

Leon County Research and Development Authority 2014 Technology Commercialization Grant Judge: 1 Team: PointCatcher		10 Point Scale	5 Point Scale	
	Outstanding	9 to 10	5	
	Excellent	7 to 8	4	
	Very Good	5 to 6	3	
	Fair	3 to 4	2	
	Deficient	1 to 2	1	
	Fails	0	0	
Judging Criteria	MAX SCORE			Questions/Feedback for Applicants
Innovative Quality (30 Points)				
Compared to competitors in its field, the idea is clearly different, better, or will cost far less	10	5		Do sellers really want to standardize the benefit program to points. What if they want to customize the redemption?
The problem to be solved is significant in terms of the number of people affected and the quality of the benefit produced	10	5		What is the real benefit to the seller? Are loyalty programs different because the seller is trying to drive certain behavior? Are retailers interested in rewarding a non-buyer who benefited from an exchange?
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	5		Do sellers benefit from having their brand in the buyers pocket? What other benefits might they lose? Do large and small sellers see this the same?
Sub-Total	30	15		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	3		
A prototype is available and has been tested.	5	0		
A company has been established.	5	5		
A patent application has been filed or granted.	5	5		
The commercialization strategy is logical and feasible.	5	3		
The management team has the expertise to execute the commercialization plan.	5	3		
Sub-Total	30	19		
Impact of Technology Commercialization Grant (20 Points)				

\$15,000 will make a substantial difference to the project.	10	8	
Local publicity will help the company significantly.	5	5	
The company will foster economic development (job creation) in Leon County	5	4	
Sub-Total	20	17	
Image and "Gut Feel" (20 Points)			
The project fits the mission of the Authority to help commercialize technology and its success will reflect positively on the Authority	10	5	
The whole project "feels" good.	5	1	
I want to invest in this business.	5	0	
Sub-Total	20	6	
TOTAL POINTS (Max = 100)	100	57	
Additional Comments			

Leon County Research and Development Authority 2014 Technology Commercialization Grant Judge: 2 Team: PointCatcher		10 Point Scale	5 Point Scale	
	Outstanding	9 to 10	5	
	Excellent	7 to 8	4	
	Very Good	5 to 6	3	
	Fair	3 to 4	2	
	Deficient	1 to 2	1	
	Fails	0	0	
Judging Criteria	MAX SCORE			Questions/Feedback for Applicants
Innovative Quality (30 Points)				
Compared to competitors in its field, the idea is clearly different, better, or will cost far less	10	4		
The problem to be solved is significant in terms of the number of people affected and the quality of the benefit produced	10	5		
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	4		
Sub-Total	30	13		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	3		
A prototype is available and has been tested.	5	3		
A company has been established.	5	4		
A patent application has been filed or granted.	5	5		
The commercialization strategy is logical and feasible.	5	3		
The management team has the expertise to execute the commercialization plan.	5	3		
Sub-Total	30	21		
Impact of Technology Commercialization Grant (20 Points)				
\$15,000 will make a substantial difference to the project.	10	6		
Local publicity will help the company significantly.	5	2		

The company will foster economic development (job creation) in Leon County	5	2	
Sub-Total	20	10	
Image and "Gut Feel" (20 Points)			
The project fits the mission of the Authority to help commercialize technology and its success will reflect positively on the Authority	10	5	
The whole project "feels" good.	5	3	
I want to invest in this business.	5	0	
Sub-Total	20	8	
TOTAL POINTS (Max = 100)	100	52	
Additional Comments			

Leon County Research and Development Authority 2014 Technology Commercialization Grant Judge: 3 Team: PointCatcher		10 Point Scale	5 Point Scale	
	Outstanding	9 to 10	5	
	Excellent	7 to 8	4	
	Very Good	5 to 6	3	
	Fair	3 to 4	2	
	Deficient	1 to 2	1	
	Fails	0	0	
Judging Criteria	MAX SCORE			Questions/Feedback for Applicants
Innovative Quality (30 Points)				
Compared to competitors in its field, the idea is clearly different, better, or will cost far less	10	3		Businesses have reward programs to keep customers loyal. This idea seems to make it easier for customers to drift to competitors. Therefore, would businesses want to participate in this program?
The problem to be solved is significant in terms of the number of people affected and the quality of the benefit produced	10	3		
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	5		
Sub-Total	30	11		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	5		
A prototype is available and has been tested.	5	5		
A company has been established.	5	5		
A patent application has been filed or granted.	5	5		
The commercialization strategy is logical and feasible.	5	0		I question 90% B2B. I always heard B2C represented 67% of Economic Activity. I don't know if this changes the business model at all.
The management team has the expertise to execute the commercialization plan.	5	5		
Sub-Total	30	25		

Impact of Technology Commercialization Grant (20 Points)			
\$15,000 will make a substantial difference to the project.	10	5	
Local publicity will help the company significantly.	5	3	
The company will foster economic development (job creation) in Leon County	5	2	
Sub-Total	20	10	
Image and "Gut Feel" (20 Points)			
The project fits the mission of the Authority to help commercialize technology and its success will reflect positively on the Authority	10	5	
The whole project "feels" good.	5	0	
I want to invest in this business.	5	0	
Sub-Total	20	5	
TOTAL POINTS (Max = 100)	100	51	
Additional Comments			

Leon County Research and Development Authority 2014 Technology Commercialization Grant Judge: 4 Team: PointCatcher		10 Point Scale	5 Point Scale	
	Outstanding	9 to 10	5	
	Excellent	7 to 8	4	
	Very Good	5 to 6	3	
	Fair	3 to 4	2	
	Deficient	1 to 2	1	
	Fails	0	0	
Judging Criteria	MAX SCORE			Questions/Feedback for Applicants
Innovative Quality (30 Points)				
Compared to competitors in its field, the idea is clearly different, better, or will cost far less	10	8		
The problem to be solved is significant in terms of the number of people affected and the quality of the benefit produced	10	7		
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	6		
Sub-Total	30	21		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	3		
A prototype is available and has been tested.	5	3		
A company has been established.	5	4		
A patent application has been filed or granted.	5	5		
The commercialization strategy is logical and feasible.	5	2		
The management team has the expertise to execute the commercialization plan.	5	3		
Sub-Total	30	20		
Impact of Technology Commercialization Grant (20 Points)				
\$15,000 will make a substantial difference to the project.	10	6		
Local publicity will help the company significantly.	5	4		

The company will foster economic development (job creation) in Leon County	5	3	
Sub-Total	20	13	
Image and "Gut Feel" (20 Points)			
The project fits the mission of the Authority to help commercialize technology and its success will reflect positively on the Authority	10	7	
The whole project "feels" good.	5	3	
I want to invest in this business.	5	3	
Sub-Total	20	13	
TOTAL POINTS (Max = 100)	100	67	
Additional Comments			