



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.

	ROUND 1	ROUND 2	ROUND 3
FORMAT	Virtual	Virtual	Live
DATE	January 2027	Feb 2027	March 16, 2027
DELIVERABLES	4-min Video Pitch Quad Chart (one pager)	4-min Video Pitch 12 Slide Pitch Deck	Mini Business Plan (5-10 pages) 12 Slide Pitch Deck 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 materials.

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

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.