



## TEX-E Prize Evaluation Criteria 2024

### Problem

- Has the team found a meaningful pain point that customers would be willing to pay to solve?
- Has the team done primary market research to validate that real customers truly experience the pain point they are solving?
- Has the team chosen a specific and winnable beachhead market? Does the venture have a pathway to scale to new markets over time?

### Solution

- Is the solution described clearly and succinctly in the application?
- Does the proposed solution adequately solve the pain point faced by the customer that the team has identified? Does it create value for the customer?
- Is the solution unique and differentiated from other solutions, including the status quo?
- Does the solution have a financially viable business model that will enable them to capture the value that they create?

### Impact

- Is the venture relevant to the energy transition or other aspects of addressing climate change?
- At scale, would the venture have substantial positive impact on climate and energy challenges?
- Will the venture create positive social and environmental impact within Texas specifically?

### Team

- Does the team have a well-balanced mix of perspectives and backgrounds to enable success?
- Do the team members have experience working together? Are responsibilities spread evenly among the various team members?
- Does the team appear committed to working on this venture in the short to medium term?
- Does the team know what skills and expertise they are missing? And do they have a plan to fill those gaps in the near future?

### Execution

- Has the team secured credible evidence of customer interest?
- Has the team already created a prototype version of the solution? Or do they have a reasonable pathway to building one in the future?
- Has the team received any other awards or funding for their venture?
- Has the team identified the most pressing priorities to address in the next six months?

### Catalytic-ness

- Will the prize funds be catalytic in advancing the venture and helping the team to achieve their upcoming milestones?