



## Coaching Guidelines

The goal of the McGinnis Venture Competition is to encourage and support CMU undergraduate and graduate student entrepreneurs. The competition is intended to provide an early reality check for participants. Teams in the final round compete for \$60,000 of investments.

	ROUND 1	ROUND 2	ROUND 3
FORMAT	Virtual	Virtual	Live
DATE	January 2025	Feb 2025	March 18, 2025
DELIVERABLES	Executive Summary (3-5 pages) 5-min Video Pitch	Expanded Executive Summary (3-5 pages) Expanded 5-min Video Pitch	Mini Business Plan (5-10 pages) Live Pitch + Q&A

### Coaching

Each team is assigned a coach whose educational and professional experience matches the team's industry; each coach is assigned one team. Period of coaching depends on the progress of the team.

### Meetings

The team is responsible for scheduling both an initial informational meeting and a feedback meeting for the first round. If the team advances to the next round the coach and the team determines how many meetings they need to proceed.

### Feedback

As a coach, keep two questions in mind when reviewing each team's executive summary and video pitch.

1. Can this team be competitive in the final round?
2. Can this team/company be viable?

Be firm but gentle. The competition is intended to be an educational experience.

### Judging

**Carnegie Mellon University**

Swartz Center for Entrepreneurship

If your team is eliminated in the first round of the competition, you are welcome to become a judge for the second round. If you are interested please contact Allyson Hince at [ahince@andrew.cmu.edu](mailto:ahince@andrew.cmu.edu).