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THE GEORGE  
WASHINGTON  
UNIVERSITY

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WASHINGTON, DC

# 2015 GW Business Plan Competition

[www.bizplan.gwu.edu](http://www.bizplan.gwu.edu)

## Introduction

November 21, 2014

Lex McCusker

Director

GW Business Plan Competition

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973.896.5754

# Lex McCusker, Director

- Former Dean of School of Technology Management at Stevens Institute of Technology in Hoboken, NJ
- 23 Years at AT&T & Bell Labs in Software Development, Professional Services and Tech Licensing
- Mentor, Advisor, Angel Investor



[lexmccusker@gwu.edu](mailto:lexmccusker@gwu.edu)

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# GW Business Plan Competition is...

- Top 10 Business Plan Competitions in US
  - \$101,000 in cash and \$32,000 in-kind in 2014
- Support for Current and Aspiring Entrepreneurs
  - Workshops, coaching, mentors, networking, other resources and events
- Traditional and Social Entrepreneurship Tracks
- Educational Experience – Skills for Life
  - Making an idea into a reality that creates value
- Opportunity to...
  - Create, innovate and have impact
  - Grow, develop, have fun

# 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 2014-2015 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 BPC is designed for new businesses.

- **Less than two years old**, as of January 20, 2015.
- **Gross sales of less than \$200,000**, as of December 31, 2014.
- Has not won any cash prize in a previous GW Business Plan Competition

# Why Enter?

- **Cash Prizes**

<b>CASH PRIZES</b>	<b>AMOUNT</b>
<b>1<sup>st</sup> Place Overall</b>	\$35,000
<b>2<sup>nd</sup> Place Overall</b>	\$15,000
<b>3<sup>rd</sup> Place Overall</b>	\$10,000
<b>4<sup>th</sup> Place Overall</b>	\$5,000
<b>Honorable Mention Pool</b>	\$5,000
<b>Best Undergraduate</b>	\$10,000
<b>Best Non-Profit Social Venture</b>	\$7,500
<b>Best For-Profit Social Venture</b>	\$7,500
<b>Best Veteran Venture</b>	\$5,000
<b>AARP Foundation Older Adult</b>	\$5,000
<b>Audience Choice Award</b>	\$5,000



- **Don't Become a "Commodity Engineer"**

# In-kind Prizes

**ÜBEROFFICES**

**Brazen**  
careerist

**GA GENERAL ASSEMBLY**

affinity **LAB**

**ISL**

**wework**

Advant**F**edge  
BUSINESS CENTERS

**TechShop**  
BUILD YOUR DREAMS HERE

**InTheCapital**

**METROFFICES**

How Will You Work Today? We Support That.

# Why Enter? Career Options

## Launching Startup

- Making a Difference
- Passion
- Autonomy
- Creating Career
- Financial Reward
- Personal Satisfaction
  - CEOs – 40%
  - Entrepreneurs – 69%

## Working for Startup

- Responsibility
- Advancement
- Apprenticeship
- Job Growth
- Diversity
  - Skills: Content, Design
  - Initiative, Critical Thinking
  - Not 4.0 GPA

# Calendar of Events

- ✓ Kickoff Event – September 4, 2014
- Round 1 – Bus Model Canvas and Exec Summary
  - Date Due – January 20, 2015
- Round 2 – Written Plan, BMC, 50-word Summary
  - Date Due – March 3, 2015
- Round 3 – Pitches to Judges and Public
  - April 14, 2015

# Resources – How to Get Started

- Office Hours (Sign up at [bizplan.gwu.edu](http://bizplan.gwu.edu))
  - Wednesdays (10 – 12) and Fridays (11 – 1)
- Workshops – Lean, GWupstart, Basic Business Skills
- Mentors – Available on Demand
- Networking – Finding Teammates, Co-Founders
- Pitch Events
  - Student Clubs

# Workshops

- Lean Startup Series
  - LS1 – Customer Segments and Value Proposition
  - LS2 – Business Model Canvas
  - LS3 – Customer Development
- GWupstart Series
  - 4 Module Sequence on Social Entrepreneurship
- Basic Business Skills



**accelerate:dc**  
Venture Mentoring Service



<http://gwertmentors.org/>

<http://www.acceleratedc.org/>

I will get you a mentor as soon as you want one!

# CollabFinder Group



**CollabFinder**

People

Projects

**Groups**

Help



Me

**+ POST A PROJECT**

## GW

## GW Startups

Got a great idea for a startup? Looking for partners or other support? Join the GW Startups group to get connected to other GW students, faculty, staff, and alumni interested in entrepreneurship. Post your profile and create/join a project. This is a great resource for finding teammates and other help to enter the GW Business Plan Competition, or just to see what's going on in the GW startup world.

**+ Add A Project**

[Group Settings](#)

**People and Projects**

**Search Members**

**Search Projects**

**Tweet**

**Like**

**0**

<http://collabfinder.com/groups/gw-startups>

# Student Clubs

- GW Startups ([mpbernstein4@email.gwu.edu](mailto:mpbernstein4@email.gwu.edu))
- GW MBA e-Club ([mcconkie@gwu.edu](mailto:mcconkie@gwu.edu))
- GW Tech Collective  
(<http://gwtechcollective.wordpress.com>)
- Compass Fellowship  
([http://serve.gwu.edu/upstart-mentors-and-partners# The Compass Fellowship](http://serve.gwu.edu/upstart-mentors-and-partners#TheCompassFellowship))
- GW Med School Entrepreneurship Club  
([saggarwal@gwmail.gwu.edu](mailto:saggarwal@gwmail.gwu.edu))
- GW Private Equity and Venture Capital Club  
(<http://studentorgs.gwu.edu/gwpevc>)

# More Info -- <http://bizplan.gwu.edu/>



## GW Office of Entrepreneurship

### Weekly Update - 11/5

#### Pitch George Elevator Pitch Competition

The 6th Annual Pitch George Elevator Pitch Competition, with over \$10,000 in cash prizes and a chance to move forward to the semi-final round of the GW Business Plan Competition, is looking for submissions! Please join our colleagues from the Center for Entrepreneurial Excellence this week for an information session and to learn more about the deadline and requirements.

All you need is your idea and a compelling executive summary! Submit today! Learn more at [www.pitchgeorge.com](http://www.pitchgeorge.com).

#### Upcoming Events

NOVEMBER  
5

[Without Their Permission: A Night with Reddit.com Co-founder Alexis Ohanian](#)

@Funger Hall  
Room 108  
2201 G Str NW

[lexmccusker@gwu.edu](mailto:lexmccusker@gwu.edu)

973.896.5754

# Thank You

# Any Questions???



# 2015 GW **business** plan competition

OPEN TO ALL STUDENTS, FACULTY, STAFF AND ALUMNI

Visit [bizplan.gwu.edu](http://bizplan.gwu.edu) for complete information

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