

Leon County Research and Development Authority 2017 Technology Commercialization Grant Judge: 1 Team: Command		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	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	10		
The problem to be solved is significant in terms of the number of people affected and the quality of the benefit produced	10	9		
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	7		
Sub-Total	30	26		
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	3		
The commercialization strategy is logical and feasible.	5	4		
The management team has the expertise to execute the commercialization plan.	5	4		
Sub-Total	30	26		
Impact of Technology Commercialization Grant (20 Points)				
\$15,000 will make a substantial difference to the project.	10	10		
Local publicity will help the company significantly.	5	5		

The company will foster economic development (job creation) in Leon County	5	2	
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	10	
The whole project "feels" good.	5	5	
I want to invest in this business.	5	1	
Sub-Total	20	16	
TOTAL POINTS (Max = 100)	100	85	
Additional Comments			

Leon County Research and Development Authority 2017 Technology Commercialization Grant Judge: 2 Team: Command		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	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		
The problem to be solved is significant in terms of the number of people affected and the quality of the benefit produced	10	4		
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	3		
Sub-Total	30	12		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	2		
A prototype is available and has been tested.	5	2		
A company has been established.	5	2		
A patent application has been filed or granted.	5	2		
The commercialization strategy is logical and feasible.	5	2		
The management team has the expertise to execute the commercialization plan.	5	2		
Sub-Total	30	12		
Impact of Technology Commercialization Grant (20 Points)				
\$15,000 will make a substantial difference to the project.	10	1		
Local publicity will help the company significantly.	5	2		

The company will foster economic development (job creation) in Leon County	5	1	
Sub-Total	20	4	
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	4	
The whole project "feels" good.	5	2	
I want to invest in this business.	5	0	
Sub-Total	20	6	
TOTAL POINTS (Max = 100)	100	34	
Additional Comments			

Leon County Research and Development Authority 2017 Technology Commercialization Grant Judge: 3 Team: Command		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	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	7	Focus on K-12 makes this product different but it's unclear to me what the desire is in the market space. Do the schools have a need for this product?	
The problem to be solved is significant in terms of the number of people affected and the quality of the benefit produced	10	6		
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	4		
Sub-Total	30	17		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	5		
A prototype is available and has been tested.	5	3		
A company has been established.	5	5		
A patent application has been filed or granted.	5	0	No patent mentioned. Only copyrights and intellectual property.	
The commercialization strategy is logical and feasible.	5	4		
The management team has the expertise to execute the commercialization plan.	5	5	Extensive experience in film and business.	
Sub-Total	30	22		
Impact of Technology Commercialization Grant (20 Points)				

\$15,000 will make a substantial difference to the project.	10	7	
Local publicity will help the company significantly.	5	3	Local high schools may be interested
The company will foster economic development (job creation) in Leon County	5	2	Unclear
Sub-Total	20	12	
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	0	
Sub-Total	20	10	
TOTAL POINTS (Max = 100)	100	61	
Additional Comments			How do you plan on updating the product as technology changes?

Leon County Research and Development Authority 2017 Technology Commercialization Grant Judge: 4 Team: Command		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	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 idea is unique in that the company intends to focus on the K-12 marketplace and deliver a full service approach to filmmaking not offered by competitors. The \$799 pricing model for single license use compared to other, even less inclusive products, is not discussed.	
The problem to be solved is significant in terms of the number of people affected and the quality of the benefit produced	10	8		
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	6		
Sub-Total	30	22		
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	3	Copyrights have been established and trademarks are under consideration. Funds from the grant would be used to further IP protection, presumably through patent applications.	
The commercialization strategy is logical and feasible.	5	5		
The management team has the expertise to execute the commercialization plan.	5	5		

Sub-Total	30	28	
Impact of Technology Commercialization Grant (20 Points)			
\$15,000 will make a substantial difference to the project.	10	9	Getting to market first will make a huge difference and the company has clearly defined how these funds will help them achieve this.
Local publicity will help the company significantly.	5	4	
The company will foster economic development (job creation) in Leon County	5	2	The 3-year pro forma included only shows 1 FTE and does not lay out any growth in this area. The application does discuss building a sales and marketing team but no indication as to whether or not that will be done through full time employees located in Leon County is given.
Sub-Total	20	15	
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	8	
The whole project "feels" good.	5	5	
I want to invest in this business.	5	2	
Sub-Total	20	15	
TOTAL POINTS (Max = 100)	100	80	
Additional Comments			

Leon County Research and Development Authority 2017 Technology Commercialization Grant Judge: 5 Team: Command		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	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	4		
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	5		
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	0		
The commercialization strategy is logical and feasible.	5	2		
The management team has the expertise to execute the commercialization plan.	5	4		
Sub-Total	30	16		
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	4		

The company will foster economic development (job creation) in Leon County	5	5	
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	2	
I want to invest in this business.	5	0	
Sub-Total	20	7	
TOTAL POINTS (Max = 100)	100	53	
Additional Comments			