

Innovation and Entrepreneurship at GW

Fall 2017

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September 15, 2017

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GW Office of Innovation and Entrepreneurship

Mission



INNOVATION



EDUCATION



**VENTURE
CREATION**



CONNECTION

What Is Entrepreneurship?

- The initiation of **transformations** through **risk-taking actions** and **value-creating organizations**.
- A startup is
 - A temporary organization
 - Searching for a business model
 - That is profitable, repeatable and sustainable.
- Entrepreneurship can be about **high-technology** start-ups or **social** start-ups.

Report of the Princeton Entrepreneurship Advisory Committee. Princeton University. May 2015

Who Are Entrepreneurs?

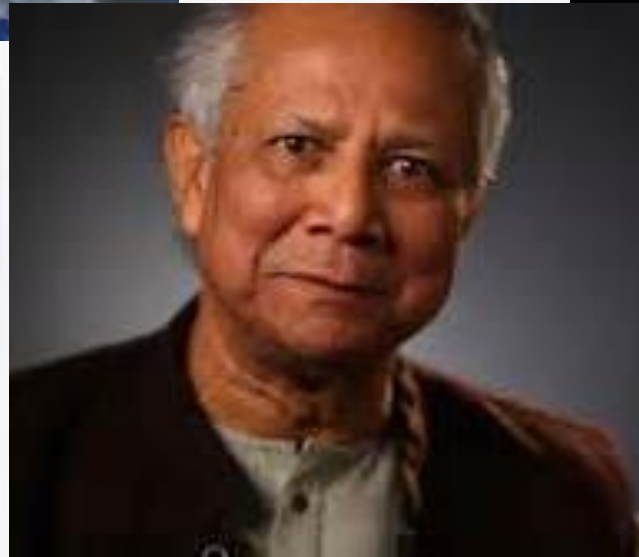
- Entrepreneurs may
 - **found** new ventures **or join** existing start-ups.
 - work from within **big corporations, governments, and nongovernmental organizations.**
 - pursue entrepreneurial activities while in college or **at any point in their career.**
- Entrepreneur is **not a job title but a mindset.**

What Do Entrepreneurs Do?

- **Build** a complete, stable and experienced **team**,
- **Navigate** market dynamics, constantly redefining the problem statement and
- Pivot around “**who are our customers,**”
- Operate with **significantly limited resources**, and
- **Embrace uncertainty and rejection** every step of the way.

Entrepreneurship is about teams of individuals who **push, pivot, and persist** each day **to create value for others**.

Creating Value for Others

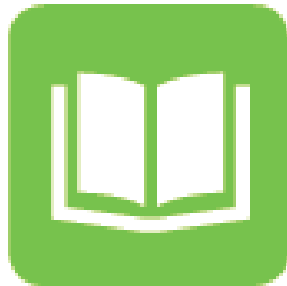


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GW New Venture Competition

- One of the Largest Collegiate Entrepreneurship Contest in US
 - \$147,500 in cash plus \$160,000+ in-kind prizes in 2017
- Three Tracks: High-Tech Commercial, Low-Tech Commercial and Social Ventures
- Support for Current and Aspiring Entrepreneurs
 - Workshops, coaching, mentors, networking, and events
- 2018 First Submission: January 31, 2018

Finals: April 19, 2018

2017 New Venture Competition



<https://newventure.gwu.edu/new-venture-competition-finals-event>

2017 GW NVC School Participation



**2017 Overall Participation:
116 Teams; 203 Participants**

School	Number	%
CCAS	31	17%
CPS	2	1%
ESIA	22	12%
GSEHD	5	3%
GWSB	77	42%
LAW	9	5%
SEAS	24	13%
SMHS	5	3%
SoN	1	1%
SPH	9	5%
Total	185	100%

Why Enter?



Non-dilutive Grants to the Companies

Prizes in the Semi-final Round

Top four finishers in each track	\$5,000
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Special Category Prizes

Best Undergraduate Venture	\$10,000
Best International Venture	\$7,500
Best Technology Venture	\$7,500
Sustainable Infrastructure	\$5,000
Clean Energy	\$5,000
AARP Foundation	\$5,000
Veterans Prize	\$5,000
Best Interdisciplinary Team	\$5,000

Grand Prizes in the Final Round

First Place	\$15,000
Second Place	\$10,000
Third Place	\$5,000
Fourth Place	\$2,500
Audience Choice Award	\$5,000



Pitch Your Venture Idea: Dolphin Tanks



- September 12, 2017. Post Hall. 4:00 - 6:30pm
- October 5, 2017. Ames Auditorium - B101. 4:00 - 6:30pm
- October 18, 2017. Duquès 453. 5:30 - 7:30pm
- November 2, 2017. Ames Auditorium - B101. 4:00 - 6:30pm

<https://innovation.gwu.edu/dolphin-tank>



Pitch George



- Elevator pitch" competition
- Undergrad and Grad Students
- Win startup capital:
 - 1st – \$2,000, 2nd – \$1,250, 3rd – \$750 for grads and undergrads
- Submission Deadline:
November 13, 2017.

<http://entrepreneurship.research.gwu.edu/pitch-george>

Saturday, November 18, 2018 – Duquès Hall

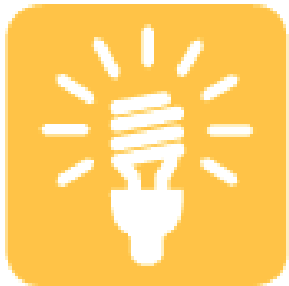
AccelerateGW I-Corps Site Program

- \$100,000 per year for 5 years
- Grants of \$1,000-\$3,000 to tech-based teams
 - Faculty, Postdocs, Students, Staff
- Funds for customer discovery, prototyping
- Investigate commercial potential of new technologies
- Introduce Lean Start-up to university techies
- Fall Session Starts on November 3, 2017

<https://entrepreneurship.research.gwu.edu/gw-i-corps-site>

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SCHOOL OF
ENGINEERING &
APPLIED SCIENCE

GW Innovation Center Tompkins Hall M06



Students Meet, Connect, Innovate
Grand Opening:
Sept 28 & 29, 2017

Five Hackathons in Fall 2017

- **DATACON**
October 3, 2017
- **3 Day Startup**
October 13 - 15, 2017
- **Climathon**
October 27, 2017
- **Brain Hack**
November 8 - 10, 2017
- **Hackital**
November 11 & 12, 2017



3-Day Startup Weekend

3 DAY STARTUP



Join us for a 3-day hackathon weekend at the Mount Vernon Campus! ANYONE can participate and bring forth ANY idea to develop!

When: October 13 – 15, 2017

Where: Mount Vernon Campus

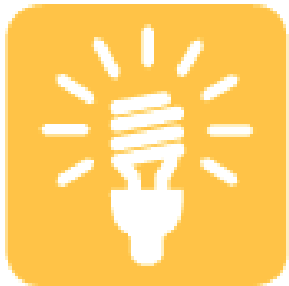
Time: Varies (opening session begins Friday evening)

Register Here:

innovation.gwu.edu/news-events-0

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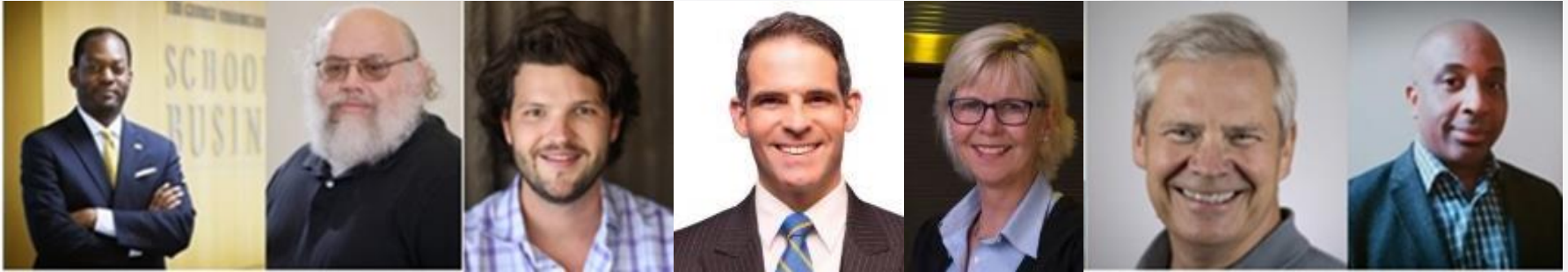


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Mentors-in-Residence



Have an innovative idea but running into issues?
Seek out an entrepreneurial expert or “Mentor-In-Residence” between Monday-Friday to help you out!

Register for office hours at:

<https://newventure.gwu.edu/mentors-residence-program>

MIRs are also available by phone or Skype.

100-Mentor Matchup

Meet the Right Mentor for your Startup



**Keynote Speaker: Andrew Perlman
CEO at FORM Holdings**

**Tuesday, November 7, 2017
6:00 – 9:00pm
City View Room,
1957 E Street NW**

Register:

[https://newventure.gwu.edu/
100-mentor-match-up](https://newventure.gwu.edu/100-mentor-match-up)

Networking Happy Hours

- Find collaborators
- Join a GW startup
- Meet a mentor
- **Where:** Tompkins M06
- **When:** October 25, 2017
- **When:** November 16, 2017



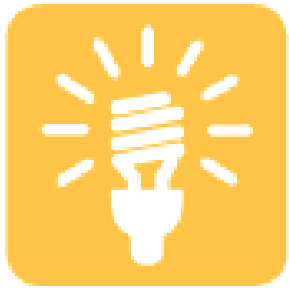
Student Clubs

- GW Startups (sarahanneshavin@gwu.edu)
- The Launch Pad (sebohood@gwu.edu)
- GW MBA e-Club (mitchdharmon@gmail.com)
- GW Tech Collective (<http://www.gwtechcollective.org>)
- SI 360 (conorgillespie@gwu.edu, dzukoff@gwu.edu)
- GW Med School Entrepreneurship Club (saggarwal@gwmail.gwu.edu)
- Entrepreneurship and Law Society (ptafet@law.gwu.edu)



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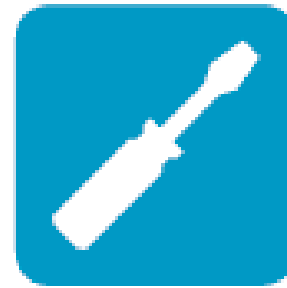
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Workshop: Where Do I Start?

- Module 1 → Problem-Solution Fit
- Module 2 → Lean Startup Method
- Module 3 → Business Model Canvas
- Module 4 → Customer Discovery
- **When:** September 19, 2017 and November 2, 2017
- **Where:** Tompkins M06
- **When:** October 4, 2017 (Webinar)



How to Start a Business in the District with Emily Rasowsky



Learn about all opportunities available to all startups in DC – including those that evolve from a college dorm!

When: Monday, September 25, 2017

Where: Tompkins Hall, Room M06

Time: 5:30 PM – 7:00 PM

Register Here:

Innovation.gwu.edu/news-events-0

Howard Hoffman Lecture Series

**Matthew Darienzo,
SolarArt**

When: October 11, 2017

Where: Duques Hall 453

Time: 5:30 – 7:00 PM



**Andrew Joblon,
Turnbridge Equities**

When: November 8, 2017

Where: Duques Hall 453

Time: 5:30 – 7:00 PM



REGISTER HERE: innovation.gwu.edu/news-events-0

Alumni Founders Panel



Want to start a business after college? Hear straight from our GW Alumni Startup Founders about their journeys following life at GW!

When: Saturday, October 21, 2017

Where: GW Innovation Center, Tompkins Hall, M06

Time: 11 AM – 12 PM

Register Here: innovation.gwu.edu/news-events-0

GW Idea Fest

Pitch your startup idea, network with your peers!



- **When:** Wed, September 27, 2017
- **Where:** Tompkins Hall, Room M06
- **Time:** 5:30 to 9:00 PM

REGISTER:

[Innovation.gwu.edu/
news-events-0](https://innovation.gwu.edu/news-events-0)

Get Involved



- **Come Out**
- **Sign Up**
- **Engage**

More Information: NewVenture.gwu.edu

THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON, DC

SEARCH [] [] []

GW Home GW Links Info For

GW NEW VENTURE COMPETITION

OFFICE OF INNOVATION AND ENTREPRENEURSHIP

Check out the 2017 New Venture Competition Winners!

ABOUT SPONSORSHIP SUPPORT RESOURCES MENTORSHIP PAST WINNERS NEWS & EVENTS COMPETE!

Events

- August 14 Monday Introduction to I-Corps at GW - Summer Cohort 12:00pm
- August 31 Thursday Entrepreneurship Library Orientation: GWIE & NVC & I-Corps 12:30pm
- September 06 Wednesday Entrepreneurship Library Orientation: GWIE & NVC & I-Corps 5:30pm
- September 14 Thursday Webinar: Orientation to the GW New Venture Competition 12:00pm
- September 14 Thursday Webinar: Where Do I Start?

2017 New Venture Competition Finals! - 4.20.17

New Venture Competition 2017

2017 GW new venture competition

At the 2017 GW New Venture Competition Finals on the evening of April 20, Team Urgent Wellness was announced as the 1st place winner! Read more in GWToday.

Office Hours & Newsletter Signup

SIGN UP FOR OUR NEWSLETTER

GW Entrepreneurship Newsletter

Get updated on events, job/terming opportunities, office hours, and more! View the News & Events tab or full event listing.

Do you have an event coming up? Or do you have a job posting you would like us to promote? Submit your details.

More Information: Innovation.gwu.edu

The screenshot shows the homepage of the Office of Innovation and Entrepreneurship at The George Washington University. The header includes the university logo, a search bar with 'Entrepreneur' entered, and navigation links for 'GW Home', 'GW Links', and 'Info For'. The main content area features a large blue banner for the 'OFFICE OF INNOVATION AND ENTREPRENEURSHIP' and a video player showing a keynote speaker, U.S. Senator Mark R. Warner. Below the banner is a navigation menu with categories like 'ABOUT US', 'EDUCATION', 'VENTURE CREATION', 'CONNECTION', 'INNOVATION', 'NEWS & EVENTS', and 'I-CORPS'. On the left, there is a dropdown menu for 'I am a/an...' with 'Student' selected, and a list of resources including 'Education', 'Workshops & Seminars', 'GW New Venture Competition', 'Student Groups', and 'GW Startup Career Fair'. Below this is an 'Events & Workshops' section for August 14, Monday, featuring an 'Introduction to I-Corps at GW - Summer Cohort' at 12:00am. The right side of the page has a 'Social Media Feed' section with a tweet from @GWinnovate retweeted by GW Entrepreneurship, mentioning a tweet from @GWmedia about @nbcnews highlights and @gwnewventure & quotes, and a link to nbcnews.com/feature/colleg... At the bottom of the page, there is a photo of a group of people holding a large check for \$15,000 awarded to 'URGENT WELLNESS' as the '1st Place Winner' at the 2017 NVC.

Reach Out to Me

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