



Stage 1 IDEATION

- ☐ Idea Bank Submission, [TRICS Abstract Submission](#), or [Invention Disclosure Submission](#)
- ☐ Complete a **Business Model Canvas** and a 30-minute review session with TUII staff within 2 weeks of completion
- ☐ **Customer Discovery** (15 interviews) completed and reviewed with TUII Program Manager within 6 weeks of completing Business Model Canvas
- ☐ Apply for early-stage pitch competitions, including Open Season or [Open MIC Night](#). TUII will introduce you to other local competitions
- ☐ Attend an IP, trademark, logo, prior art workshop or **webinar**
- ☐ Meet with Clay Christian or Sharon Goldsmith for Stage 2 advancement clearance

Skills developed: *Problem framing, audience feedback, pitch articulation, early-market validation*

Stage 2 PROOF OF CONCEPT

- ☐ Attend a TUII Startup Sprint or SBIR/STTR Boot Camp
- ☐ Apply and complete the 8-month Startup Team Mentoring Program, or (3) ad-hoc mentorship sessions
- ☐ Complete [Startup Strategy Lab](#)
- ☐ [Complete I-Corps](#) and/or develop Minimum Viable Product (MVP)
- ☐ [Apply for Provost's Proof of Concept \(PPOC\) Funding](#) or other proof of concept funding
- ☐ PPOC awardees to complete [Technology Readiness Milestones](#) with the Executive Director of Commercialization, and technology to be $\geq$ TRL 4
- ☐ Meet with Clay Christian or Sharon Goldsmith for Stage 3 advancement clearance

Skills developed: *Proof of concept developed, commercialization narrative, TRL advancement*

Stage 3 STARTUP FORMATION

- ☐ Distinguish entity type and begin startup formation
- ☐ Full-time founder, team identified and committed
- ☐ Credible path to first commercial milestone (may include revenue or LOIs in hand), with a clear go-to-market strategy
- ☐ Apply for the \$50K Demo Day competition and other early-stage non-dilutive funding opportunities
- ☐ Apply and complete 6-month Venture Mentoring
- ☐ Complete investor pitch coaching and deck review with TUII team or GWIN mentors
- ☐ IP licensed or assigned to legal entity
- ☐ [Participate in Founder Lab](#)
- ☐ Meet with Clay, Matt, or Sharon to be referred to Tulane Ventures

Skills developed: *Investor pitch delivery, deck refinement, due diligence readiness signaling, and understanding of Tulane Ventures criteria*

Stage 4 INVESTMENT READY

- ☐ Lead investor identified
- ☐ Due diligence review, including review and completion of cap table and data room with advisor
- ☐ [Awarded SBIR/STTR funding](#)
- ☐ Meets SSBCI eligibility requirements
- ☐ Meet with Casey Candebat and Kimberly Gramm for review

TULANE
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* Items in green available to Tulane faculty and students only

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