



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, 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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