Q: What qualifies as a “Launch technology”?
A: Launch accepts projects that have strong commercial potential. We are looking for technologies that are close to the market and could have real market impacts with 4 months of support.

Q: How do you select which technologies are accepted into the program?
A: We will choose technologies that solve real problems. As we review your application we will focus on the following questions:

- Who are the team members and their qualifications?
- Is this an innovative idea with potential for impact?
- How novel is your technology, relative to competing technologies?
- Does the commercialization model seem viable? How will you make money?
- How big is your market?
- Who would be a potential user/buyer of this technology?
- Can you complete a prototype, beta, or market-ready product within four months?

Q: What is Launch looking for in team/applicant(s)?
A: Experienced inventors and early-stage startup founders are critically important; however, we also consider people with significant domain knowledge and relevant technical expertise. We look for teams that have a first iteration of a technology and are tackling hard problems with disruptive solutions. We also want teams with a passion for starting a new company.

Q: How do I apply?
A: Create a profile on “PitchBurner,” our program management tool, and submit your application and link to your elevator pitch video. Be concise and specific with your application. Please contact us if you need further assistance.

Q: What is expected in the Elevator Pitch video?
A: In the 60-second video, please introduce yourselves, explain what you are doing and why, and tell us anything else you want to about the project. Upload the video to YouTube. Contact us if you need help on videotaping your pitch. Here are some examples to start with: [http://projects.wsj.com/soty/week/16/task-4-assignment-the-elevator-pitch](http://projects.wsj.com/soty/week/16/task-4-assignment-the-elevator-pitch)

Q: If I apply, should I worry about protecting my intellectual property?
A: The information is kept confidential and we understand that it may not be reproduced in whole or part.

Q: How much funding do program participants receive from Launch? What percentage of equity will Launch take in return?
A: Those selected to participate receive $5,000 of kick-off funding, with the opportunity to win $25,000 of seed funding. In return, we will receive 5% passive equity stake in your company. Please refer to Launch terms and conditions for more details on our equity policies.
Q: What other perks does Launch provide?
A: In addition to funding, Launch will provide participants with specialized free services such as office space, peer-to-peer learning, and mentorship. These services will help you explore the project’s market factors and make connections with industry and investors.

Q: Are there more funding opportunities to explore after the program ends?
A: While Launch funding will get your project going, you will likely need more funding to really make it to market. On the Demo Day, investors will check out your technology pitch. We will coach you so that you are as effective as possible, and will do everything we can to help get you follow-on funding. However, we cannot guarantee your technology will receive any funding after the program ends.

Q: What happens after the program ends?
A: We will provide ongoing support after the four-month program. For example, we will invite you to participate in networking events that are designed to help Launch alumni to share best practices, build networks, and make new connections.

Q: If my application is not accepted, can I apply again?
A: Absolutely; we encourage you to learn from our feedback on how to continue to build your application for future opportunities.

Q: Where can I get more information?
A: If you aren’t finding the answer you are looking for, please do not hesitate to contact us by email or phone:

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