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| Leon County Research and Development Authority 2014 Technology Commercialization Grant Judge: 1 Team: TLHAquaponics | | 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 | Doesn't directly address how it competes | |
| 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 opportunity for local grown produce seems high, but not sure how they really define the problem to be solved. Is sustainability the problem? Is it cost/price. Is it energy consumption/emission? | |
| The technology is potentially disruptive or very risky, but also of potentially high reward if successful. | 10 | 5 | What is the technology? Is it the greenhouse system. Is this system a new idea/patentable? If people can build them with with repurposed materials, why do they need this company? | |
| 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 | 5 | | |
| A patent application has been filed or granted. | 5 | 0 | Doesn't address this | |
| The commercialization strategy is logical and feasible. | 5 | 3 | | |
| The management team has the expertise to execute the commercialization plan. | 5 | 2 | | |
| Sub-Total | 30 | 16 | | |
| Impact of Technology Commercialization Grant (20 Points) | | | | |

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| \$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 | 0 | Volunteers |
| 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 | 5 | |
| The whole project "feels" good. | 5 | 3 | Good social entrepreneurship opportunity |
| I want to invest in this business. | 5 | 1 | |
| Sub-Total | 20 | 9 | |
| TOTAL POINTS (Max = 100) | 100 | 53 | |
| Additional Comments | | | This might be a good idea, I just can't tell from the way the plan is written what is being commercialized, is it protectable, is there a market. If this is just taking existing technology and expanding operations in partnership with a non-profit, it is a noble endeavor, but not really technology commercialization. |

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| Leon County Research and Development Authority 2014 Technology Commercialization Grant Judge: 2 Team: TLHAquaponics | | 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 | Beyond mention of a 'system matching pledge', the applicant does not distinguish how their personal aquaponic systems will be able to compete with others currently on the market. How does it compare to systems that individuals can build themselves or small-scale products such as 'Back to the Roots' AquaFarm? From a service standpoint, the applicant mentions Ripe City Urban Farm and Orchard Pond Organics as local competitors, but fails explain their competitive edge over such companies. | |
| 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 applicant makes mention of a local commercial opportunity within the Frenchtown area and a potential partnership with iGrow, but the degree to which this can help beyond the local community is unclear. USDA funding apparently would allow them to potentially vend to other commercial food vendors/restaurants in Florida, but details of this opportunity and the number of interested parties it would reveal is not apparent. | |
| The technology is potentially disruptive or very risky, but also of potentially high reward if successful. | 10 | 1 | There is no mention of any novel technology involved in the applicant's personal aquaponic systems or the services which they provide. | |
| Sub-Total | 30 | 6 | | |

| 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 | |
| The commercialization strategy is logical and feasible. | 5 | 2 | The company projects revenue of \$94,000 after 5 years. While operating costs appear to be low given the potential for volunteer participation, salaried positions will be difficult to create given this predicted revenue stream. |
| The management team has the expertise to execute the commercialization plan. | 5 | 5 | |
| Sub-Total | 30 | 22 | |
| Impact of Technology Commercialization Grant (20 Points) | | | |
| \$15,000 will make a substantial difference to the project. | 10 | 10 | The applicant states that \$15,000 will cover the cost of expansion and that grant funds can also be used to sell and maintain personal aquaponic systems. |
| Local publicity will help the company significantly. | 5 | 5 | |
| The company will foster economic development (job creation) in Leon County | 5 | 2 | Community volunteer and educational opportunities will be created through the efforts of Tallahassee Aquaponics, however, with revenue expected to remain under \$100,000 even after 5 years, it's difficult to imagine significant job creation resulting from this project. |
| 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 | 4 | From a social/community standpoint the project feels good |
| I want to invest in this business. | 5 | 2 | |
| Sub-Total | 20 | 11 | |
| TOTAL POINTS (Max = 100) | 100 | 56 | |

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| Additional Comments | | | |
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| Leon County Research and Development Authority 2014 Technology Commercialization Grant Judge: 3 Team: TLHAquaponics | | 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 | 5 | | |
| The technology is potentially disruptive or very risky, but also of potentially high reward if successful. | 10 | 7 | | |
| 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 | 0 | | |
| 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 | 25 | | |
| 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 | | |

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| 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 | 7 | |
| The whole project "feels" good. | 5 | 5 | |
| I want to invest in this business. | 5 | 2 | |
| Sub-Total | 20 | 14 | |
| TOTAL POINTS (Max = 100) | 100 | 81 | |
| Additional Comments | | | Can the marketability strategy be expanded and sell the "method" to growers around the world? |