

## Prototype Fund

### Rubric

Criteria	1	2	3	4	5
Customer Segment					
Product/MVP					
Technology Assessment from ORC					
Budget					
Milestones					
Texas Tech Affiliation					

### Criteria Definitions

**Customer Segment** - Applicants should have participated in the TTU regional NSF I-Corps program and should be able to define their target market and the customers their product/company is creating value for. Scoring this criterion 1 point means the customer segment is missing or fatally flawed. Scoring this criterion 3 points means 10 customers or less were identified. Scoring this criterion 5 points means more than 25 customers have been identified.

**Solution/Product/MVP** - Applicants should define the path to a solution or minimum viable product is created through these funds. Scoring this criterion 1 point means it was not identified or fatally flawed. Scoring this criterion 3 points means a clear path or solution is articulated and an explanation on how funds are spent & expected outcomes. Scoring this criterion 5 points means clear explanation on MVP and forecast of the future product.

**Technology Assessment from ORC** - Applicant should submit an invention disclosure to the Office of Research Commercialization prior to applying to the

program. Scoring this criterion 1 point means product is not patentable. Scoring this criterion 3 points means product is patentable but needs further improvements before beginning prototype development. Scoring this criterion 5 points means product is patentable and ready for prototyping.

**Budget** – Applicants must include a budget for the use of funds for a one-year period. Scoring this criterion 1 point means the budget is missing or fatally flawed. Scoring this criterion 3 points means the budget is clearly articulated and does not exceed the range of the award. Scoring this criterion 5 points means the budget supports and explains other funding opportunities and bridges the gap for additional notable startup success that may include grants or private funding.

**Milestones** - Applicants must include 3 milestones the company will achieve within the one-year award period using the grant funds. Scoring this criterion 1 point means the milestones are missing or are not addressed in the narrative. Scoring this criterion 3 points means milestones are addressed but may not be positioned with [Texas Tech strategic priorities](#). Scoring this criterion 5 points means the company has 3 milestones addressing company success and aligns with [Texas Tech strategic priorities](#).

**Texas Tech Affiliation** - Applicants must define if the company has a Texas Tech affiliation. Affiliation is defined as student, alumni, faculty, or staff employees and can also include licensing technology from TTU. Scoring this criterion 1 point means the company has no Texas Tech affiliation. Scoring this criterion 3 points means there is at least one affiliated employee in the startup. Scoring this criterion 5 points means all company founders are Texas Tech affiliates and the company has licensed a Texas Tech Technology.