

Leon County Research and Development Authority 2017 Technology Commercialization Grant Judge: 1 Team: SofitU		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	6		
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	6		
Sub-Total	30	18		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	5		
A prototype is available and has been tested.	5	4		
A company has been established.	5	2		
A patent application has been filed or granted.	5	1		
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	18		
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	5	
Sub-Total	20	20	
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	2	
I want to invest in this business.	5	1	
Sub-Total	20	13	
TOTAL POINTS (Max = 100)	100	69	
Additional Comments			

Leon County Research and Development Authority 2017 Technology Commercialization Grant Judge: 2 Team: SofitU		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	5		
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	5		
Sub-Total	30	15		
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	1		

The company will foster economic development (job creation) in Leon County	5	1	
Sub-Total	20	3	
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	2	
The whole project "feels" good.	5	1	
I want to invest in this business.	5	0	
Sub-Total	20	3	
TOTAL POINTS (Max = 100)	100	33	
Additional Comments			

Leon County Research and Development Authority 2017 Technology Commercialization Grant Judge: 3 Team: SofitU		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	This doesn't appear to be an original idea since plan mentions many others are in the marketplace.	
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	6	Since there are many other products with similar objectives, this doesn't appear to be disruptive or risky but it appears that it will have a high reward if successful.	
Sub-Total	30	13		
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	0	Unclear from plan.	
The commercialization strategy is logical and feasible.	5	5		
The management team has the expertise to execute the commercialization plan.	5	4	Management team is well educated and appears to have the skills to execute the commercialization plan but it's not clear that they have the experience.	
Sub-Total	30	24		

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	5	
The company will foster economic development (job creation) in Leon County	5	1	Much of the work is currently being done from South Florida so I don't anticipate the job creation will be in Tallahassee.
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	5	
The whole project "feels" good.	5	4	
I want to invest in this business.	5	0	
Sub-Total	20	9	
TOTAL POINTS (Max = 100)	100	58	
Additional Comments			This is an impressive plan. Very thorough and well thought out. It's unclear what makes this product different from all the others in the market. What makes this special and unique? What will keep people using the app? What will keep them coming back?

Leon County Research and Development Authority 2017 Technology Commercialization Grant Judge: 4 Team: SofitU		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 company has an app tailored towards generating group fitness activities within and outside your social network. Larger 'meet up' apps, such as MeetUp, do have sections for specific activities, such as GymBuddy.	
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	7		
Sub-Total	30	23		
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	0	No mention of patent filing or IP protection	
The commercialization strategy is logical and feasible.	5	4	The company has not outlined how they plan to raise the \$50,000 needed over the next 12 months to cover growth costs and differences in cash flow.	
The management team has the expertise to execute the commercialization plan.	5	5		
Sub-Total	30	24		

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	4	While no specific headcount is given, the company does detail increases in salary in their projections which reflects the hiring of additional employees over the next 5 years.
Sub-Total	20	19	
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	4	
I want to invest in this business.	5	3	
Sub-Total	20	17	
TOTAL POINTS (Max = 100)	100	83	
Additional Comments			

Leon County Research and Development Authority 2017 Technology Commercialization Grant Judge: 5 Team: SofitU		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	2		
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	4		
Sub-Total	30	10		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	2		
A prototype is available and has been tested.	5	0		
A company has been established.	5	3		
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	2		
Sub-Total	30	9		
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	1	
Sub-Total	20	9	
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	2	
The whole project "feels" good.	5	1	
I want to invest in this business.	5	0	
Sub-Total	20	3	
TOTAL POINTS (Max = 100)	100	31	
Additional Comments			