



## Rubric

Criteria	Score (1-5)	Description
Target Market Identification	___/5	The applicant clearly defines their customer or user. Shows a good understanding of the market need or problem. Strong applications may include early customer feedback or discovery insights.
Budget Allocation & Justification	___/5	The budget is realistic, well thought out, and directly supports prototype/MVP development. Includes explanations and aligns with approved categories.
Prototype or MVP Development Plan	___/5	There is a clear, actionable plan for developing a prototype or MVP. The applicant outlines what will be built, how, and what resources are needed.
Milestones & One-Year Timeline	___/5	The timeline includes clear, tangible milestones that are achievable within one year. Each step logically supports prototype or product development.
Program Engagement or Preparation	___/5	Applicant has participated in Innovation Hub or related programs, including the Undergraduate Research Conference. If not, shows evidence of readiness through initiative or relevant experience.

**Scoring: 1 = Inadequate or Missing, 3 = Satisfactory, 5 = Excellent**

## FAQs

### Who can apply for a JumpStart Microgrant?

Undergraduate students within the Texas Tech System and must have a well-developed idea for a startup company.

### Do I need to have a registered company to apply?

Nope! You do **NOT** have to be registered as a business entity to apply. We're looking for students with strong ideas and a solid plan to develop a prototype or minimum viable product (MVP).

### How much funding can I request?

You can request: \$500, \$1,500, \$2,500, and/or \$5,000, depending on the needs of your project. Be sure your budget is realistic and tied to specific milestones within a one-year timeframe.

### What can the funding be used for?

Funding must directly support the development of your prototype or MVP. This includes the items listed on the Allowable Budget Items document.



**What *can't* the funding be used for?**

The microgrant does **NOT** cover travel expenses, meals, or similar expenses. The funding **cannot be used** to pay founders/applicants/team members.

**Do I need to be a part of a team to apply?**

No, you can apply as an individual, however strong collaboration is a plus, especially if your idea requires diverse skills.

**Do I need to be a part of an Innovation Hub program to apply?**

Not required-but it helps! Prior participation in programs like Red Raider Startup, I-Corps, or iLaunch strengthens your application and shows commitment to your entrepreneurial journey. Likewise, other events including the Undergraduate Research Conference or Commercialization Poster Competition makes your application more competitive.

**When will I know if I receive funding?**

Notifications will be sent after the review period concludes. We aim to announce recipients within a few weeks of the deadline.

**Will I receive mentorship or support during the grant?**

Yes! Selected students may be connected with Innovation Hub mentors and resources to help guide their project forward.

**Can I apply more than once?**

You can apply once per funding cycle. However, if your application is not selected, you may apply again in the future.