

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	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	9		
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	8		
Sub-Total	30	25		
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	4		
The management team has the expertise to execute the commercialization plan.	5	4		Glad to see you are using DOMI resources!
Sub-Total	30	28		
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	8	
The whole project "feels" good.	5	4	I feel much better after seeing the progress you've made and the approach you are taking.
I want to invest in this business.	5	3	
Sub-Total	20	15	
TOTAL POINTS (Max = 100)	100	88	
Additional Comments			Great progress on your company, and much improved plan presentation. I still have concerns about seller acceptance where points earned with one seller could be redeemed by another seller. Perhaps this is not an issue dealing with smaller sellers.

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	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 Pointcatcher model is unique in its ability to essentially host a company's loyalty program while also offering a social platform for the company to interact not only with customers, but vendors and suppliers as well. The appeal to small businesses and customers is clearly described.	
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 market is clearly defined and the customer base vast.	
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	8	Pointcatcher's technology/platform proposes to revolutionize the loyalty marketplace, a high risk/high reward proposition.	
Sub-Total	30	27		
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	5		
The management team has the expertise to execute the commercialization plan.	5	5		
Sub-Total	30	30		

Impact of Technology Commercialization Grant (20 Points)			
\$15,000 will make a substantial difference to the project.	10	10	With funding solely from the company's founder, Pointcatcher has made impressive strides. The proposed use of funds is clearly outlined and will allow the company to initiate app development and contribute to enhanced web design/marketing efforts.
Local publicity will help the company significantly.	5	5	Local participation, especially at the student level, can serve as a driving force for the social networking aspect of the company. The applicant has established numerous relationships in Leon County and views the progress here as an important part to its national launch.
The company will foster economic development (job creation) in Leon County	5	3	The applicant has outlined that additional team salary will be incurred over the next 3 years but details of this headcount are not expanded upon.
Sub-Total	20	18	
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	9	
The whole project "feels" good.	5	5	
I want to invest in this business.	5	5	
Sub-Total	20	19	
TOTAL POINTS (Max = 100)	100	94	
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	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		
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		
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			I just don't see the feasibility in this business. There are too many rewards programs using too many conversions to cash value to standardize them all. There is no guarantee the rewards programs your customers want would negotiate with you and be part of PointCatcher.