesses and the differentiation from competitors; mention of a plan to use specific resources to support the development of the business idea.  
5 (Excellent): Clear identification of various, specific competitors with a strong understanding of the business’ strengths/weaknesses and advantage over the competition; there is a set plan for using team and industry resources for strong potential success. |
| **Financials:**                | The revenue model and profit potential are clearly explained and substantiated.                                                                                                                           | 1 (Poor): The revenue and profits are unclear and there is no mention of associated costs.  
2 (Fair): Vague mention of revenue, profits, and some associated costs.  
3 (Good): General discussion of revenue and profits with a clearer mention of associated costs.  
4 (Very Good): Focused discussion of revenue, associated costs, and profits with some mention of projected sales.  
5 (Excellent): Extremely focused discussion of revenue, associated costs, and profits by providing some hard numbers and more focused discussion of projected sales. There is enough evidence to support realistic profit potential. |
| **Delivery:**                  | Speakers are polished and delivery techniques make the presentation understandable and engaging. The presentation inspires and holds attention; the pitch is persuasive and informative.                              | 1 (Poor): Pitch was unclear, underdeveloped and the presenters failed to exhibit a professional demeanor.  
2 (Fair): Pitch was somewhat unclear, however, presenters exhibited some form of professional demeanor and/or passion.  
3 (Good): Pitch was on-time, concise and clear. Presenters exhibited professional demeanor and passion for the business idea.  
4 (Very Good): Pitch was on-time, concise, clear and very well organized. Presenters have clearly rehearsed and prepared their pitch; showed passion and professionalism.  
5 (Excellent): Pitch was remarkable and the business idea could pique investor interest. |
JUDGING CRITERIA

Problem/Need

The problem, need or opportunity is clearly explained and the significance is evident through customer discovery.

- Does the project identify a compelling need and present a clear solution to a local or global challenge?
- Did the team include customer discovery/surveying to demonstrate a problem or need?

Should be clear and concise. Try to keep this to 1 - 2 sentences.
The intended audience is well defined/identified and the market or user base is quantified.

- How large is the market and how fast is it growing (include numbers)?
- Who is the target customer?

Do a customer survey. Collect and analyze results. Use this to justify the need for your solution to the problem.

Identify your top consumer. Describe their interests and characteristics that relate directly to the solution you are proposing (aka your venture idea).
JUDGING CRITERIA

Solution

A detailed explanation of the proposed solution and a convincing statement of how it provides value for the customer are given.

- Does the solution solve the problem you have identified?
- How important is this product or service to customers and other stakeholders?
- Is the solution feasible?
- Is the solution novel?

*Describe what your product or service does in layman’s terms. Do not assume the judges know about the field or industry you are in.*

*Make sure you have enough research or data to prove that your solution is needed, realistic and applicable to our current state of environment/economy/society.*
Understanding of the competition and shortcomings are highlighted; credibility of the proposed solution and the qualifications of the team indicated strong potential for success.

- How is your solution different and/or better than the existing alternatives and competitors? (Describe why your solution is creative, distinctive and/or fundamentally different from existing approaches.)
- How does your target team and/or surrounding advisors possess the relevant skills and experiences needed in your particular industry or area to help you succeed?

*Explain how your solution to the problem is better than what’s on the market now.*

*Identify your main competitors and use them to highlight the differences that make YOU stand out.*

*Highlight the skills or assets that your team has that your competitors might not and how you plan on using them to your advantage in the venture.*
The revenue model and profit potential are clearly explained and substantiated.

- How do you plan on making money from your product/service?
- Is profit potential realistic, based on a clear understanding of major revenue streams and costs?

*Identify a revenue model and explain how it works with your venture.*

*Some ventures might require several revenue models for different segments of their business - pinpoint which one will be your biggest profit generator.*

*Do a google search or use GW's library database to identify a general price point for the service or product you offer. Use this as a reference point and adjust according to your team’s experience and demand for your solution.*
JUDGING CRITERIA

Delivery

Speakers are polished and delivery techniques make the presentation understandable and engaging. The presentation inspires and holds attention; the pitch is persuasive and informative.

- Is the team's pitch organized, clear, concise and within the length of 3 minutes?
- Does the team effectively use professionalism, confidence, posture, eye contact and tone to communicate their idea?

Dress in business casual to establish a professional presence.

Practice pitching your part in front of each other and identify any nervous/anxious movements that might be distracting (i.e. swaying, big hand movements, using filler words, etc).

Rehearse your pitch and know when to transition between parts. Speak to the judges like they’re a potential business partner who’s trust you’d like to gain NOT someone who is judging you.
Pitch George Timeline

PITCH GEORGE REGISTRATION OPENS
AT 7:00 AM

9/10

9/13 @ 6:30 PM Info Session #1
9/28 @ 6:30 PM Info Session #2
10/10 @ 6 PM Pitching to Win
10/12 @ 6 PM Pitch Coach Session

9/10

PITCH GEORGE REGISTRATION CLOSES
AT 11:59 PM

10/15

Receive an email with your team's assigned pitch session for Semi Finals.

10/16

Semi Finals
9:00 AM - 12:00 PM

Receive an email with the judges' feedback/comments from Semi Finals, indication of advancement to Finals and new pitch session.

10/28

Use the week to refine your pitch for the next round.

10/29

Finals
10:00 AM - 1:00 PM

Receive an email with the judges' feedback/comments from Round 3 and all necessary financial documents to receive monetary prize.

11/4

11/5

You will receive a link to the virtual platform the day before and an hour before Semi Finals begin so it sits at the top of the Team Leader's inbox.
Thank you!

Questions?

https://business.gwu.edu/pitch-george  pitchg@gwu.edu  @gwcfee_