

Hub Fuel Fund FAQ

HOW DOES HUB FUEL ASSIST ENTREPRENEURS?

Hub Fuel and its partners provide a variety of resources that work together to accelerate the progress of high-potential entrepreneurial companies. Hub Fuel's primary resource areas include:

- Services – Advisors, mentors and talent recruiters who can help entrepreneurs develop their ideas and grow their businesses.
- Investment – Provide funding for startups ranging from \$100k - \$250k
- Connections – A network of agriculture related collaborators and service partners that provide additional entrepreneurial resources and investment opportunities.

HOW DO I APPLY FOR HUB FUEL SERVICES AND INVESTMENT ASSISTANCE?

If this is the first time you've connected with Hub Fuel or one of our network collaborators, the process begins by filling out our on-line application. To apply, visit <http://www.innovation.ttu.edu>.

Filling out this online application begins a process that allows us learn more about your business/idea and determine how best to help you. If you have already filled out our online application, please note the following:

- If you have previously engaged with someone at Hub Fuel and would like to reconnect, please contact that individual directly or send an email to Weston.waldo@ttu.edu.
- If you are already engaged with one of our network collaborators (Truno, Lubbock Chamber of Commerce, PCG, PCCA, LAN, Seraph or LEDA) please encourage your network collaborator to reach out to Hub Fuel staff on your behalf to share details and to determine the most appropriate next steps.
- If you would prefer to connect directly with Hub Fuel, please send an email to Weston.waldo@ttu.edu and copy your network contact.

I HEARD HUB FUEL ONLY INVESTS IN AGRICULTURE RELATED COMPANIES. WHAT DOES HUB FUEL CONSIDER TO BE AN AGRICULTURE RELATED COMPANY?

Here are the following topics we fund related to agriculture: Natural resource sustainability, Water and environment technology, Emerging contaminants and Nano-materials, Satellite and atmospheric predictability, Forecasting, Sensor and chip IoT,

Software, Packaging, Food, Supply chain technologies, Smart electronics, Recycling, Logistics, Wind engineering and mitigation, Plant and animal breeding, Biotechnology, Imaging or mapping, Big data analytics.

I'M NOT A AGRICULTURE RELATED COMPANY. COULD HUB FUEL STILL INVEST IN MY OPPORTUNITY?

At this time, Hub Fuel funds are only investing in opportunities within the agriculture space. However, we may be able to help you identify other industry appropriate funding opportunities and/or provide advice on how to accelerate your progress. Please visit our website for more information innovationhub.ttu.edu.

WHAT DOES HUB FUEL CONSIDER WHEN EVALUATING WHETHER OR NOT TO INVEST IN AN OPPORTUNITY.

Hub Fuel invests in entrepreneurs focused on agriculture breakthrough, market-driven technologies that have significant potential to attract follow-on capital, create high-growth companies and generate financial returns. Key criteria desired when considering investing are:

- Experienced leadership/teams that are passionate, curious, coachable, collaborative and motivated.
- Product-market fit and early revenue traction
- Sustainable competitive advantages from patents, trade secrets, differentiated business models, etc.
- Large addressable markets (ideally \$100M+) that are experiencing rapid growth.
- Capital efficient business models that require limited capital to commercialize solutions and achieve an exit and return on investment.
- Deep understanding and defendable clear path to exit

HOW LONG DOES THE PROCESS TAKE TO SECURE AN INVESTMENT FROM HUB FUEL?

Once a company moves into a formal due diligence process with our Investment team, they should expect that this process will likely take 30 – 45 days, although this timeline can vary. Companies that move into due diligence are not assured of receiving an investment as the due diligence process involves activities that will inform an investment decision. If during the due diligence process it becomes apparent that a company does not meet the criteria for investment, the due diligence process will be terminated at that time. Note that in addition to investing in tech startups, Hub Fuel also meets with companies to provide advice and feedback on their ideas, and offer input on investor presentations. These types of meetings are not considered due diligence and are typically conducted prior to, and outside of, the formal due diligence process. This is

particularly true for companies that have yet to demonstrate an urgent and compelling market need for their service or product. In such cases, the 30 – 45 day timeline does not apply.

The Investment team's objective through the formal due diligence process is to devote 150-200 hours to develop a deep understanding of a company's technology, market, team, progress to date, degree of product market fit and business model validation.

IF I AM NOT LOCATED IN TEXAS, CAN I STILL APPLY TO HUB FUEL?

Yes, you can apply for assistance or funding, however you will need also need to present a compelling reason to relocate your business headquarters into the geography that applies to our funds.