

# Grant Brief: Texas Enterprise Fund (TEF)

For-profit small business grant · Texas

**Performance-based cash awards (six- to seven-figure typical)**

AWARD AMOUNT

**Texas**

SCOPE

**Rolling – by project**

DEADLINE

## Funder

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Office of the Texas Governor

## Eligibility

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Texas projects creating significant new jobs and capital investment, with a competing out-of-state offer.

## Summary

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Texas's primary deal-closing fund. Realistically fits a multi-trailer commissary or HQ expansion creating 25+ FT jobs.

## Key Details & Fit for WOW

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- Awards calibrated to capital investment + jobs created.
- Application sponsored by the Texas Economic Development Corporation.
- Future fit: when WOW reaches multi-state operator network and centralizes Texas commissary.

## Application Strategy

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1. **Confirm current cycle** on the funder's site: <https://gov.texas.gov/business/page/texas-enterprise-fund>
2. **Tailor the narrative** — lead with WOW's role as a kid-favorite Texas event brand and operator-licensing model.
3. **Attach assets** — pitch deck, business plan, and 2-3 hero photos of the product.
4. **Submit before deadline**; calendar a follow-up 14 days later.

**Reminder:** grant programs change. Always verify deadline, amount, and eligibility on the funder's official page before applying.

Open funder website ↗