



## TTU Accelerator Application Process & Timeline

### February 2024

- 21<sup>st</sup>** Application Deadline
- 22<sup>nd</sup> - 23<sup>rd</sup>** Eligibility Requirement by Hub Staff & Mentor Assignments in Accelerator
- 26<sup>th</sup> - March 10<sup>th</sup>** Round # 1 Mentors Read and Score Applications in Accelerator

#### Application Requirements:

- Business Plan with Executive Summary
- Completed Application Questions in Accelerator App
- Pitch Presentation
- 1 letter of recommendation
- Demonstration: This can be either a video, wireframes, diagram, or storyboard (how the technology/product/service will work & what are the steps?)
- Examples of Demos: Devices (Physical prototype demonstration), App (Wireframe, storyboard), Process/service (Illustration, lay out the process in a diagram)

### March 2024

- 12<sup>th</sup> or 13<sup>th</sup>** Finalist Announced (12 Business Ventures, 3 Social Ventures)
- 25<sup>th</sup> - 26<sup>th</sup>** Round # 2 Virtual Pitch Day (30% for Pitch, 20% for demo) Evaluation Process
- Mentors will be invited to watch the pitches and ask questions. Pitches will be 10 minutes long.
  - Mentors will have a score card to evaluate product market fit, innovation explanation (do they have something we can work with).
- 27<sup>th</sup> - 29<sup>th</sup>** Round # 3 Interviews (40% of final score)
- Evaluation Process
- Interview Questions will help determine coachability, team dynamics, do they understand their business model, do they understand the expectations of the Accelerator program, how do they think they would spend the \$25K, what are their plans in the next 5 years for their company?
  - A rubric will be provided to mentors and staff conducting the interviews to determine the final interview score.



**2<sup>nd</sup> - 3<sup>rd</sup>**

Tech Check Day (no score)

Tech Check Day will allow teams to practice with the microphone in the competition event space. Teams will take professional photos and get additional feedback on their presentation before the competition. The staff present will make notes on if the team has implemented any suggestions from mentors during rounds 2 & 3.

## **April 2024**

**12<sup>th</sup>**

Round # 4 TTU Accelerator Competition (10% of final score)

Evaluation process

- Industry leaders/Investors will be the final round judges. Rubric will be based on pitch and “willingness of the judges to invest in the company”
- Do these judges see a commercialization potential and a business model here?