

TWU StartHER Grant

Texas Woman's University Center for Women Entrepreneurs · Texas

Amount	Up to \$5,000
Deadline	Annual — late September
Eligibility	Texas-based women-owned for-profit businesses, 5 or fewer employees, majority woman-owned.
Apply at	https://twu.edu/cwe/starther-grant/

OVERVIEW

TWU's flagship grant for Texas women entrepreneurs, offered through the AWBC-affiliated Center for Women Entrepreneurs in Denton — home county of Little Elm.

KEY DETAILS

- Denton-based — same county as WOW. Local advantage.
- Application requires business plan, financials, and use-of-funds narrative.
- Past recipients regularly include food & beverage founders.
- TWU also offers a free 10-week accelerator (AccelerateHER) that pairs well with this grant.

FIT FOR WOW — NOTES

Waffles On Waffles is a woman-owned, family-run mobile waffle-stick brand based in Little Elm, Texas. The trailer serves events, fairs, and private parties across the DFW metroplex, with a franchise/licensing model in development. This grant aligns with our next-stage funding needs: trailer build-out, brand marketing, and expansion of our operator network.

APPLICATION CHECKLIST

- EIN and Texas Certificate of Formation on file
- Latest P&L; and balance sheet (12-month view)
- Business plan and marketing plan (one-pagers linked from wafflesonwaffles.com)
- Founder story + 60-second pitch video
- Photos of trailer, team, and product
- Use-of-funds narrative tied to this grant amount