

Detailed Criteria for TAP

TAP seeks high-potential emerging companies developing and/or offering new products and services rooted in advanced technology. While TAP favorably considers firms with scale potential attributable to large and growing markets, TAP also accepts enterprises with well-defined niche leadership strategies. As TAP believes its services, network and resources are highly valuable to young companies, TAP conducts thorough screening of prospective applicants. TAP believes its screening process adds credibility to admitted companies as they embark upon fundraising, customer solicitation, and recruiting endeavors.

TAP considers the following criteria when studying applicants:

- **Clear competitive differentiation, preferably through unique, protected technology**

TAP seeks to understand why customers will be compelled to consistently purchase from the company as well as how the company will fend off competition, near and long term.

- **Experienced management team and founders committed to recruit needed executives**

TAP believes most successful emerging companies are co-managed by technology pathfinders and seasoned business executives. TAP studies teams' experience and commitment to fill talent voids, if necessary.

- **Multi-phased, deliberate plan to launch and grow the business**

The development, launch, and growth of a dynamic enterprise requires significant planning and coordination. TAP evaluates the sophistication and credibility of multi-year, holistic business plans.

- **Clear plan to finance operations to consistent profitability**

TAP understands that insufficient financial resources is a common obstacle for young firms. TAP analyzes a company's budgets, funding needs, and expected financing sources to evaluate financial feasibility.

- **High potential for sustainable, scaling revenues and earnings**

As TAP's mission is rooted in the creation of successful, sustainable technology firms, TAP studies companies' business models, long-term product and service development plans, sales initiatives, and target markets to determine the likelihood that a sustainable, highly profitable firm can ensue.

- **Target market receptive to new entrants**

TAP validates prospective companies' market assumptions regarding customer needs, competitive superiority, and customer purchase timing.

- **Technology beyond the "proof-of-concept"**

As TAP seeks to incubate, accelerate, and graduate companies in four years or less, TAP accepts firms which are actively developing commercial prototypes. TAP believes its resources, network, and services can best be applied to companies which evolve from R&D to launch stages while in TAP.

- **Demonstrable synergies with TAP and the University**

TAP accepts companies which can benefit from its offerings and can also bring value to the University of Maryland.

- **Commitment to locate substantial operations in Maryland**

TAP is dedicated to advancing economic development in Maryland, and hence admits companies dedicated to operating in Maryland near and long-term.