

## Proof of Concept Grant

### 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 define who their target market is for their company. What audience is your product/company 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. 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. 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 with the grant funding. 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.