

**APPENDIX A EXAMPLE OUTPUT AND OUTCOME MEASURES**

Applications for all competitions under this NOFO will be evaluated on their approaches to measuring their stated goals including activities, outputs, and outcomes. See, e.g., section D.2.i.a.5) (p. 11) and section E.1 (p. 19). Applicants are encouraged to consider a broad range of relevant output and outcome measures in developing their proposed scope of work. For each output or outcome measure identified, why the metric was chosen or identified should be included. Examples of such output and outcome measures include the following:

Program Activities	Metrics
Output	# of business concepts reviewed # of entrepreneurs/startups participating in program # of outreach events (includes workshops, boot camps, training sessions, entrepreneurial education training, meet ups, networking, demo days etc.)
Outcome	Total amount of investment capital raised Total amount of capital raised through loans, and, grants (including SBIR/STTR) Total past fiscal year business sales Total business sales Total # of jobs created or retained Total # of technical assistance meetings Total # of mentoring & coaching sessions Total # of meetings with potential investors, high-revenue clients or SBIR/STTR grant program managers Total # of SBIR/STTR award applications supported Total # of new product launches