

Rubric

Criteria	1	2	3	4	5	TOTAL
B-plan						
Budget						
Revenue						
Milestones						
Texas Tech Affiliation						
TOTAL						

Criteria Definitions

B-Plan- Prospective tenants must complete a short business plan containing a one page in depth description of the business, a list of current and potential customers, description of the status of the business, and a list of 3 milestones expected to be achieved while a tenant. The business plan should be no more than 3 pages in length, and should include the following how the business will support the mission of the Hub and Texas Tech achieve their mission. Scoring this criterion 1 point means the plan is missing or fatally flawed. Scoring this criterion 3 points means the plan is complete and the company has addressed all the items required in the application process. Scoring this criterion 5 points means the plan is exceptional in all areas and provides a deep mutually beneficial relationship to Texas Tech and aligns with strategic research initiatives.

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

Revenue- Applicants must include financials for a minimum of 1 year. Scoring this criterion 1 point means the financials are missing. Scoring this criterion 3 points means the startup has revenue income to pay all expenses during the term at the Innovation Hub. Scoring this criterion 5 points means the company has funding from grants and/or private funding to meet all expenses for 2+ years.

Milestones- Applicants must include 3 milestones the company will achieve during the term at the Hub. Scoring this criterion 1 point means the milestones are missing or are not addressed in the b-plan. Scoring this criterion 3 points means milestones are addressed but may not be positioned with Texas Tech strategic priorities. Scoring this criterion 5 points means the company has 3 milestones addressing company success and aligns with Texas Tech strategic priorities.



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

The committee will review all applicants according to the rubric and make formal recommendations to the President's office of TTU and TTUHSC.