

Presidents' Innovative Startup Award Allowable Budget Items

- **Seed-Stage Funding:**
 - Funding allocated for initial operating expenses essential for market entry.
 - Investment in product development, including design, development, and testing, to ensure product-market fit and readiness for sales.
 - Support for customer discovery and validation processes to refine the product based on feedback.
- **Equipment:**
 - Funding for the purchase or lease of specialized equipment critical for creating a Minimum Viable Product (MVP) that meets market needs and standards, thus facilitating sales.
 - Support for technology and tools that enhance product quality and production efficiency, directly contributing to sales capability.
- **Space:**
 - Covering office or lab space rental costs for product development, team collaboration, and client meetings, thereby supporting sales activities.
- **Office Supplies:**
 - Provision of essential office supplies and tools that support day-to-day operations, sales planning, and execution, including software subscriptions, communication tools, and stationery.
- **Marketing:**
 - Investment in marketing strategies and activities designed to increase product visibility, brand awareness, and market penetration.
 - Support for digital marketing, content creation, advertising, trade shows, and sales promotions that directly contribute to attracting customers and closing sales.