



The Hub Hustle

• WHERE IDEAS BECOME HEADLINES •

ANNUAL REPORT

TWENTY-TWENTY-FOUR EDITION



This program highlights a commitment to collaboration to bring best practices to the forefront. The IAT Accelerator's mission is clear: to empower faculty, students, and community. West Texas Tech is committed to create innovative startup companies or explore intellectual property opportunities rooted in AI, machine learning, and advanced manufacturing technology.

The Texas Tech Innovation Hub is a dynamic center that fosters entrepreneurship and innovation across West Texas. With its state-of-the-art facilities and resources, the Hub supports early-stage startups and growing companies by providing access to mentorship, funding, and networking opportunities. The Innovation Hub is committed to creating an environment where entrepreneurs, faculty members, and community members can turn their innovative ideas into successful ventures that drive economic growth and advancement.



INNOVATION HUB
AT RESEARCH PARK
TEXAS TECH

Shark Tank Jr. aims to inspire the next generation of innovators by fostering problem-solving skills, enhancing business knowledge, and offering real-world experience in pitching ideas to potential investors. This hands-on experience equips students with the tools and confidence needed to bring their concepts to life.



INNOVATION HUB
HOSTS FIRST STARTUP
EXPO AT DISCOVERIES
TO IMPACT MONTH

The next day, more than 288 attendees, including community members, students, and Texas Tech faculty, gathered to hear Singh's keynote address on leveraging university entrepreneurship.

\$5.8M
IN CUSTOMER
REVENUE IN
2024



THIS INITIATIVE
BRINGS TOGETHER
INNOVATION
COLLABORATION
COMMUNITY
EMPOWER
ENTREPRENEUR
WEST TEXAS
& BEYOND



INNOVATION HUB
AWARDS \$350,000
14 WEST TEXAS
STARTUPS!

On April 5th, the Texas Tech Accelerator Committee finalizes the selection of startups selected to join the Cohort, marking the beginning of a new group to date. Each team received a \$25,000 grant, sponsored by Lubbock Economic Development Alliance (LEDA) along with access to mentorship, and networking opportunities. This year introduced the Innovation Hub's Tech Accelerator Cohort, supporting startups in machine learning, and advanced manufacturing, funded by Texas Tech alumni. The event highlighted the growing entrepreneurial ecosystem in West Texas, driven by community and alumni support.



ACCELERATOR
TRACK

The Texas Tech Innovation Hub (Hub), in collaboration with the Texas Tech University Health Sciences Center Office of Innovation, and Texas Tech Alumni, is proud to unveil the Industry Advancement Technology (IAT) Accelerator. Through the support of a philanthropic gift from TTU Alumni, Jim McCarley



ment podcast, we



DR LAUREN
FACULTY THAT
MAKE INNOVATORS FT.
IN, FACULTY
ADVISOR

As a catalyst for and technology advancement, the Hub supports innovators access to cutting-edge facilities, mentors, grants, and funding opportunities. With focus on research, innovation, and commercialization, the Hub serves as a space where ideas meet strategy to impactful solutions.

Whether it's through the Learning Accelerator Competition, the Texas Tech Startup, or the Texas Tech Accelerator, the Hub empowers entrepreneurs to transform concepts into successful ventures, partnering with academic, industry, and government entities, the Innovation Hub contributes to the economic development of West Texas and beyond, reinforcing Texas Tech University's commitment to fostering a culture of innovation and excellence.

Next Big Idea assign students with their healthcare. She also mentees students with their Next Big Idea assignment to healthcare. Dr. Sullivan's connection with the Innovation Hub is supported by a grant, reflects her commitment to contributing her knowledge to both the academic and clinical communities.



ACCELERATOR
GRADUATES JOIN
NATIONAL HEALTH
SCIENCE INCUBATOR

EXTERNAL EVENTS
HOSTED AT THE HUB
IN 2024

The Texas Tech Hub at Research Park is a premier entrepreneurial ecosystem that fosters innovation, collaboration, and commercialization of groundbreaking ideas.



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"Our esteemed Faculty Ambassadors standard-bearers of the innovation Hub mission. They embody the culture that permeates the Hub, and they are the driving force behind its success."

GOES BEYOND
TECHNOLOGY
SERVES AS
CATALYST
CREATIVITY
INNOVATION

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MILLION
MEDIA HITS
THROUGH
DIGITAL MEDIA

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Lasa Health, a Texas Tech Accelerator graduate, has received a \$275,000 NSF SBIR Phase I grant to develop an AI-powered chatbot that supports patients with endometriosis and chronic pelvic pain during flare-ups. Inspired by CEO Margaret Melville's personal experience with endometriosis, the chatbot will provide personalized guidance, pain-reducing exercises, and access to resources, addressing a critical gap in care for the nearly 200 million people affected globally.

ROUND-ROBIN INNOVATIONS

RECEIVE BOOST:
\$5K AWARDED
0 STARTUPS

The Texas Tech Innovation Hub awarded \$55,000 through the 2023 Prototype Fund to support four startups developing groundbreaking healthcare and environmental technologies. Led by West Texas community members and Texas Tech alumni, these ventures align with the university's vision, addressing the interconnected health of humans, animals, and the environment now in its seventh year.

The Prototype Fund empowers entrepreneurs to transform innovative ideas into viable products, fostering intellectual property development and technology collaboration.

THIS IS THE MOMENT DREAMS BECOME DOERS.

WERNER KUHR NAMED TO NAII FELLOWS



Dr. Werner Kuhr, Associate Vice President of Innovation and Entrepreneurship at Texas Tech, has been selected as a 2023 Fellow of the National Academy of Inventors (NAI).



Recognized for his contributions to Texas Tech's Innovation Ecosystem, Kuhr expressed gratitude for the honor and the supportive environment at the university. Joining him in this achievement is Dr. P. P. Reddy of TTUHSC, whose research focuses on combating Alzheimer's disease. This

04 EDITOR'S NOTE

24 INNOVATION HUB TEAM EXCELS NATIONWIDE

...a strong focus on commercialization, the gap between academic research and real-world applications, ensuring that Lubbock remains at the forefront of entrepreneurial success in West Texas. Through its programs and partnerships, the Innovation Hub continues to position the region's position as a hub for innovation and a catalyst for community prosperity.



**CULTIVATING LEGACY
INNOVATION: SARAH BURNETT'S JOURNEY
WITH TEXAS EARTH**

Sarah Burnett's journey with Texas Earth began with her father's vision to till the soil, a mission that inspired the company's founding in 2004. After her father's passing, Sarah took the reins of the company, navigating the challenges of leadership, particularly as a woman in the male-dominated agricultural industry. Through the Innovation Hub's Accelerator program, she gained valuable mentorship and funding, including \$160,000 in grants from the Small Business Administration (SBA) and the Texas Research and Innovation Foundation (TRIF). Sarah's research propelled the company's growth. While honoring her father's legacy, she has developed her own path with innovative products like Bio Fluf, supported by the Hub's resources. Beyond her business, Sarah is passionate about empowering women in agriculture through initiatives like LEAP Day and mentoring young entrepreneurs, such as Abigail Greer, founder of Patina River Farm. Her story is a powerful example of how creativity and innovation can pave a lasting impact.



**ACCELERATOR
GRADUATES JOIN
REGIONAL HEALTH
SCIENCE INCUBATOR**

Editor's Note

Every year unfolds like a story, and 2024 has been a headline-worthy chapter for the Texas Tech Innovation Hub. This year's narrative is defined by remarkable milestones, groundbreaking partnerships, and bold strides toward the future. Together, we've demonstrated the transformative power of innovation, entrepreneurship, and collaboration in creating lasting impact.

This year, we proudly joined forces with the Pantex Plant to host the inaugural Pantex Innovation Challenge. Through this exciting partnership, students were introduced to real-world national security challenges and tasked with developing innovative solutions. This initiative highlighted how collaboration can foster critical problem-solving skills and empower students to tackle issues that have the potential to change the world.

With generous donor support, we launched the Industry Advancement Technology Accelerator, an initiative marking a historic step for the Hub. This program also allowed us to introduce our first-ever Entrepreneur in Residence, who has been instrumental in mentoring startups and guiding them toward success.

We're also thrilled to announce the launch of the Club for Innovation, a philanthropic platform designed to build an endowment for innovation and entrepreneurship. This forward-thinking initiative ensures the Hub will continue inspiring and supporting innovators for generations to come.

The cornerstone of the Innovation Hub is our extraordinary network of 69 mentors who have provided over 4,000 hours of guidance to our startups this year alone. Their dedication is a testament to the vibrant community we've built together.

Our startups have achieved incredible milestones this year, raising **\$18.2 million** in investment capital and **\$5.8 million** in customer revenue. They have also created **591 jobs** to date. These achievements highlight the significant economic impact of innovation and entrepreneurship.

Another historic first: the Hub hosted an international innovation program in Costa Rica, engaging 30 researchers from five Costa Rican universities, including Texas Tech Costa Rica. This milestone underscores the global reach of our mission.

As we reflect on these accomplishments, I am reminded that the story of the Texas Tech Innovation Hub is still being written. The future holds even greater promise, and we are excited for what lies ahead.

I want to express my deepest gratitude to the leaders at Texas Tech for their unwavering dedication to serving our students, faculty, and community. I also extend heartfelt thanks to the Lubbock Economic Development Alliance for their support of our programs and all they do for the broader West Texas community. And last, but certainly not least, my sincere appreciation goes to the incredible Innovation Hub team for their relentless pursuit of excellence in supporting our thriving startup community!

Here's to another year of groundbreaking headlines!

Sincerely,

Taysha Williams

Taysha Williams,
Managing Director,
Texas Tech Innovation Hub



GREAT NEWS

MEET THE TEAM

RYAN BAIN, Program Manager

KATHRYN DANKESREITER, Asst.
Director of Public Relations

NATHAN STYLES, Business Manager

MALLORY THOMASON, Admin.
Coordinator

TAYSHA WILLIAMS, Managing Director

LENA ZAPPIA, Director of
Commercialization Programs



THE TEAM DRIVING INNOVATION AT TEXAS TECH!



KATHRYN DANKESREITER
HAD AN AWARD
-WINNING YEAR
AT THE HUB



RED RAIDER SPIRIT: RYAN BAIN
POWERS
EARLY-STAGE
PROGRAMS AT
THE HUB



BEHIND THE SCENES, AT THE CENTER OF IT ALL: MALLORY THOMASON BRINGS ENTHUSIASM TO INNOVATION HUB



THE HEARTBEAT OF THE HUB: NATHAN STYLES KEEPS THE HUB RUNNING



FAMILIAR FACES, NEW ROLE: LENA ZAPPIA JOINS THE HUB TEAM

INSIDE THE HUB: A DATA STORY



NUMBER OF STUDENTS,
FACULTY, & COMMUNITY
MEMBERS ENGAGED

22,254
IN 2024

125,691
TO DATE

GRANTS AWARDED TO THE HUB

\$475K
IN 2024

\$5M
TO DATE

**OK
COOL**



50
INNOVATION
HUB
MEMBERS
IN 2024

73
STARTUPS CALL
THE HUB HOME



23 { INNOVATION HUB
TENANTS
IN 2024

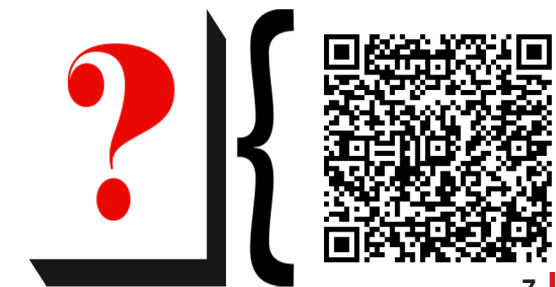
WOAH

YOUR EVENT, OUR SPACE

202

EXTERNAL EVENTS HOSTED AT HUB

**HOST YOUR NEXT
EVENT AT THE HUB!**



EVENTS THAT IGNITE INNOVATION

414
IN 2024

NUMBER OF
PROGRAMS
& EVENTS
INNOVATION HUB
HOSTED &
PARTICIPATED IN

MAKING HEADLINES THROUGH METRICS

STARTUPS FUEL ECONOMIC GROWTH

\$5.8M
IN CUSTOMER REVENUE
IN 2024

SHOW ME THE MONEY!!!

INVESTMENT CAPITAL
RAISED BY STARTUPS

\$18.2M
IN 2024

\$89.2M
TO DATE

GRANTS AWARDED
TO STARTUPS...

\$1.45M
IN 2024

\$30.75M
TO DATE



591
JOBS CREATED
BY STARTUPS
TO DATE

TRADEMARKS, PATENTS, & COPYRIGHTS
CREATED BY INNOVATION HUB STARTUPS

37 **251**
IN 2024 TOTAL TO DATE

NICE!

TEXAS TECH ACCELERATOR

45

ACCELERATOR TEAMS
FORMED TO DATE

ACCELERATOR
TEAMS FORMED
IN 2024
MEET THEM
ON PAGE 18

8

WHAT'S HOT: PROGRAMS BROUGHT TO LIFE

BY

TEXAS TECH INNOVATION HUB



{ ALL OF OUR PROGRAMS ARE
FREE }

**"THE HUB'S PROGRAMS HELPED ME FIND A STARTUP TEAM THAT ALLOWED
MY DREAM TO BECOME A REALITY."**

RICHARD GAINES,
RED RAIDER STARTUP ALUMNI

RED RAIDER **IDEA** COMPETITION

A 60-second video competition where participants share their BIG ideas and vie for public votes to win cash prizes!



INNOVATION STARTS HERE: RED RAIDER STARTUP WEEKEND

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



iLAUNCH - TEXAS TECH'S SHARK TANK COMPETITION

A pitch competition centered around the Business Model Canvas awarding top startups with seed funding!

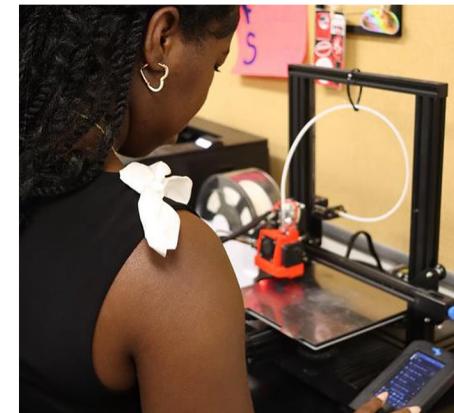
**"AFTER YEARS
OF WORKING ON
MY IDEA, THE
HUB'S
MENTORSHIP
GAVE ME THE
BOOST I NEEDED
TO TURN AN IDEA
INTO A
BUSINESS."**

KATIE WEISS,
iLAUNCH COMPETITOR

CALLING ALL FACULTY!!!

FACULTY C-STARTUP

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

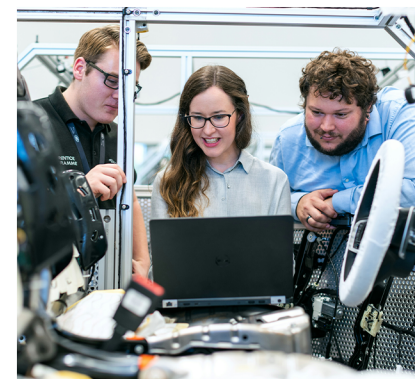


PROTOTYPE FUND: FROM BLUEPRINT TO BREAKTHROUGH

Awards funding to technology startups to design and build prototypes for market testing.

B.Y.O.B. BE YOUR OWN BOSS

The **Texas Tech Accelerator Program** fosters unique startups that create commercial or social impact. Teams selected for the one-year program receive seed funding, a team of industry mentors, and access to the Hub's resources. This year, \$350,000 was awarded to startups.



PRESIDENTS' INNOVATIVE STARTUP AWARD

The TTU and TTUHSC Office of the Presidents select top startups to receive a total of \$100,000 for seed funding.



GET ANSWERS AT HUB CAMP!

A workshop offered multiple times a year that provides the tools to create a competitive business plan!



FREE LUNCH AT LUNCH & LEARN

Dynamic seminars held year-round designed to empower startups with practical tools for success. These engaging sessions feature inspiring speakers and cover a wide range of topics addressing every aspect of entrepreneurship.



NSF I-CORPS MAKES HEADLINES IN 2024

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

INNOVATE TTU MENTOR PROGRAM

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

GUIDING THE HEADLINES: MEET THE MENTORS

MENTORSHIP
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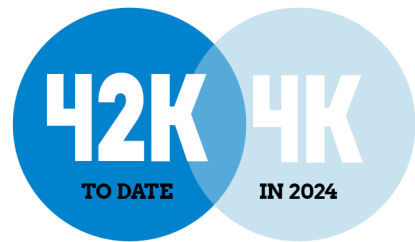
69
ACTIVE ITTU
MENTORS

MENTORS
IN EVERY
INDUSTRY
READY TO
SUPPORT
OUR
STARTUPS!

\$10.5
MILLION IN
MENTOR
VALUE
TO DATE
(\$250/HR)

THAT'S A LOT

TOTAL MENTOR HOURS



MENTOR ROSTER

A-Z

IGOR ALVARADO
DUKE APPIAH
NICK BERGFELD
ANDREW BLAKE
GIPSY BOCANEGRA
MERRITT BROCKMAN
LLOYD CABALLERO
RON COCQUYT
TIM DALLAS
KEITH DAVIDSON
DOUG DEATON
RACHEL DEATON
CODY DIETERICH
JOHN DUFFY
CHUCK EDWARDS
PRIYA GILL
LEKHA GOPALAKRISHNAN
DANIEL GREEN
RACHEL GREENE
RICHARD GREENHILL
DARRELL GUTHRIE
TAHA HABIB
DIANA HECHAVARRIA
STEPHEN HIGH
STEPH HOELSCHER
MIKE JONES
NETAJI KNOT
TODD KNOWLTON
RAY LAURENT
SARAH LLAMAS
JONATHAN LOONEY
GREG MASON
GLENDA MATHIS
WAYNE MOORE
MARK MURDOCK
CHASE MURPHY

JEFF MUSTIN
JAY NADKARNI
MARK NAIR
ATUL PARVATIYAR
MARCUS PAUDA
MASON PELLEGRINI
OLEG PETRENKO
PHIL PHILBIN
ANTHONY PRESLEY
COURTNEY QUEEN
RYAN REBER
MICHAEL RYAN
SANDRA RYAN
CARRIE SHAVER
TRACY SHEA
SARAH SIMPSON
PHIL SIZER
JOHN SMOTHERS
KEVIN SOULES
JENNIFER SOUTER
CELE STONE
EVAN STONE
JANAK SUNUWAR
ARUN SWAMINATHAN
TAMI SWOBODA
GERAD TROUTMAN
GILBERT VALDEZ
KIM WALKER
STEVE WARREN
MIKE WHITE
AMY WOOD
LENA ZAPPIA



ALEJANDRA MARIN,
Director,
Recruitment & Retention

THE *First* EIR

MICHAEL RYAN

Dr. Michael Ryan has been appointed as the Texas Tech Innovation Hub's first Entrepreneur in Residence (EIR), building on his remarkable eight years of mentorship at the Hub. This milestone marks a pivotal step forward in the Hub's mission to foster innovation and entrepreneurship.

In his new role, Mike serves as lead mentor and advisor for the inaugural cohort of the alumni-donor-funded Industry Advancement Technology (iAT) Accelerator Program. This transformative program was made possible thanks to the generosity of Red Raider alumni Jim McCarley and Hank Dorris, whose support is driving innovation and opportunity at Texas Tech. The first cohort features five standout startup teams, selected for their groundbreaking work in machine learning, artificial intelligence, advanced manufacturing, and robotics.

With years of experience in entrepreneurship and technology development, Mike is uniquely qualified to guide these emerging ventures. As EIR, he takes a hands-on approach, working closely with the startups to help them navigate the challenges of building and scaling a business. Alongside a team of industry mentors, Mike provides invaluable insights into market identification, product development, and commercialization strategies, ensuring these innovative ideas evolve into viable, impactful products.

Under Mike's leadership, the startups aim to refine their business models, prepare for future investment opportunities, and achieve long-term success. His commitment to advancing these ventures reflects the Innovation Hub's dedication to empowering entrepreneurs and fostering cutting-edge technologies.

We are deeply honored to have the support of Red Raider alumni and mentors, whose dedication bolsters our efforts to empower startups and strengthen Texas Tech's entrepreneurial ecosystem. Together, we are shaping a brighter, more innovative future for the Red Raider community and beyond.



FACULTY AMBASSADORS

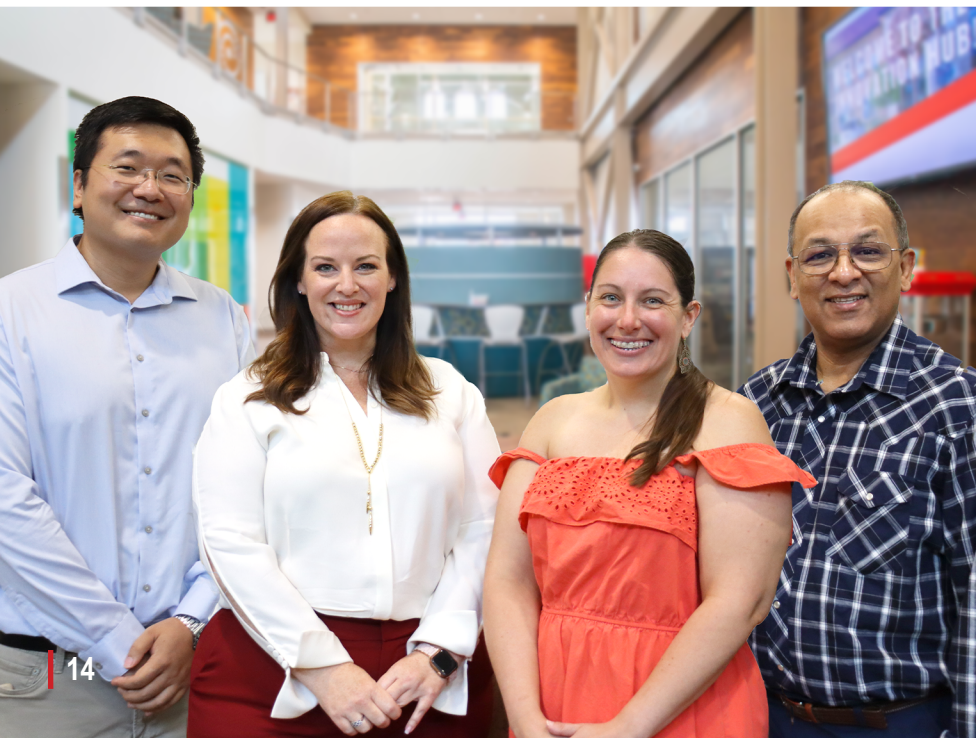
The Innovation Hub proudly awarded the \$2,500 Faculty Commercialization Startup (C-Startup) Grant to five faculty members from the Texas Tech University System. This prestigious grant empowers faculty to create a culture of innovation and entrepreneurship across campus.

Recipients of the Faculty C-Startup Grant join a distinguished network of Faculty Ambassadors—45 strong and growing—who champion the Innovation Hub's mission to nurture creativity, entrepreneurship, and commercialization at Texas Tech.

This year, our new awardees engaged more than 400 students across a diverse range of fields, integrating commercialization best practices into their coursework. One standout course was "Inquiry, Investigation, & Innovation", the first Faculty Ambassador-led course offered at the School of Veterinary Medicine in Amarillo. This course provided students with unique learning experiences that bridged academics and real-world applications.

Each student in the Ambassadors' classrooms also gained hands-on experience through participation in the Hub's early-stage programs, further enriching their entrepreneurial journey. These opportunities allowed students to step outside the classroom and apply their knowledge to real innovation challenges.

Meet our 2023-2024 Faculty Ambassadors: (Left to Right) Dr. Xuantong Wang; Dr. Lauren Sullivan; Dr. Michelle Alcorn; Dr. Howard Mori. (Not Pictured: Dr. Bingxin Qi)



NUMBERS

400

TEXAS TECH STUDENTS
INTRODUCED TO
ENTREPRENEURSHIP
THROUGH THIS PROGRAM
IN 2024

WOWZA

45

FACULTY
AMBASSADORS
TO DATE



THE FACULTY *that make* INNOVATORS

Dr. Lauren Sullivan discusses
developing future healthcare leaders
by integrating innovation and
entrepreneurship into her syllabus.



"I FEEL LIKE
ANYTHING I
LEARN IS
GOING TO BE
GIVEN BACK,
NOT ONLY TO
STUDENTS,
BUT ALSO TO
OUR
COMMUNITY."

DR. LAUREN SULLIVAN,
FACULTY AMBASSADOR

In a recent podcast, we spoke with Dr. Lauren Sullivan, Assistant Dean at the Texas Tech University Health Sciences Center (TTUHSC) School of Nursing and Faculty C-Startup Ambassador for the Innovation Hub. Dr. Sullivan's career began as a recruiter at TTUHSC, and she now teaches two courses at the Texas Tech Honors College.

She inspires healthcare students by integrating innovation and leadership into her teaching, including the "The Next Big Idea" assignment, where students pitch healthcare solutions in 60 seconds. The Innovation Hub partners in judging these pitches, fostering innovation in healthcare.

As a Faculty C-Startup Ambassador, Dr. Sullivan used her grant for personal and student growth, pursuing a postdoc program with Arizona State University and Georgetown University. Her work reflects her commitment to mentorship, education, and innovation at Texas Tech.

listen now!

Tune in to Dr. Lauren Sullivan's podcast for an inspiring take on shaping healthcare's future with innovation and entrepreneurship!



NSF INNOVATION CORPS



The Fall 2024 ACTIVATE I-Corps cohort, led by Dr. Ganga Baskar, Taysha Williams, Dr. Michael Ryan, Dr. Phil Sizer, and Lena Zappia, equipped innovators with the skills to transform research into market-ready solutions through customer discovery and commercialization training.

36

REGIONAL TEAMS
TRAINED IN 2024

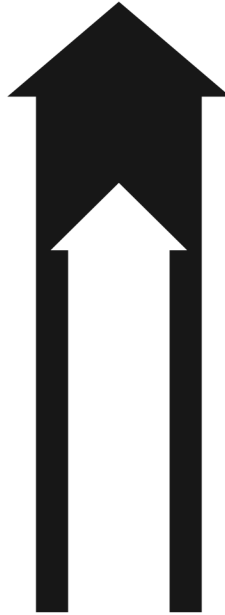
5 { NATIONAL
TEAMS
IN 2024

56
NATIONAL
TEAMS
TO DATE

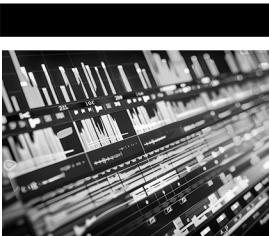
232

TEAMS
TRAINED
REGIONALLY
TO DATE

\$280,000
AWARDED TO
NATIONALLY
TRAINED
TEAMS.

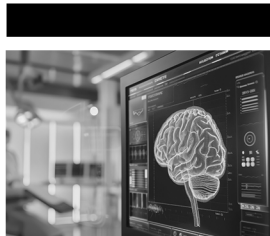


2024 NATIONAL NSF I-CORPS TEAMS



MELODIASYNC

An innovative software that facilitates relaxation by providing real-time, personalized beat responses while listening to audio.



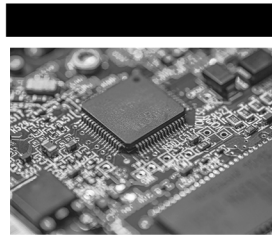
BRAIN BODY RESEARCH INNOVATION

A framework to model brain-muscle interactions in traumatic brain injury to advance treatments.



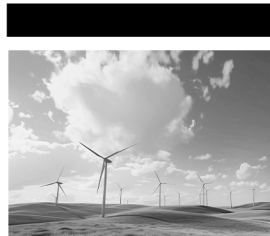
RAHM HEALTH MONITORING

A zero-touch sensor technology to monitor human vitals efficiently and non-invasively.



LOW POWER MEMORY CHIPS

An ultralow-power resistive random-access memory devices that offer faster, scalable, and energy-efficient data storage.



FORECAST AI

A machine learning based solar and wind energy forecasting tool.

INNOVATION HUB

DEBUTS

I-CORPS

IN

COSTA RICA



This year, Texas Tech University's Innovation Hub made history by launching Costa Rica's first month-long Innovation Program. Bringing together 30 talented researchers from five leading universities—Universidad de Costa Rica, Universidad Nacional de Costa Rica, Universidad Estatal a Distancia de Costa Rica, Universidad Técnica Nacional, and Tecnológico de Costa Rica—the program offered a truly transformative experience.

Participants immersed themselves in customer discovery, industry mentorship, and pitch development. The program culminated in impactful final presentations, showcasing ideas poised for commercialization.

“THIS PROGRAM IS A TESTAMENT TO THE POWER OF INTERNATIONAL COLLABORATION IN EDUCATION AND INNOVATION.”

TAYSHA WILLIAMS
MANAGING DIRECTOR OF THE INNOVATION HUB

With its focus on sustainable and impactful solutions, the program not only strengthened Costa Rica's innovation ecosystem, but also set a new benchmark for international collaborations.

EXCLUSIVE: ACCELERATOR COHORT 7 SHARES ALL!



The Texas Tech Accelerator Program empowers high-growth startups through intensive mentorship, funding opportunities, and entrepreneurial training. Over the course of a year, teams refine their business models, accelerate development, and prepare for market success.



ECOLOG&G: SOWING CONNECTIONS, HARVESTING GROWTH

EcoloG&G thrives in the LBK Grown Online Marketplace, selling chemical-free produce year-round to locals, restaurants, schools, and through Vegetable Subscription Boxes. In collaboration with TTU Davis College, the company is advancing research on microbe-rich seed inoculants to enhance plant growth and has launched beta testing for its innovative Seed Mat, with two testers already onboard.



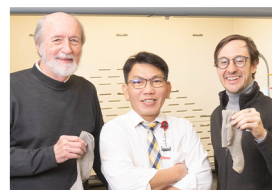
TERRA-FORM POWERS UP WITH EUROPEAN EXPANSION

Terra-form is revolutionizing sustainable construction with mechanized formworks for rammed earth applications, reducing costs, carbon footprints, and energy consumption. This year, the company finalized the design of its fully automated Mk IV stabilized earth block production plant, featuring an integrated cement dosing system. Terra-form is also expanding into European markets, supported by the Elite Founders Funding Program, while partnering with INNOVA Engineering and Machine in Lufkin, TX, to bring the Mk IV to life through state-of-the-art manufacturing.



TECH MEETS TREND: ABBYROSE TAKES OFF

Abbyrose, an eCommerce brand known for personalized cell phone cases and accessories, had a standout year in the Accelerator Program. By launching loyalty, subscription, and ambassador programs, the company achieved its first year-over-year revenue growth since 2020. Adding to the excitement, Abbyrose introduced the Rose Rack, a new patented product that's redefining how customers accessorize their phone cases.

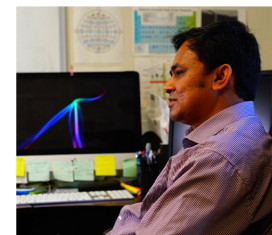


NAF: COTTON THAT KILLS BACTERIA

New American Fabric is shaking up the textile industry with its cutting-edge chemistry, blending cellulose-based fiber tech with innovative selenium compounds to create tough, eco-friendly fabrics. After completing the Texas Tech Accelerator, the company joined the Innosphere Ventures Life Sciences Incubator, where it gained access to funding opportunities and expert mentorship. With this support, New American Fabric is leading the charge in sustainable textile innovation.

AURORAX'S NEXT- GEN TECHNOLOGY

Aurorax made key advancements in the Texas Tech Accelerator Program, by prototyping super-capacitor hardware with a 30X performance gain. They submitted an STTR proposal to the Department of Energy and supported six Texas Tech undergrad interns, advancing their mission to transform energy storage. AuroraX was also awarded a space in the OneHealth Incubator at the Hub to further the development of the technology.



MONETA: SHAPING THE FUTURE OF SAFETY TECHNOLOGY WITH AI

Moneta's safety app is now live at MagLab and Texas Tech's Industrial Engineering department. With AI-powered report routing and a new partnership with Watchdog Control Systems, it's setting the stage for innovations in safety monitoring, including healthcare. Available on iOS and Android, Moneta is transforming safety reporting.



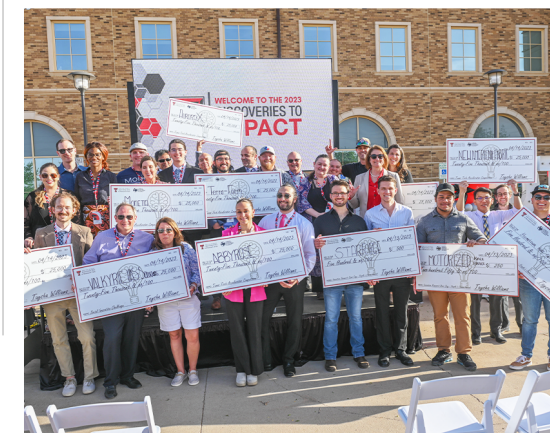
PONTOS PADDLES AHEAD: FUNDING, SHIPMENTS, & PATENTS

Pontos celebrated a milestone year by securing its first private investment and officially shipping products to excited customers. The company also made significant strides in intellectual property, securing a trademark for its brand and a provisional patent for its packable kayak technology. Pontos is making waves in the outdoor adventure industry!



CLEARED FOR TAKEOFF: VALKYRIE'S MILESTONES FROM ACCELERATOR

Valkyrie UAS Solutions is breaking barriers in drone innovation. With a four-year, 134-mile Beyond Line of Sight waiver secured in October 2023 and a pivotal ND SMART Grant to pilot healthcare flights for the MHA Nation, they are transforming logistics and connectivity. Valkyrie has recently established the first-ever Drone Healthcare Hub in the USA, a groundbreaking step in unmanned aerial solutions.



AWESOME



LEARN MORE
ABOUT THE
ACCELERATOR
PROGRAM!

CHECK OUT OUR EDITOR'S PICKS

STARTUPS ON THE RISE DOING REALLY COOL STUFF

MOVERIS MOMENTUM

Moveris is revolutionizing biometric data collection by using webcam technology to capture the same signals typically gathered in brick-and-mortar labs—eliminating the barriers of cost, time, and distance. Unlike pseudo-biometric solutions on the market, Moveris avoids questionable methods like facial recognition analysis or facial coding, focusing instead on reliable, science-driven innovation.

In 2024, Moveris secured funding from the TTU Startup Accelerator Program and the President's Innovative Startup Award, propelling the company toward the upcoming release of its full application in January 2025. Additionally, Moveris earned a prestigious invitation to the NSF I-Corps National Program, underscoring its exciting potential in the market.

With its cutting-edge approach, Moveris is poised to transform how biometric data is collected and applied.



SPACE-AGE RECOVERY

MobilityZ Health is a digital health company specializing in remote management of musculoskeletal (MSK) injuries. Their platform enables orthopedic specialists to diagnose and monitor patients with MSK conditions remotely. Founder, Sucheshna Patil, is a visionary in human health solutions. Her mission is to develop innovative digital health solutions that enhance healthcare for millions on Earth and the astronauts in space.

Her work in digital health, particularly in managing musculoskeletal injuries, has garnered numerous accolades, including the Texas Tech University Prototype Fund Award, selection for the Techstars cohort, and recognition in prestigious programs such as Nucleate Accelerator, Founder's Institute Accelerator, and the NSF I-Corps Program. She has also been featured at notable conferences like the NASA Human Research Program Conference (2023) and the International Astronautical Congress in Paris. Mobility Z Health was also accepted into the Innosphere Ventures Incubator, and received a \$150K investment from JumpStart VC.

LOCK IT. TRACK IT. LOVE IT. LOCSHARK

In a world where losing a device feels like losing a lifeline, LocShark is setting a new standard for portable device security. With its patented case, LocShark combines sleek innovation with unmatched protection. Featuring a user-exclusive locking mechanism and cutting-edge cellular GPS/GSM technology, this game-changing case offers real-time tracking through a mobile app. Even if the device is powered off, the case's impressive 72-hour battery life ensures peace of mind and plenty of time for recovery.

Founder Armani Williams is making waves in the TTU Accelerator program and secured \$15,000 from the Prototype Fund, enabling the team to finalize production of their prototype cases and prepare for beta testing. Williams is securing partnerships with school districts and mobile technology leaders, laying the foundation for the company's scalable expansion post-Accelerator graduation.



ALLIES IN INNOVATION

INNOVATION HUB HIGHLIGHTS STRATEGIC PARTNERSHIPS THAT SPUR INNOVATION



INNOVATION MEETS NATIONAL SECURITY WITH PANTEX

The Pantex Plant and Texas Tech University have joined forces to nurture the next generation of engineers and STEM professionals through an innovative partnership. This program immerses Red Raiders in real-world national security challenges, combining mentorship, hands-on experience, and STEM-driven innovation.

This year, 40 students collaborated with Pantex staff to address issues such as safety enhancements and secure

communication systems.

The day culminated in solution pitches, with three teams earning a total of \$7,000 in prizes and an exclusive invitation to visit the Pantex facility.

Beyond the event, this collaboration sharpens students' technical expertise, often leading to internships and job offers, and builds a vital pipeline of talent for national security careers. Together, Pantex and Texas Tech are equipping the next generation of innovators to safeguard the nation's future.



"IT'S BEEN INCREDIBLE! IN JUST A FEW HOURS, I'VE GONE FROM LEARNING ABOUT A PROBLEM TO PRESENTING A VIABLE SOLUTION! I'M COLLABORATING WITH AMAZING PEOPLE AND GAINING VALUABLE INSIGHTS FROM AN OUTSTANDING MENTOR IN INDUSTRY."

PANTEX INNOVATION CHALLENGE ALUMNI



INNOVATION HUB LAUNCHES ONE HEALTH INCUBATOR WITH TTUHSC



The Texas Tech University Innovation Hub has officially launched the One Health Incubator, welcoming its first tenants, Medical Information Simulations, LLC and MelodiaSync, LLC. This new initiative, a partnership between the Innovation Hub and the

Texas Tech Health Sciences Center, aims to foster interdisciplinary collaboration to address health challenges. The incubator supports startups working at the intersection of medicine, veterinary science, environmental science, and technology, with the goal of improving global health outcomes.

Both companies will have access to the Hub's advanced resources, including prototyping equipment, collaborative workspaces, and expert mentorship. Additionally, the incubator connects startups with strategic partnerships and funding opportunities within Texas Tech's extensive healthcare and technology network. "These companies embody the interdisciplinary spirit of the One Health concept," said Dr. Phil Sizer, Associate Vice President of Research Innovation. With the launch of the incubator, Texas Tech is positioning itself as a leader in groundbreaking health innovations.

TEXAS TECH STARTUPS

JOIN

INNOSPHERE LIFE SCIENCES INCUBATOR

Four startups from Texas Tech University's Innovation Hub—MobilityZ Health, 3 CulinaryMed Docs, New American Fabric, and Nami Diagnostics—are making strides in the healthcare sector as they join the

prestigious Innosphere Ventures Regional Life Sciences Incubator. This partnership, part of the NSF Build Back Better program, supports innovative life sciences startups with a nine-month program aimed at accelerating commercialization and growth. The incubator connects these companies with critical resources, including mentorship, strategic partnerships, and access to a network of healthcare professionals and investors, helping them bring their transformative technologies to market.



Each startup brings a unique approach to advancing healthcare. MobilityZ Health is revolutionizing musculoskeletal injury care with a telehealth platform for remote diagnosis and monitoring. 3 CulinaryMed Docs combines culinary arts and medicine to promote wellness through customized nutrition. New American Fabric is developing bacteria-fighting, tissue-friendly textiles using selenium technology, while Nami Diagnostics is pioneering early detection of sepsis with advanced biomarkers and AI. With the Innosphere Ventures Incubator's support, these startups are poised to make a significant impact on healthcare, sustainability, and innovation.

NEWS FLASH INNOVATION HUB TEAM EXCELS NATIONWIDE

Planting the Seed

ENGAGING FACULTY FOR ENTREPRENEURIAL IMPACT

Taysha Williams, Managing Director, shared her expertise at the International Business Incubator Conference in San Antonio, highlighting the Innovation Hub's Faculty Ambassador Program, which enhances entrepreneurship education, strengthens university collaboration, and elevates the ecosystem.

TAYSHA WILLIAMS SHARES INNOVATION HUB'S PROGRAMS AT GCEC

Taysha Williams, Managing Director of the Innovation Hub, was invited to share the impact of the Hub's programs with colleagues from around the globe during the Global Consortium of Entrepreneurial Centers Conference held in Dallas.



DYNAMIC DUO SHARES STRATEGIES FOR FORGING PARTNERSHIPS

At the VentureWell OPEN Conference in San Diego, CA, Taysha Williams, Managing Director, and Kathryn Dankesreiter, Assistant Director of Public Relations, shared innovative strategies for building partnerships that drive the growth and success of Entrepreneurial Support Organizations like the Innovation Hub.



LEADING THE NARRATIVE: HUB TAKES WIN *for Excellence in Communication*

The Texas Tech Innovation Hub celebrated a major achievement at the 38th International Business Innovation Association (InBIA) Conference, where Kathryn Dankesreiter, Assistant Director of Public Relations, received the prestigious Excellence in Communications Award.

This honor recognizes her outstanding storytelling and marketing efforts, including the creative 2023 Annual Report, which showcased the Hub's impact through a scrapbook-inspired design featuring faculty, alumni, and entrepreneur stories.

"This award is for the entrepreneurs and innovators who let us share their journey," Kathryn said. Managing Director Taysha Williams added, "Kathryn's well-deserved recognition highlights her exceptional talent in bringing the Hub's mission to life."

This milestone underscores the Innovation Hub's continued success and commitment to empowering West Texas entrepreneurs.

TAYSHA TAKES CHARGE *at* TUNIE

Taysha Williams, Managing Director, continues to break new ground as a leader in entrepreneurial education and innovation. Taysha was selected as the Executive Director of TUNIE (Texas University Network for Innovation and Entrepreneurship), driving collaboration across state institutions to support innovation ecosystems and foster economic growth.



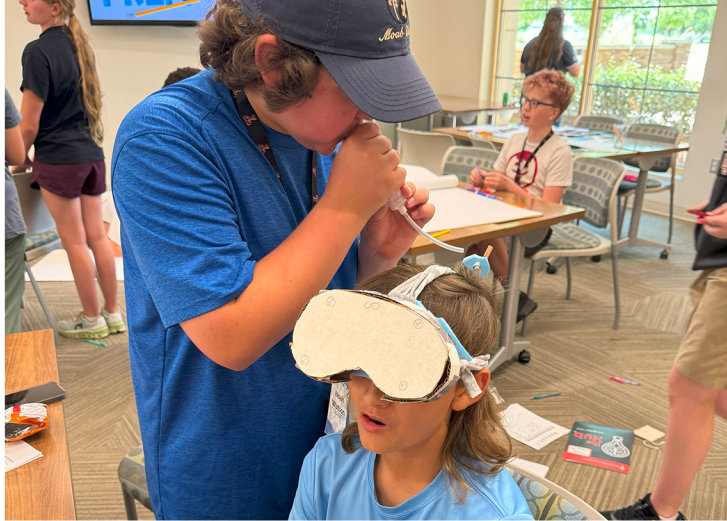
CONFERENCE HIGHLIGHTS



STAY UP TO DATE

WHERE WILL THE HUB
GO NEXT? FIND OUT!





INNOVATION HUB & PARTNERS HOST MONTH- LONG CONFERENCE

SHARK TANK JR. MAKES A SPLASH! INNOVATION HUB IGNITES 4TH-9TH GRADERS' ENTREPRENEURIAL SPIRIT AT WEEK-LONG SUMMER CAMP.

The Texas Tech University Innovation Hub, in collaboration with STEM CORE, hosted Shark Tank Jr., a dynamic summer camp for 4th-9th grade students. Designed to ignite entrepreneurial spirit through STEM, the program guided 60 students through ideation, prototyping, financial planning, and teamwork, culminating in an exciting pitch day where young innovators presented their ideas to a panel of judges.

From eco-friendly products to tech-based solutions, students showcased impressive creativity and problem-solving skills. "Shark Tank Jr. empowers young minds to think critically and creatively," said Taysha Williams, Managing Director of the Innovation Hub. The camp left participants inspired and equipped to continue their entrepreneurial journeys, embodying the Innovation Hub's mission to foster innovation and prepare future leaders.



"STARTUP WEEK DURING DISCOVERIES TO IMPACT MONTH SHOWCASED THE INCREDIBLE TALENT AND INNOVATION IN WEST TEXAS, SPARKING IDEAS AND CONNECTIONS THAT DRIVE REAL-WORLD IMPACT."

TAYSHA WILLIAMS,
MANAGING DIRECTOR OF THE HUB



The sixth annual Discoveries to Impact (DTI) conference expanded into an exciting month-long celebration this April, showcasing the best of West Texas through research, innovation, engagement, and entrepreneurship. With over 1,750 attendees and \$430,000 in awards, DTI Month featured standout events such as the 16th Annual Undergraduate Research Conference, CISER's 32nd Scholars Banquet, and the 6th Engaged Scholarship Symposium, fostering interdisciplinary collaboration and innovation.

Startup Week kicked off the festivities, with dynamic keynote speaker Paul Singh, who inspired entrepreneurs and addressed 288 attendees in a community-wide luncheon. The Startup Expo showcased 18 Innovation Hub startups, while the Texas Tech Accelerator Competition awarded \$353,500 to 14 teams advancing industries like AI, healthcare, and SaaS.

Events like DTI magnify the Innovation Hub's mission to drive impactful entrepreneurship and strengthen West Texas as a hub of innovation.

DAY 01:
Introduction to
Entrepreneurship



DAY 02-03:
Idea & Prototype
Development

DAY 04:
Pitching & BMC
Workshop



DAY 05:
Final Pitches in
the Shark Tank!

CHAMPIONS OF INNOVATION

RED RAIDER ALUMNI CREATE NEW OPPORTUNITIES FOR THE INNOVATION HUB



Pictures (left to right): Jim McCarley, Founding Member of the Club for Innovation; Hank Dorris, Founding Member of the Club for Innovation

Red Raider alumni Jim McCarley and Hank Dorris share a vision for putting Texas Tech University on the map in bold and transformative ways. Their commitment to innovation and entrepreneurship led to the creation of the Industry Advancement Technology (iAT) Accelerator and the establishment of the Club for Innovation, two initiatives that are reshaping the entrepreneurial landscape in Lubbock and West Texas.

Launched this year with the support from Dorris and McCarley, the iAT Accelerator supports entrepreneurs working on emerging technologies in AI, machine learning, advanced manufacturing, and robotics. This first alumni-supported program at the Innovation Hub provides crucial startup funding to five teams annually.

In addition to launching the iAT Accelerator, McCarley and Dorris founded the Club for Innovation—a philanthropic branch of the Innovation Hub aimed at creating an endowment for sustaining entrepreneurial growth for years to come. The Club fosters a community of dedicated professionals passionate about advancing West Texas innovation.

“This is about planting seeds for the future,” McCarley explained. “The more seeds we plant, the more opportunities we create for innovation to thrive at Texas Tech.”

Dorris echoed this sentiment, emphasizing the resilience and determination of the Lubbock community. “Red Raiders excel at whatever they put their minds to. With the Innovation Hub and the Club for Innovation, we’re creating the structure and support to ensure their success.”

McCarley and Dorris are championing a sustainable pipeline of entrepreneurial talent and inspiring others to join their mission. Together, they are paving the way for Texas Tech to become a hub of innovation that empowers the next generation of entrepreneurs to achieve extraordinary success.



BREAKING NEWS HELP SUSTAIN THE NEXT GENERATION OF ENTREPRENEURS AT TEXAS TECH

Become part of something transformative at Texas Tech University by joining the Club for Innovation, where passion meets purpose to fuel the future of entrepreneurship and innovation. As a member, you'll connect with a vibrant community dedicated to turning bold ideas into reality while uplifting Texas Tech, Lubbock, and the entire West Texas region.

Your support is crucial to the Champion Innovation Endowment, which provides a financial backbone for the Texas Tech Accelerator Program. This endowed program ensures startups have consistent access to resources, mentorship, and education, empowering entrepreneurs to create transformative change year after year.

As a donor, you'll gain access to unique opportunities, including invitations to special events, chances to mentor startups, serve as guest judges, and stay connected with the latest developments at the Innovation Hub.

Join the Club for Innovation today and help us drive bold ideas forward while securing a lasting legacy of innovation and entrepreneurship for generations to come. Together, we're building a stronger, more innovative future for Texas Tech and beyond.

JOIN US IN THE RACE TO \$3,000,000

TO SUPPORT THE CREATION OF THE **FIRST**
ENTREPRENEURSHIP ENDOWMENT
AT **TEXAS TECH UNIVERSITY**

THAT'S HOT



THE FINAL WORD: A NEW CHAPTER BEGINS



As we turn the page to a new chapter in the story of innovation, the Innovation Hub is set to make headlines with its growing impact on the University, the Lubbock community, and the world beyond. With every project, partnership, and breakthrough, we're not just advancing ideas—we're crafting a narrative of progress, inspiration, and transformation that resonates far and wide. The coming year promises to be one where our story continues to unfold, spotlighting creativity, collaboration, and real-world change.

I am proud of the work that the Hub team has done this year, and we hope to see even more progress next year! As we expand the Hub's programs and partner with the NSF I-Corps West Hub (with California, Utah, Colorado and New Mexico partner institutions) and NSF-funded Engineering Research Centers (CASFER, TARDISS), we hope to see new research results that will produce new inventions that will produce new startups!

We have the resources and programs to help catapult new technologies into commercial ventures, as well as creating a sustainable Innovation Ecosystem for West Texas. The future for innovation is bright here and we hope to see you as part of it!

Sincerely,

DR. WERNER KUHR,
ASSOCIATE VICE PRESIDENT
OF INNOVATION &
ENTREPRENEURSHIP

**STARTUP WEEK
ACCELERATOR
CAMPS DURING
EXPO**



The Texas Tech Innovation Hub is a dynamic center that fosters entrepreneurship, collaboration, and innovation across West Texas. With its state-of-the-art facilities and resources, the Hub supports early-stage startups and growing companies by providing access to mentorship, funding, and networking opportunities. The Innovation Hub is committed to creating an environment where entrepreneurs can thrive, and students and community members can turn their innovative ideas into successful ventures that drive economic growth and technological advancement.



Shark Tank Jr. aims to inspire the next generation of innovators by fostering problem-solving skills, enhancing business knowledge, and offering real-world experience in pitching ideas to potential investors. This hands-on experience equips students with the tools and confidence needed to bring their concepts to life.



**INNOVATION HUB
HOSTS FIRST STARTUP
EXPO AT DISCOVERIES
TO IMPACT MONTH**

The next day, more than 288 attendees, including community members, students, and Texas Tech faculty, gathered for the Innovation Hub's first startup expo. The event featured a keynote address by Singh's keynote address on leveraging university entrepreneurship, eco-

This program highlights a commitment to collaboration to bring best practices to the forefront. The IAT Accelerator's mission is clear: to empower faculty students, and community entrepreneurs in West Texas to conceptualize and create innovative startup companies or explore licensing opportunities rooted in AI, machine learning, and advanced manufacturing technology.



**THIS INITIATIVE
BRINGS TOGETHER
INNOVATION,
COLLABORATION, &
COMMUNITY TO
EMPOWER
ENTREPRENEURS IN
WEST TEXAS
& BEYOND.**



**INNOVATION HUB
AWARDS \$350,000 TO
14 WEST TEXAS
STARTUPS!**

On April 5th, the Texas Tech Accelerator Competition finale showcased the 14 startups selected for the 2024-2025 Accelerator Cohort, marking the largest group to date. Each team received a \$25,000 grant, sponsored by the Lubbock Economic Development Alliance (LEDA), along with access to co-working space, mentorship, and networking opportunities. This year introduced the Technology Advancement (IAT) Accelerator track, supporting startups in AI, machine learning, and advanced manufacturing, funded by Texas Tech alumni. The event highlighted the growing entrepreneurial ecosystem in West Texas, driven by community and alumni support.



**\$5.8M
IN CUSTOMER
REVENUE IN
2024**

The Texas Tech Innovation Hub is committed to empowering startups through strategic investment opportunities, providing the resources and support needed to turn visionary ideas into successful ventures.



The Innovation Hub fosters a thriving entrepreneurial ecosystem by offering funding, mentorship, and valuable industry connections. Through its investment initiatives, the Hub is helping to drive innovation and economic growth in West Texas and beyond.



**INNOVATION HUB
LAUNCHES IAT
ACCELERATOR
TRACK**

The Texas Tech Innovation Hub (Hub), in collaboration with the Texas Tech University Health Sciences Center Office of Innovation, and Texas Tech Alumni, is proud to unveil the Industry Advancement Technology (IAT) Accelerator. Through the support of a philanthropic gift from TTU Alumni, Jim McCarley

focuses on combating Alzheimer's disease. This year's NAJ Fellows class includes 162 academic inventors from 35 states and 10 countries. Congratulations to Dr. Kuhr and Dr. Reddy on this prestigious accomplishment!



Stay updated on the latest achievements, events, and breakthroughs from the Texas Tech Innovation Hub. Our vibrant community of entrepreneurs, innovators, and researchers continues to make headlines with groundbreaking projects, partnerships, and success stories that push the boundaries of technology, business, and creativity. From exciting startup competitions to collaborations with industry leaders, the Innovation Hub is at the forefront of fostering innovation and entrepreneurial growth across West Texas. Explore our recent media coverage to learn more about how the Innovation Hub is shaping the future of innovation and entrepreneurship.



**WE ARE
SHAPING
THE NEXT
GENERATION
OF
GROUNDBREAKING
SOLUTIONS &
IMPACTFUL
SOLUTIONS.**



**ACCELERATOR
GRADUATES JOIN
NATIONAL HEALTH
SCIENCE INCUBATOR**

groundbreaking biotech, healthcare, and environmental technologies. Led by West Texas community members and Texas Tech alumni, these ventures align with the university's OneHealth vision, addressing the interconnected health of humans, animals, and the environment. Now in its seventh year, the Prototype Fund empowers entrepreneurs to transform innovative ideas into viable products, fostering intellectual property development and technology validation.



**THE FACULTY THAT
MAKE INNOVATORS FT.
DR. LAUREN
SULLIVAN, FACULTY
AMBASSADOR**

In our recent podcast, we interviewed Dr. Lauren Sullivan, Assistant Dean of the Texas Tech University Health Sciences Center Faculty C-Startup Ambassador for the Innovation Hub. Dr. Sullivan's career began as a recruiter at TTUHSC, and today she inspires healthcare students through innovative courses at the Honors College. As a Faculty Ambassador, she integrates innovation and leadership into her teaching, fostering a culture of creativity in healthcare. She also mentors students with her "Next Big Idea" assignment, where students pitch solutions to healthcare challenges. Dr. Sullivan's collaboration with the Innovation Hub, supported by a personal development grant, reflects her commitment to contributing her knowledge to both the academic community and beyond.



**ACCELERATOR
GRADUATES JOIN
NATIONAL HEALTH
SCIENCE INCUBATOR**

**2022
EXTERNAL EVENTS
HOSTED AT THE HUB
IN 2024**

The Texas Tech Innovation Hub at Research Park is a premier entrepreneurial ecosystem that fosters innovation, collaboration, and the commercialization of groundbreaking ideas.



As a catalyst for startups and technological advancement, the Hub supports innovators from diverse disciplines, offering access to cutting-edge facilities, mentorship programs, and funding opportunities. With a strong focus on research, education, and community engagement, the Innovation Hub serves as a vibrant space where creativity meets strategy to drive impactful solutions.

Whether it's through programs like the Launch Competition, Red Raider Startup, or the Texas Tech Accelerator, the Hub empowers entrepreneurs to transform concepts into successful ventures. By partnering with academic, industry, and governmental entities, the Innovation Hub contributes to the economic development of West Texas and beyond, reinforcing Texas Tech University's commitment to fostering a culture of innovation and excellence.



The Texas Tech Innovation Hub proudly announced the 2023-2024 cohort of its Faculty C-Startup Grant Program. Now in its fifth year, this award-winning program equips faculty with commercialization training and \$2,500 grants to integrate entrepreneurial principles into their classrooms, fostering innovation across the Texas Tech System.



"Our esteemed Faculty Ambassadors stand as champions of the Innovation Hub. They embody the spirit of innovation and entrepreneurship, actively nurturing a culture that permeates through students and fellow faculty," shared Taysha Williams, Managing Director.



**1.3
MILLION
MEDIA HITS
THROUGH
DIGITAL MEDIA**

The Texas Tech Innovation Hub at Research Park is a premier entrepreneurial ecosystem that fosters innovation, collaboration, and the commercialization of groundbreaking ideas.

Hub continues to commercialization. Hub bridges the gap between academic research and real-world applications, ensuring that Lubbock remains at the forefront of entrepreneurial success in West Texas. Through its programs and partnerships, the Innovation Hub continues to strengthen the region's position as a hub for innovation and a catalyst for community prosperity.



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gram at the Texas Tech Innovation Hub plays a crucial role in shaping the success of local startups and entrepreneurs. By offering personalized guidance expertise and industry insights, ITTU Mentors help founders navigate the challenges of growing a business. This network of experienced professionals provides invaluable support in areas such as product development, business strategy, marketing, and fundraising.



The mentors' commitment to fostering innovation and enhancing the growth of the Hub's startups, contributing to the overall success of the West Texas entrepreneurial ecosystem. With their hands-on involvement, ITTU Mentors program strengthens the region's reputation as a hub for innovation.



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On November 17th, thirteen startup teams competed at the Texas Tech Innovation Hub in a Shark Tank™-style iLaunch Competition, vying for \$20,000 in prizes. The event showcased innovative solutions from Texas Tech, West Texas Tech, Sciences Center, and West Texas teams. It began with three finalists competing in the Innovation Challenge, addressing national security challenges posed by the



Pantex Plant, followed by ten teams presenting ideas spanning healthcare, agriculture, AI, and robotics. Finalists pitched to seasoned judges, and over 140 guests attended the iLaunch Awards Social, where Dr. Allison Childress shared her success story. The evening concluded with the Lightning Round and People's Choice Award, culminating in the announcement of the 2023 winners by Managing Director Taysha Williams.



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Lasa Health, a Texas Tech Accelerator graduate, has received a \$275,000 NSF SBIR Phase I grant to develop an AI-powered chatbot that supports patients with endometriosis and chronic pelvic pain during flare-ups. Inspired by CEO Margaret Melville's personal experience with endometriosis, the chatbot will provide personalized guidance, pain-reducing exercises, and access to resources, addressing a critical gap in care for the nearly 200 million people affected globally.



Partnering with digital health design agency Guidea and experts in endometriosis and AI, Lasa Health aims to improve health outcomes and empower patients with innovative, accessible technology.



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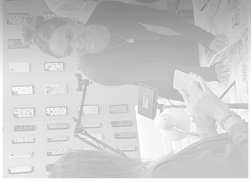


Taysha Williams, Managing Director of Texas Tech University's Innovation Hub, has been named Executive Director of the Texas University Network for Innovation and Entrepreneurship (TUNIE). This prestigious role, Williams will advance TUNIE's mission to foster collaboration among more than 20 Texas universities and colleges, promote innovation and entrepreneurship, and support technology commercialization. Williams' leadership and dedication to cultivating entrepreneurial opportunities will benefit students, faculty, and communities across Texas. "I look forward to working with TUNIE to enhance the culture of innovation and entrepreneurship throughout our state," said.



591 JOBS CREATED BY STARTUPS TO DATE

The Texas Tech Innovation Hub at Research Park is a premier entrepreneurial ecosystem that fosters innovation, collaboration, and the commercialization of groundbreaking ideas.



As a catalyst for startup and technological advancement, the Hub supports innovators from diverse disciplines, providing access to cutting-edge facilities, mentorship opportunities, and funding opportunities. With a strong focus on research, education, and community engagement, the Innovation Hub serves as a vibrant space where creativity meets strategy to drive impactful solutions.



NEW FACULTY AMBASSADORS BRING INNOVATION TO THE CLASSROOM

The Texas Tech Innovation Hub proudly announced the 2023-2024 cohort of

GROUNDBREAKING INNOVATIONS RECEIVE BOOST: \$55K AWARDED TO STARTUPS

The Texas Tech Innovation Hub awarded \$55,000 through the 2023 Prototype Fund to support four startups developing groundbreaking healthcare, and environmental technologies. Endowed by West Texas community members and Texas Tech alumni, these ventures align with the university's OneHealth vision, addressing the interconnected health of humans, animals, and the environment. Now in its seventh year, the Prototype Fund empowers entrepreneurs to transform innovative ideas into viable products, bolstering intellectual property development and technology validation.

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SETTING THE CURVE: HUB WINS EXCELLENCE IN COMMUNICATIONS AT INBIA

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At the INBIA conference in San Antonio on April 15th, Kathryn Dankesreiter, Assistant Director of Public Relations, received the Excellence in Communications award for her exemplary work in marketing and storytelling. Her report, designed like a scrapbook, showcased pioneer stories that highlighted the importance of commercialization and business formation in West Texas. Taysha Williams, Managing Director of the Innovation Hub, praised Kathryn's work, noting it vividly conveyed the Hub's impact. This recognition follows the Hub's previous win of the Most Innovative Program award, reinforcing Texas Tech's commitment to supporting West Texas entrepreneurs.



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CULTIVATING LEGACY & INNOVATION: SARAH BURNETT'S JOURNEY WITH TEXAS EARTH

Sarah Burnett's journey with Texas Earth began with her father's vision to heal the soil, a mission that inspired the company's founding in 2004. After her father's passing, Sarah took the reins of the company, navigating the challenges of leadership, particularly as a woman in the male-dominated agricultural industry. Through the Innovation Hub's Accelerator Program, she gained valuable mentorship and funding, including \$160,000 in Small Business Innovation Research (SBIR) grants, which propelled the company's growth. While honoring her father's legacy, Sarah has developed her own path with innovative products like Bio Fluf, supported by the Hub's resources. Beyond her business, Sarah is passionate about empowering women in agriculture through initiatives like LEAP Day and mentoring young entrepreneurs, such as Abigail Oliver, founder of Palma Flower Farm. Her story is a powerful example of how legacy and innovation can shape a lasting impact.



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