15TH ANNUAL

Pitch George Competition

INFORMATION DECK

PG 2022

Center for
Entrepreneurial Excellence
cfee
THE GEORGE WASHINGTON UNIVERSITY

Made possible by…

Center for Entrepreneurial Excellence
cfee
THE GEORGE WASHINGTON UNIVERSITY

Globant ▶

COPY GENERAL®
embracing the power of print for over 40 years.

GW | Business

Estate of
Lewis Edward Levy

GW | Office of Innovation
& Entrepreneurship
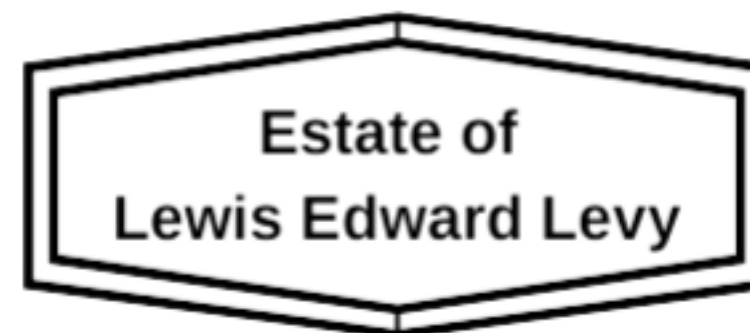
Pitch George
Table of Contents

Kathy Korman Frey

CENTER FOR ENTREPRENEURIAL EXCELLENCE

Director

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.

Virtual Round | **Virtual** Round | **In-Person** Round

1 | **2** | **3**

Week 1 11/5 | **Week 2** 11/12 | **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

9:00 AM - 10:00 AM	Check In and Breakfast
10:00 AM - 10:15 AM	Opening Ceremony
10:15 AM - 11:55 AM	Pitch Sessions
11:55 PM - 12:15 PM	Judges' Deliberation
12:15 PM - 12:30 PM	Award Announcements
12:30 PM - 2:00 PM	Photos and Networking

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

Pitch George
Schedule

Pitch George
Tracks

In the registration form, you must choose to compete in ONE TRACK for your company/venture.

- <u>Tech Venture Track:</u> 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.

- <u>Social Venture Track:</u> Social Ventures offer a solution to a pressing social or environmental problem that drives change using nonprofit, for-profit, or hybrid models.

- <u>New Venture Track:</u> 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.

Pitch George
Rounds & Advancements

1 **2** **3**

Round 1: 11/5
ALL TEAMS

Round 2: 11/12
TOP 50%

Round 3: 11/19
TOP 3

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.

Pitch George
Finalist Awards

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.

Center for Entrepreneurial Excellence
Cfee
THE GEORGE WASHINGTON UNIVERSITY

Pitch George
Special Category Awards Overview

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 chose 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.

Pitch George
Prior to Registration…

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
Registration Requirements

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.

Pitch George
Round 3 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
Judging Rubric

CRITERIA	RUBRIC	SCORING SCALE
1 . 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?*	**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.
2. 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?*	**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.
3. Target Market/Customer Discovery: 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?*	**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.
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.	*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?*	**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 the competition; 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.
5. Financials: 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?*	**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.
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.	*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?*	**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.

All criteria sections will be weighted equally.

Pitch George

Rocket Judge

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.

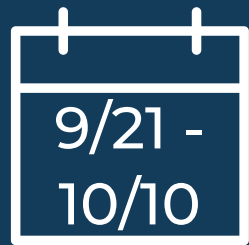- *Avoid* using bluetooth headphones.

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.

Center for
Entrepreneurial Excellence
cfee
THE GEORGE WASHINGTON UNIVERSITY

Pitch George
Timeline

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

9/21 - 10/10
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

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

You will receive a link to the virtual platform the day before and an hour before Round 2 begins so it sits at the top of the Team Leader's inbox.

11/12 — Round 2
9:00 AM - 12:00 PM

11/14 — 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.

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.

Maximum of 9 teams will continue to the Final Round.

11/19 — Round 3
9:00 AM - 2:00 PM

11/21 — 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.

Thank you!
Questions?