15TH ANNUAL
Pitch George Competition
INFORMATION DECK
PG 2022
Pitch George

Table of Contents

Meet the Team
Overview
Why Pitch George?
2022 Schedule
Tracks
Rounds & Advancements
Finalist Awards
Special Category Awards
Registration Link and Deadline
Team Eligibility
Selecting a Team Leader
Registration Requirements
Things to Know
Pitch Sessions
Judging Rubric
Rocket Judge
Timeline
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Director

CENTER FOR ENTREPRENEURIAL EXCELLENCE
Jessica Vodilka

Project Manager

CENTER FOR ENTREPRENEURIAL EXCELLENCE
About Pitch George

**Hybrid PG 2022**

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 (ranked #1 in the USA) through the support of GW's academia and network of business executives from the greater D.C. area.

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**Virtual Round**
- **Week 1**
  - 11/5

**Virtual Round**
- **Week 2**
  - 11/12

**In-Person Round**
- **Week 3**
  - 11/19

This will be a hybrid competition consisting of two virtual rounds and a final, in-person round held at GWSB.

Each 1-5 person team will compete in a venture track and 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.
Nurture a Growing Entrepreneurial Community... through Pitch George 2022!

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.
Virtual Round 1
Saturday, November 5th, 9:00 AM - 12:00 PM

Virtual Round 2
Saturday, November 12th, 9:00 AM - 12:00 PM

In-Person Round 3
Saturday, November 19th, 9:00 AM - 2:00 PM

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 AM - 10:00 AM</td>
<td>Check In and Breakfast</td>
</tr>
<tr>
<td>10:00 AM - 10:15 AM</td>
<td>Opening Ceremony</td>
</tr>
<tr>
<td>10:15 AM - 11:55 AM</td>
<td>Pitch Sessions</td>
</tr>
<tr>
<td>11:55 PM - 12:15 PM</td>
<td>Judges' Deliberation</td>
</tr>
<tr>
<td>12:15 PM - 12:30 PM</td>
<td>Award Announcements</td>
</tr>
<tr>
<td>12:30 PM - 2:00 PM</td>
<td>Photos and Networking</td>
</tr>
</tbody>
</table>

**The final round will be an in-person, invite-only, event at the GW Business School, Duques Hall, following all CDC guidelines.**
Tech Venture Track: 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 Track: Social Ventures offer a solution to a pressing social or environmental problem that drives change using nonprofit, for-profit, or hybrid models.

New Venture Track: 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.

Your team will compete with ventures in the SAME track as you.

If your team needs guidance in choosing a track, email pitchg@gwu.edu.
Round 1: All registered teams will participate and compete within their selected tracks.

Round 2: The TOP 50% highest scoring teams from EACH TRACK in Round 1 will advance to Round 2.

Round 3: The TOP 3 teams from EACH TRACK with the highest AVERAGED scores from Round 1 and 2 will advance to Round 3. Therefore, there will be 9 total finalist teams with 3 teams competing in each track.
There will be 3 Finalists in EACH TRACK. A team can receive more than one special category award.

**TRACK AWARDS**

- First Place: $1,000
- Runner Ups (each): $500

**SPECIAL CATEGORY AWARDS**

- Delivery: $1,000
- Problem/Solution: $1,000
- Customer Discovery: $1,000
- *Globant Be Kind Tech Fund: $1,500

*It is the team’s responsibility to determine how to use or split the monetary prize. We cannot write separate checks.*
The Round 3 Judging Panel will determine which team(s) out of the 9 finalists will receive a special category award. Each award (Delivery, Problem/Solution, Customer Discovery) was created based off the Pitch George Judging Criteria. Judges are asked to choose the highest scoring team(s) whose performance was exceptional in each criteria. A team can receive more than one special category award.

*Globant Be Kind Tech Fund Award*

In an effort to raise awareness of Ethical Technology, the Globant Be Kind Tech Fund will be awarded to 4 teams from ANY ROUND that show a true interest and understanding in ethical technology as part of their venture. The Be Kind Tech Fund is an international corporate venture capital fund administered by Globant Ventures. It supports startups developing apps, products and platforms that mitigate the negative effects of technology.

To be considered, eligible teams must state which of the 5 harmful facets of technology (outlined by Globant) you have chosen to tackle and, in 250 words or less, explain how your venture will address it.

Learn more by watching this video (passcode: *k7v5^$g) and reading this one pager. All of this information can also be found on our website https://business.gwu.edu/pitch-george.
Pitch George
Registration

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

REGISTRATION OPENS ON FRIDAY, SEPTEMBER 16TH AT 7:00 AM
& CLOSES SUNDAY, OCTOBER 16TH AT 11:59 PM
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 2022.
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
Choose a Track
New Venture, Social Venture or Tech Venture.

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.

*Globant Be Kind Tech Fund Award
To be considered, your team must complete the section of the registration form in which you detail in 250 words or less how ethical technology will be used in your venture.

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

Things to Know

- The team leader will receive an email with a link to each virtual round and is responsible for sharing the link and any additional information with their team members.

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

- Each team will be assigned a 15 minute pitch session in Round 1 & 2, and a 10 minute session in Round 3 (breakdown on next slide). The verbal pitch itself must be 3 minutes or less, from start to finish. It will be timed by a volunteer.

- Timers have been instructed to be very strict. You 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.

- 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
Round 1 & 2 Pitch Session: 15 min.

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.

5 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.
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
Judging Rubric
### CRITERIA

<table>
<thead>
<tr>
<th>Problem/Need:</th>
<th>Does the project identify a compelling need and present a clear solution to a local or global challenge?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solution:</td>
<td>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?</td>
</tr>
<tr>
<td>Target Market/Customer Discovery:</td>
<td>How large is the market and how fast is it growing (include numbers)? Who is the target customer?</td>
</tr>
</tbody>
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### RUBRIC

<table>
<thead>
<tr>
<th>Score</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>5 (Excellent)</td>
<td>A detailed explanation of the proposed solution and a convincing statement of how it provides value for the customer are given.</td>
</tr>
<tr>
<td>4 (Very Good)</td>
<td>The identified solution is unique, innovative and clearly satisfies the customer’s problem/need.</td>
</tr>
<tr>
<td>3 (Good)</td>
<td>A unique solution is identified and generally satisfies the customer’s problem/need.</td>
</tr>
<tr>
<td>2 (Fair)</td>
<td>The solution is feasible but it does little to satisfy the customer’s problem/need.</td>
</tr>
<tr>
<td>1 (Poor)</td>
<td>No clear solution is presented and does not solve a problem/need.</td>
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### SCORING SCALE

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### CRITERIA

4. 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.

5. Financials: The revenue model and profit potential are clearly explained and substantiated.

6. 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.

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<tr>
<td>3 (Good)</td>
<td>The identification of various solutions to a problem/need is clearly identified with strong evidence of activity focused on customer discovery.</td>
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<td>2 (Fair)</td>
<td>There is some evidence of activity focused on customer discovery.</td>
</tr>
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<td>No clear problem/need for the product/service is identified and no evidence of any activity focused on customer discovery.</td>
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### CRITERIA

1. Problem/Need: The problem, need or opportunity is clearly explained and the significance is evident through customer discovery.

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

3. Target Market/Customer Discovery: The intended audience is well defined/identified and the market or user base is quantified.

4. 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.

5. Financials: The revenue model and profit potential are clearly explained and substantiated.

6. 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.

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All criteria sections will be weighted equally.
We will be using the digital platform called Rocket Judge for PG 2022, Round 1 and 2. Rocket Judge also 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.
PITCH GEORGE

Timeline

9/16
PITCH GEORGE REGISTRATION OPENS AT 7:00 AM

9/21 @ 6 PM Info Session #1
9/26 @ 6 PM Info Session #2
10/5 @ 6 PM Info Session #3
10/10 @ 6 PM Info Session #4

10/16
PITCH GEORGE REGISTRATION CLOSES AT 11:59 PM

10/24
Receive an email with your team's assigned pitch session for Round 1.

You will receive a link to the virtual platform the day before and an hour before Round 1 begins so it sits at the top of the Team Leader’s inbox.

11/5
Round 1
9:00 AM - 12:00 PM

Receive an email with the judges' feedback/comments from Round 1, indication of advancement to Round 2 and new pitch session.

Use the week(s) to refine your pitch for the next round.

11/7
Receive an email with the judges' feedback/comments from Round 1, indication of advancement to Round 2 and new pitch session.

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

11/12
Round 2
9:00 AM - 12:00 PM

Receive an email with the judges' feedback/comments from Round 2, indication of advancement to Round 3 and new pitch session.

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

11/14
Receive an email with the judges' feedback/comments from Round 2, indication of advancement to Round 3 and new pitch session.

You will receive a link to the virtual platform the day before and an hour before Round 3 begins so it sits at the top of the Team Leader’s inbox.

11/19
Round 3
9:00 AM - 2:00 PM

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

Each team is responsible for filling out, scanning, and sending any documents to pitchg@gwu.edu.

11/21
Maximum of 9 teams will continue to the Final Round.
Thank you!
Questions?