








The
Innovation Hub
2023 Annual Report



TEXAS TECH UNIVERSITY
Innovation Hub
at Research Park



CONTENTS

4	WELCOME	
6	THE BIG PICTURE	
8	OUR SPACE	
12	OUR PROGRAMS	
17	FACULTY AMBASSADORS	
22	SEVEN BIG WINS IN 2023	
24	NSF I-CORPS	
26	RISING STARS	
32	ALUMNI ACROSS THE COUNTRY	
38	COFFEE, NATURAL LIGHT, & CREATIVE COLLISIONS	
40	THANK YOU	

Friends of the Hub:

I am thrilled to present the Innovation Hub's 2023 Annual Report, where the essence of inspiration, creation, and engagement defines our journey. This year, our success has been driven by deepened connections with students, faculty researchers, industry partners, Texas Tech Alumni, and the community, harnessing diverse perspectives for innovation.

This report unfolds in three sections: Inspire, Create, and Engage each offering a unique glimpse into our thriving and evolving ecosystem.

Inspire: In this section, you will see how inspiration is the spark that fuels progress with the Faculty Ambassadors and industry mentors as the core. Explore the evolution of our Faculty C-Startup program, now proudly standing as a nationally recognized program. Get to know our amazing industry mentors who have provided 7,000 hours of volunteer mentoring to our startups this year.

Create: Watch innovation come to life as you dive into the stories of our startups. Discover the "Rising Stars" and help us celebrate the successes of our current startup companies, who have collectively raised \$8 million in capital this year, bringing our cumulative total to \$71M.

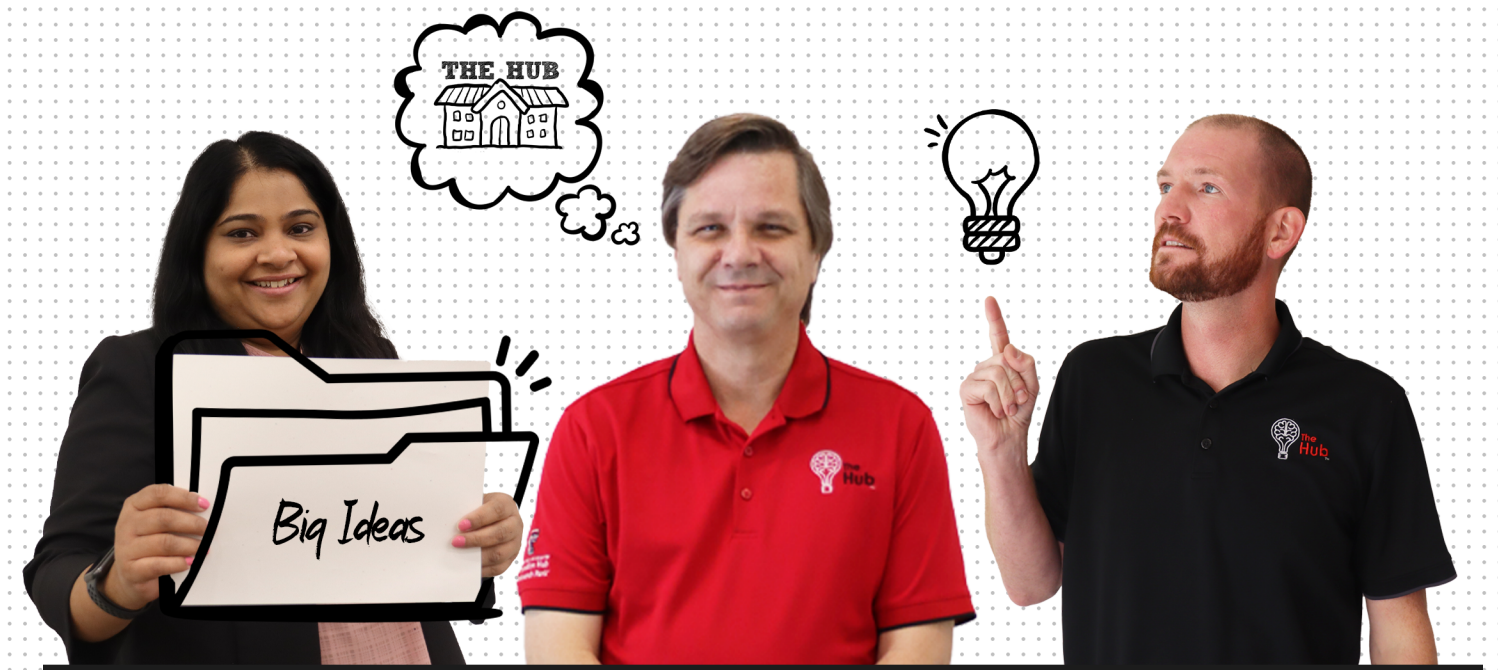
Engage: Collaboration is the heartbeat of our success, and in this section, you'll get a closer look at the vibrant pulse within our startup community. Discover how the Innovation Hub, together with our community and fellow Red Raiders, have crafted programs and events where innovation unfolds. It's not just about what we've accomplished; it's about the shared journey we've embarked upon to make innovation a living, breathing part of our community.

I want to express my heartfelt gratitude to each one of you for your unwavering support and commitment to the Innovation Hub.

Thank you for being an integral part of our journey!

Taysha Williams

Managing Director, Texas Tech Innovation Hub



GANGA BASKAR
Program Director

DAVID DORSETT
Senior Director of Research Facilities

NATHAN STYLES
Business Manager



KATHRYN DANKESREITER
Marketing & Engagement Coordinator

RYAN BAIN
Program Manager

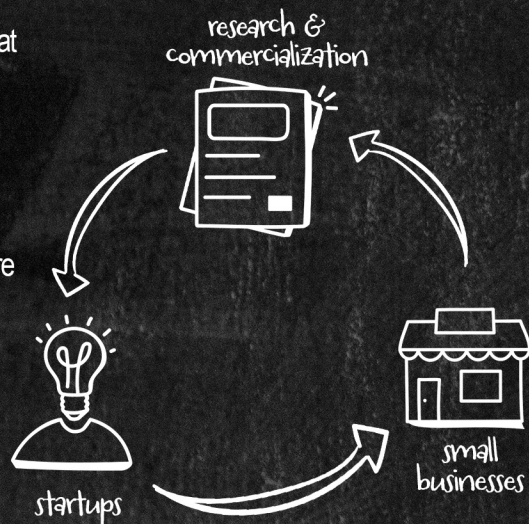
MALLORY THOMASON
Administrative Coordinator

The BIG Picture

Dr. Werner Kuhr, the Associate Vice President of Innovation and Entrepreneurship at Texas Tech University, plays a pivotal role in overseeing the Innovation Ecosystem. The innovation landscape at Texas Tech creates lasting public impact through commercializing intellectual property, facilitating industry collaborations, and empowering a resource-rich environment for startup companies and small businesses.

"I am honored to join Texas Tech University and my commitment is to foster a culture of innovation across our campus by supporting key pillars such as the Office of Research Commercialization, Institute for Small Business, and the Innovation Hub. Together, we will amplify our efforts in advancing groundbreaking ideas, facilitating seamless collaboration, and driving the successful commercialization of research outcomes." - Dr. Werner Kuhr

HI, I'M
WERNER!



OUR PEOPLE

Students, faculty, staff, alumni, mentors, and West Texas entrepreneurs make up our robust startup community.

OUR PROGRAMS

100% free programs and events sponsored by our partners enable innovators to launch successful ventures and spur economic growth in West Texas.

OUR STARTUP COMMUNITY

OUR SPACE

We serve innovators & entrepreneurs throughout our startup incubator. The Hub has lab space, co-working space, and office space to help our startups grow.

AND...
WE'RE PRETTY GOOD
AT WHAT WE DO.



(by the Princeton Review in Undergraduate Entrepreneurship Education)

Our Space



IF THESE WALLS COULD TALK...

The Innovation Hub is over 44,000 sq. ft. of space dedicated to startup growth and to enable creative collisions. As a startup incubator, the facility is home to young ventures from a variety of industries.



WORKING TOGETHER TO SOLVE BIG PROBLEMS



TRADEMARKS, PATENTS, & COPYRIGHTS

68
IN 2023

214
TOTAL TO DATE



A SPACE BUILT FOR A GROWING COMMUNITY...

21,031

STUDENTS, FACULTY, & COMMUNITY MEMBERS ENGAGED IN 2023

103,437

STUDENTS, FACULTY, & COMMUNITY MEMBERS ENGAGED TO DATE

TEXAS TECH
ACCELERATOR COMPANIES

7

FORMED IN 2023

37

FORMED TO DATE

WOW!
THAT'S MORE THAN
AN EVENT A DAY!

373 EVENTS IN 2023
1,664 EVENTS TO DATE

INSIDE THE BUILDING...

16 TENANTS & 26 MEMBERS IN 2023

237 TENANTS & ACCELERATOR EMPLOYEES
IN 2023



58

TTU MENTORS

40

FACULTY AMBASSADORS



STARTUP INVESTMENT

\$8M ANNUAL STARTUP INVESTMENT
IN 2023

\$71M CUMULATIVE STARTUP INVESTMENT
SINCE 2017

GRANTS AWARDED TO STARTUPS

\$2.7M FEDERAL & INTERNAL GRANTS AWARDED TO OUR
STARTUPS IN 2023

\$29.3M FEDERAL & INTERNAL GRANTS AWARDED TO OUR
STARTUPS SINCE 2017



GRANTS AWARDED TO iHUB

\$467K FEDERAL & INTERNAL GRANTS AWARDED TO THE
INNOVATION HUB IN 2023

\$4.6M FEDERAL & INTERNAL GRANTS AWARDED TO THE
INNOVATION HUB SINCE 2017

We Lubbock



There is no better place to live, work, and play than Lubbock! The Lubbock Economic Development Alliance (LEDA) is dedicated to promoting economic growth in the Lubbock, Texas region. LEDA plays a crucial role in attracting new businesses, supporting existing enterprises, and contributing to the overall economic vitality of the community.

The partnership between LEDA, Market Lubbock, and Texas Tech University represents a powerful synergy aimed at catalyzing innovation and economic prosperity. This collaboration not only strengthens ties between academia and industry but also positions the West Texas community for sustained growth, job creation, and a robust Innovation Ecosystem. The Innovation Hub is thankful for this dynamic partnership and the support of LEDA and Market Lubbock. LubbockLeda.org, [#LubbockLeads](https://twitter.com/LubbockLeads)

TOP 3 BEST CITIES FOR NEW GRADS
- CNBC (2023)

11TH BEST CITY FOR
YOUNG PROFESSIONALS
- Yahoo! Finance (2023)

3RD BEST CITY
TO START A BUSINESS
- Wallet Hub (2021)

MARKET
LUBBOCK



**LUBBOCK
ECONOMIC
DEVELOPMENT
ALLIANCE**

Road to Success

IDEATION

IDEA COMPETITION

A 60-second video competition where participants explain their BIG ideas and vie for public votes. The top voted video wins \$2,000!

RED RAIDER STARTUP

3-day weekend program focused on idea generation, team formation, customer discovery, and pitching.

HUB CAMP

Business plan workshop offered multiple times a year!

LUNCH & LEARN

A monthly seminar that covers a variety of topics from developing competitive startup funding applications to learning about intellectual property.

iLAUNCH

This pitch competition is centered around the Business Model Canvas and is Texas Tech's very own Shark Tank™. The first place team takes home \$10,000!

COMMERCIALIZATION

FACULTY C-STARTUP

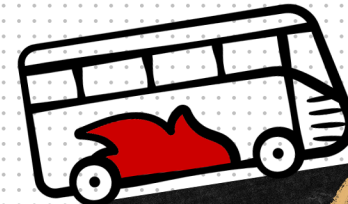
\$2,500 grants awarded to Texas Tech faculty to embed commercialization into their syllabus; creating a culture of entrepreneurship in the classroom.

PROTOTYPE FUND

Awards \$55,000 to technology startups to design and build prototypes for market testing.

NSF I-CORPS

This program enables innovative researchers and entrepreneurs to identify a product-market fit for new technologies through customer discovery.



ACCELERATION

ACCELERATOR PROGRAM

This program fosters unique startups that create commercial or social impact with a \$25,000 grant, a team of industry mentors, and access to the Hub's resources during a year-long program.

iTTU MENTORS

Mentors are the cornerstone for the Innovation Hub. Their industry expertise aids in the launch of new ventures.

PRESIDENTS' INNOVATIVE STARTUP AWARD

The TTU and TTUHSC Office of the Presidents award a total of \$100K to startups as seed funding.

OUR PROGRAMS

Inspire.



FACULTY AMBASSADORS

The Faculty C-Startup program is designed to support Texas Tech faculty interested in creating a culture of innovation and entrepreneurship across campus. Five faculty are awarded annually and receive a \$2,500 grant, commercialization training, and are named Ambassadors of the Innovation Hub.

40 prestigious TTU System faculty members have been named Ambassadors since 2017 and have helped increase awareness of the entrepreneurial activities available through the Hub and across the TTU System.

VICTORY AT InBIA

Texas Tech University's Innovation Hub won the "Most Innovative Program" award from the International Business Innovation Association (InBIA) global meeting in Detroit. Taysha Williams, the Innovation Hub's Managing Director, was invited to submit an award proposal for the Faculty C-Startup Program after speaking at the InBIA summit last fall. The Innovation Hub's proposal was selected as one of two finalists before beating out the University of Florida. The award recognized the creative efforts in building and facilitating the Faculty C-Startup Program that encourages cross-departmental collaboration and innovative thinking.

"What a wonderful recognition of the work and commitment of the team at the Innovation Hub," Joseph Heppert, the Vice President of Research and Innovation said. "This award illustrates, once again, that Texas Tech's innovation and entrepreneurship programs are among the most creative in the world. Texas Tech is shining in this area. We are so proud of Taysha Williams and the entire Hub team. They help make these programs special and impactful for Texas Tech, Lubbock, and the West Texas region."

"What an honor to be recognized among such a prestigious group of entrepreneurial centers across the globe," Williams said. "I want to take this moment to thank my incredible team at the Innovation Hub for their dedication in advancing our programs to new heights."



MENTOR MAGIC ✨

58

mentors in the iTTU
Mentor Program

38K

cumulative mentor
hours since 2017

7K HOURS

total mentor hours
in 2023

\$9.5M

in mentor value
since 2017 (\$250/hr)



PRIYA GILL
DIRECTOR OF TEAM MENTORING



ALEJANDRA MARIN
DIRECTOR OF RECRUITMENT & RETENTION

IGOR ALVARADO
NICK BERGFELD
LLOYD CABALLERO
RON COCQUYT
TIM DALLAS
KEITH DAVIDSON
DOUG DEATON
RACHEL DEATON
CODY DIETERICH
JOHN DUFFY
LEKHA GOPALAKRISHNAN
DANIEL GREEN
IRA GREEN
RICHARD GREENHILL
DARRELL GUTHRIE
TAHA HABIB
STEPHEN HIGH
MIKE JONES
TODD KNOWLTON

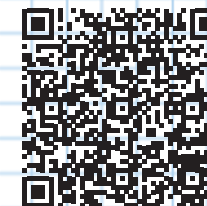
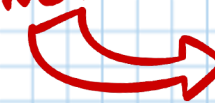
SHARA KONECHNEY
RAY LAURENT
SARAH LLAMAS
JONATHAN LOONEY
JOSEPH LOPEZ
GREG MASON
GLENDA MATHIS
WAYNE MOORE
MARK MURDOCK
JEFF MUSTIN
MARK NAIR
ATUL PARVATIYAR
MARCUS PAUDA
PHIL PHILBIN
ANTHONY PRESLEY
COURTNEY QUEEN
RYAN REBER
ROBERT ROBINSON
MIKE RYAN

SANDRA RYAN
TRACY SHEA
SARAH SIMPSON
PHIL SIZER
JOHN SMOTHERS
KEVIN SOULES
JENNIFER SOUTER
CELE STONE
EVAN STONE
TAMI SWOBODA
GERAD TROUTMAN
GILBERT VALDEZ
STEVE WARREN
CHAD WHEELER
MIKE WHITE
PRESTON WICKERSHAM
AMY WOOD
LENA ZAPPIA

Q&A WITH The Deatons



LISTEN
NOW!



HERE'S A SNEAK PEAK!

This year, the Innovation Hub Hustle Podcast was launched to share inspiring stories from entrepreneurs, iTTU Mentors, and faculty members that are a part of our startup community. The second episode of the Hub Hustle Podcast featured iTTU Mentors and TTU Alumni, Rachel and Doug Deaton.

Rachel and Doug share their story of how they met during their time as students at the Rawls College of Business to launching their own wealth management firm. This dynamic episode shares their journey of leveraging personal connections to overcome challenges and how they are now giving back to their alma mater that they love dearly.

Q: How did you get into the entrepreneurial space?

A: After meeting at Texas Tech, we started and sold companies and ran companies into the ground. We covered the whole gambit. Fast forward to the last 20 years, we have built a financial advisory business, and the core of our business is entrepreneurs. Part of what makes us a good advisor to those folks is the fact that we were entrepreneurs, too.

Q: What is your best advice for aspiring entrepreneurs?

A: Number one is have fun. Don't forget that. Two is surround yourself with great people and if there are none around, don't be afraid to reach out to people. Then the last thing, is at the end of the day, you have to drive for revenue. If you have idealistic goals and things that you wanna do for your community, you can't do it if you don't have any money. So you gotta do that first.

Create.

Seven Big Wins In 2023

TEXAS TECH ACCELERATOR COHORT 6

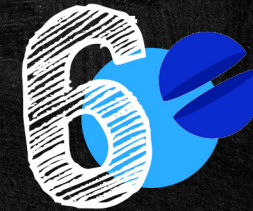


3 CulinaryMed Docs launched SAM, the software platform consisting of culinary medicine videos with customized recipes and nutritional education for patients with chronic illnesses. Recently, the app caught the attention of H-E-B! The startup is working with the Texas-based store to integrate SAM into their app-based grocery cart.

**FIRST EVER
SOCIAL
INNOVATION
CHALLENGE
WINNER!**



The Innovative Guidance, Entrepreneurship, and Outreach Center (GEO) is a social impact venture that empowers marginalized communities through entrepreneurship. GEO landed a partnership with Lubbock ISD and created an entrepreneurial program at the Lubbock County Juvenile Justice Center.



BlueVerse, a social platform that allows you to share your favorite local spots and get exclusive deals, won \$145,000 at the Rice Business Plan Competition in May 2023!



HiPR Innovations is focused on developing solutions to prevent pressure ulcer development. Krishan Sachdev was recognized as this year's recipient of the Pefanis Family Award on behalf of the Texas Business Hall of Fame. As HiPR's CEO, Krishan has participated in numerous programs across the country, including Techstars and MassChallenge.



Lasa Health is an engagement platform designed to facilitate provider/patient information and provide extensive at-home support for patients with endometriosis. Lasa Health recently announced their first clinical site with the Center for Endometriosis and Advanced Pelvic Surgery and received a \$275,000 SBIR Phase I Grant.



Texas Earth, a company focused on soil balance through the developments of products utilizing microbes in conjunction with other natural synergetic amendments. Texas Earth recently received a grant from the U.S. Department of Agriculture to perform in-field trials for their product Bio Fluf.



**CHECK OUT
OUR STARTUPS
ONLINE!**

Local LBK supports the local economy by connecting the community with local businesses so everyone can feel like a Lubbock Local. The startup recently announced their partnership with The United Family. With this partnership, Local LBK will be behind the scenes sharing hidden products, services, and offerings, allowing Lubbock locals to fall more in love with their favorite grocery store.



NSF I-CORPS

Texas Tech launched the National Science Foundation (NSF) Innovation (I-Corps™) regional programming in 2017 as a partner institution of the Southwest Node I-Corps™ (SWICORPS) and became an NSF I-Corps™ Site in 2018. Since launching, the program has continued to grow and expand — reaching more researchers and startups within the TTU System and West Texas community, and helping them prepare for launching their companies by participating in the National I-Corps™ Teams program.

The course uses the Lean LaunchPad methodology to systematically test key assumptions about technology-based innovation ideas and the customer problems it might be able to solve better than current alternatives. The researchers participate as a team of three - technical lead (TL), entrepreneurial lead (EL) and industry mentor (IM).

Through I-Corps™, NSF addresses four urgent national needs: training an entrepreneurial workforce, translating technologies, enabling economic impact, and nurturing an Innovation Ecosystem.

Making History



The Hub partnered with the TTUHSC to bring the National Science Foundation Innovation Corps (NSF I-Corps™) program to Amarillo for the first time in July 2023.

The two-week summer regional program brought together eight innovative healthcare-focused teams from Texas Tech, TTUHSC, the Texas Tech School of Veterinary Medicine, and West Texas A&M University. Hosted by Texas Tech's vet school, the program saw tremendous engagement from participants and instructors.

“What sets this cohort apart is the sheer dedication towards understanding their customer base – the teams collectively conducted 150-plus customer interviews, an effort reflecting the true spirit of market research and customer-centric approach,” shared Dr. Ganga Baskar, Commercialization Program Director.



NSF I-CORPS
SUMMER COHORT

40

REGIONAL TEAMS
TRAINED IN 2023

6

NATIONAL TEAMS
TRAINED IN 2023

WE ARE INSPIRING
INNOVATORS...

196 TEAMS TRAINED REGIONALLY
SINCE 2017

51 TEAMS SENT TO NATIONAL PROGRAM
SINCE 2017



Texas Tech Innovation Ecosystem Supporting
Amarillo NSF I-Corps Program

Rising Stars

ATHLETIQ

In 2016, Matt Mooney, Founder of Athletiq and former TTU basketball player, had an idea that would forever change how basketball players practice shooting. It dawned on him that during practice his shots were wide open, while the majority of the shots in a game were heavily contested.

He wanted to create a training device that challenged him during practices. As he pursued his dream of playing in the NBA, his idea took a backseat until 2020. In 2020, he teamed up with an engineer to bring his idea to fruition.

An empty bank account and three prototypes later, Matt had a clear vision for the future of the technology. Although his idea started as a way to simulate game conditions and game shots, it has evolved into something far greater - a technology that gives tailored guidance to each player's unique shot using artificial intelligence (AI).



Matt Mooney and his team received \$10,000 through the Innovation Hub's Presidents' Innovative Startup Award to further his company, Athletiq.

Seven years ago, Adam Mulsow was walking alongside a Lubbock lake when the idea for a more convenient and portable kayak popped into his head. A few years later, it became his passion project.

He and his wife, Amanda, began pursuing 'Pontos' as a business. The packable kayak is made out of a carbon fiber frame and waterproof fabric. It weighs seven pounds and packs down to the size of a small tent.

Mulsow took the idea to Texas Tech's Innovation Hub and won the iLaunch Competition, also known as the university's own Shark Tank™. Most recently, Pontos won \$20,000 from the Presidents' Innovative Startup Award in October.



PONTOS



Pontos and Abbyrose are former iLaunch Competition winners that moved on to pursue their entrepreneurial dreams by participating in the Hub's Texas Tech Accelerator Program.



ABBYROSE

In 2019, Abby Rosilier launched Abbyrose, a customizable phone case and accessory brand. After promoting her product on social media, Abby's unique phone case designs went viral, that's when her solo act became a family venture. In 2023, Abbyrose became a tenant of the Innovation Hub.

Home is Where Our Tenants Are

THE STARTUPS THAT CALL THE HUB HOME!



CAMPUSLIVE
FLINT AVENUE
BLUEVERSE
GISC
MICROZAP
NEMALIFE
EVIROTECH, LLC
ABBYROSE

AGRELLUS, INC.
VISION BIOENERGY OILSEED
S&W SEED COMPANY
3BIOTECHNOLOGIES
ENVIROSTATUS
NEW AMERICAN FABRIC
SURGIC
NAMI DIAGNOSTICS

CELEBRATED 6 YEARS IN BUSINESS!



WON NSF PHASE I SBIR GRANT

THE HUB'S FALL 2023 TENANT MEET + MINGLE

FLINT AVE CEO ELECTED TO NATIONAL SMALL BUSINESS ASSOCIATION!



GROWING WEST TX

Agrellus, Inc., North America's Agricultural Marketplace for input solutions influencing over 365,000 farming operations, has moved its headquarters into the Texas Tech Innovation Hub at Research Park in Lubbock, Texas.

"We are super excited to continue working with Texas Tech students, and now we are even closer to the Davis College of Agricultural Sciences and Natural Resources," explains Chris Johnson, CEO at the fast growing startup. He continues, "Agrellus was co-founded by several Texas Tech Alumni as Texas dominance in cotton and peanut Ag research continues in West Texas."



EVAN STONE, THE VP OF OPERATIONS & BUSINESS DEVELOPMENT

Agrellus has employed students from Texas Tech since 2018 in its marketplace professional programs. The Hub is a great place to leverage skills and make long-lasting connections with emerging Ag businesses.

The Agrellus Marketplace professionals and farm leaders are the backbone of helping the local farmer succeed. Agrellus is the only Ag inputs solution available where the farmer always wins. Texas Tech launched the initial program that has now expanded to over ten universities across the farm-rich interior of the United States. Farm leaders and growers that access data on the Agrellus Marketplace are presented with independent product performance validation at farm scale. "A breath of fresh air from the marketing tease of manufacturers," explains one of the Agrellus farm leaders in Texas.

This year, Agrellus is advancing its work with the "Real Carbon" initiative and is partnering with Texas Tech and two other universities while launching a series of data points for validating carbon sequestration and regeneration factors. The goal of Agrellus "Real Carbon" is to present farmers with the absolute highest return on "farming practice equity" for payout in regeneration and carbon related initiatives within a compressed timescale.



Europe.

Alumni Across the Country

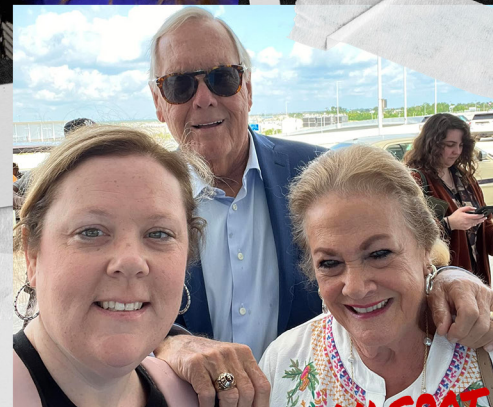
The collaboration between the Texas Tech Innovation Hub and the Texas Tech Alumni Association is proud to welcome entrepreneurs, small business owners, students, faculty, and alumni to the Tech Hub Entrepreneur Network!

Through the commitment of the university, this alumni network encourages Red Raiders to develop relationships with investors, inventors, and mentors within the student body, alumni network, and across the nation. Our goal is to connect Texas Tech alumni to our innovative and entrepreneurial initiatives.

JOIN OUR COMMUNITY

Looking for an active and growing alumni network? Join the Tech Hub Entrepreneur Network and receive access to our community as well as benefits that match your generous donations.

JOIN OUR NETWORK!



YOU CAN SPOT A RED RAIDER ANYWHERE!



EL PASO CHAPTER RELAUNCH!

NETWORK BENEFITS

Ready to join our startup community? The Tech Hub Entrepreneur Alumni Network offers incentives to match your generous donations. Check out all the perks and benefits of joining our growing network below!

	TIER 1 (\$50+)	TIER 2 (\$250+)	TIER 3 (\$900+)
Access to coworking space:	X	X	X
Access to mentorship & guidance:	X	X	X
Exclusive swag items:	X	X	X
Access to funding resources:	X	X	X
Access to conference room 211:		X	X
Access to Pitchbook:			X
24/7 Access to the iHub:		X	X
Host one free event per year:			X

OUR NETWORK

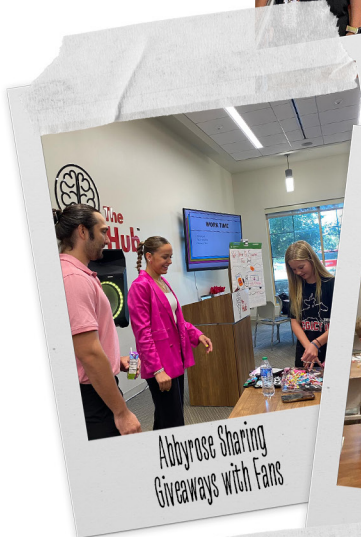
Legacy U

For the second year in a row, the Texas Tech Innovation Hub hosted 13 grandkids and their grandparents for the Alumni Association's Legacy U program!

The Legacy U program brings alumni and their grandchildren to a three-day on-campus experience. Participants select a desired "course" that they'll complete during the program. The Innovation Hub's course, "What's Your BIG Idea?", introduced 6-13 year olds to entrepreneurship.

Led by Kathryn Dankesreiter and Taysha Williams, the course encouraged the students to think outside the box and develop a business idea with their grandparent!

"This is my favorite event of the year," shares Kathryn. "The excitement each team shows is contagious! I am always amazed by the level of the kids' creativity and how their grandparents foster that imagination into something their grandchildren can apply later on in life."



COMMUNITY SPOTLIGHT

ABOUT CAROLYN

After receiving her degree in public relations from the Texas Tech College of Media and Communications and a minor in marketing, Carolyn Rowley served at the Dallas Regional Chamber of Commerce as the Director of Economic Development. Her career led her back to West Texas before long, and Carolyn joined the Lubbock Economic Development Alliance (LEDA) in 2012.

Carolyn is the liason between the Innovation Hub and LEDA and champions West Texas entrepreneurs as the Director of Retention and Innovation.



Carolyn, thank you for all that you do to support our startup community!

Student Takeover



SLINGHEALTH

Sling Health is a student-led entrepreneurial pre-incubator program facilitating interdisciplinary teamwork, professional development, and healthcare innovation. Their mission is to provide mentorship and support student teams in health science, engineering, and business to develop healthcare solutions.

To learn more about SlingHealth, visit www.ttuhsclingslinghealth.com.



HACKWESTX

HackWesTX is an annual hackathon that showcases the university's thriving and growing network of developers. Their goal is to empower the next generation of programmers and coders in order to make a positive impact on their community.

The hackathon poses challenges and workshops throughout the 24-hour event. This year, the student-run event also hosted industry sponsors as prospect employers and gave away over \$10K in cash & prizes.

Learn more or join next year's HackWesTX by visiting www.hackwestx.tech!



R.A.T.S. & ROBOWARS

Texas Tech's Innovation Hub hosted RoboWars, a creativity-based engineering competition centered around outside-of-the-box constructive thinking.

Organized by the Robotic and Advanced Tech Society (R.A.T.S.), a student-run club dedicated to hands-on engineering, the competition begins with teams lining up around the cornucopia. Teams of 4-8 students then charge the stockpile of parts and tools. Based on what each team pulls from the cornucopia, they design and build their robot. Throughout the day robots compete in different tasks and the overall winner is announced based on their total score at the end of the day.

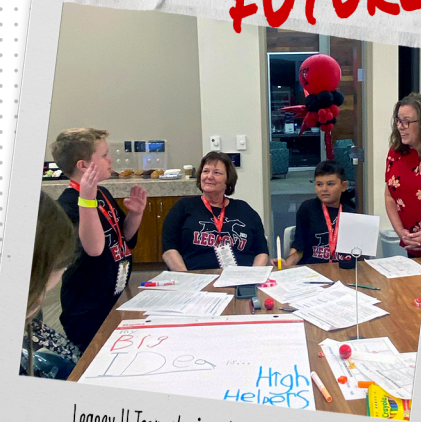
To learn more about R.A.T.S. and participate in the next RoboWars, contact Elisabeth Van, R.A.T.S. Co-President, at elvan@ttu.edu.

Coffee, Natural Light, & Creative Collisions

WE'RE MAKING AN IMPACT!

In November 2022, Jaafar Abdullah, CEO of the Innovative Guidance, Entrepreneurship, and Outreach Center (GEO), and the Innovation Hub partnered to bring entrepreneurship education to young men within the Lubbock County Juvenile Justice Center (LCJJC). Today, several of our startup teams, including the founders of BlueVerse, have partnered with GEO to continue this program within the LCJJC and local high schools.

FUTURE ENTREPRENEURS AT WORK



Legacy U Team sharing their idea for a robotic spider that cleans



LUBBOCK ANGEL NETWORK

The Lubbock Angel Network (LAN) provides angel funding and support capital for innovative startups. Partners work closely with the Hub for access to deal flow. The Hub provides meeting space and supports LAN's fundraising efforts.

LEGACY U

As a part of the Texas Tech Alumni Association's Legacy U program, the Innovation Hub hosted children and their grandparents and taught them basic entrepreneurial concepts like ideation, customer discovery, and pitching. The children worked together to develop a pitch for a panel of "sharks" (judges).

ENTREPRENEUR SOCIALS

The Hub hosts networking socials at fun, local businesses across town. Connections are formed between students, mentors, and industry leaders to create a culture of innovation and entrepreneurship in West Texas.

OUR COMMUNITY ENGAGEMENT PROGRAMS!

At the Texas Tech Innovation Hub, we believe that true innovation extends beyond our campus borders and into the heart of our community. Our Community Engagement programs are the cornerstone of this commitment, serving as a bridge between academia, industry, and the West Texas Community.

1 MILLION CUPS

Created by the Kauffman Foundation, 1 Million Cups (1MC) is a community of entrepreneurs hosted at the Innovation Hub. Once a month entrepreneurs come together to educate and inspire each other through their stories.



PONTOS @ 1MC



DISCOVERIES TO IMPACT

The annual Discoveries to Impact (DTI) conference brings together Red Raiders to showcase research, engagement, innovation, and startups. In 2023, winners took home a combined \$320,000 to support scholarly activities and venture creation.

Thank you!

The initiatives, programs, and impact outlined in this report would not have been possible without the extraordinary support of our iTTU Mentors, Faculty Ambassadors, sponsors, and partners. A special note of thanks goes out to John Osborne and the Lubbock Economic Development Alliance (LEDA) staff and board members for their support of the Hub's programs.

Also, a huge thank you to Dr. Joseph Heppert and Dr. Werner Kuhr, your leadership and vision have been instrumental in the Innovation Hub's success. To the Innovation Hub team: Ryan Bain, Ganga Baskar, Kathryn Dankesreiter, David Dorsett, Savannah Miller, Nathan Styles, and Mallory Thomason, thank you for your commitment to Texas Tech University.



WHO'S READY
TO TAKE ON
2024? WE ARE!



**LUBBOCK
ECONOMIC
DEVELOPMENT
ALLIANCE™**



TEXAS TECH UNIVERSITY
**Office of Research
& Innovation™**



ASSOCIATION OF
PUBLIC &
LAND-GRANT
UNIVERSITIES



OUR PARTNERS





CONTACT US

(806) 742-0024
INNOVATIONHUB@TTU.EDU

VISIT US

INNOVATIONHUB.TTU.EDU
3911 4TH STREET
LUBBOCK, TX

CREATED FOR

OUR AMAZING STARTUP COMMUNITY
OF INNOVATORS, CHANGEMAKERS,
& ENTREPRENEURS.