

2015 GW Business Plan Competition

www.bizplan.gwu.edu

Introduction

November 21, 2014

Lex McCusker

Director

GW Business Plan Competition

lexmccusker@gwu.edu

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

973.896.5754

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

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



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

In-kind Prizes

 ÜBEROFFICES

 Brazen
careerist

 GA GENERAL ASSEMBLY

 affinity LAB

 ISL

 wework

 AdvantEdge
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)
 - 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

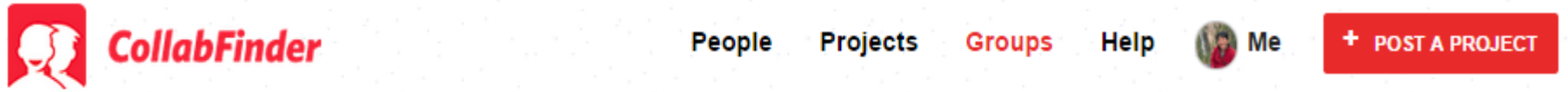


<http://gwertmentors.org/>

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

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

CollabFinder Group





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)
- GW MBA e-Club (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)
- GW Private Equity and Venture Capital Club
(<http://studentorgs.gwu.edu/gwpevc>)

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



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.

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

973.896.5754

Thank You

Any Questions???



2015 GW **business** plan competition

OPEN TO ALL STUDENTS, FACULTY, STAFF AND ALUMNI

Visit **bizplan.gwu.edu** for complete information

THE GEORGE
WASHINGTON
UNIVERSITY

WASHINGTON, DC