

Grant Brief: Texas Product Development & Small Business Incubator Fund

For-profit small business grant · Texas

**Asset-backed
financing**

AWARD AMOUNT

Texas

SCOPE

Rolling

DEADLINE

Funder

Texas Economic Development Bank

Eligibility

Texas-based small businesses commercializing new or improved products, or operating in approved incubators.

Summary

Low-interest financing program for Texas product commercialization — applicable to retail-ready WOW SKUs.

Key Details & Fit for WOW

- Use cases: launching retail-pack waffle sticks, frozen retail line.
- Reviewed by the Texas Economic Development Bank.

- Pair with a Texas incubator (e.g., Capital Factory) for stronger application.

Application Strategy

1. **Confirm current cycle** on the funder's site: <https://gov.texas.gov/business/page/product-development-and-small-business-incubator-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 ↗](#)