

Leon County Research and Development Authority 2016 Technology Commercialization Grant Judge: 1 Team: HairOnEarth		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	3		
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	3		
Sub-Total	30	11		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	0		
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	0		
The commercialization strategy is logical and feasible.	5	1		
The management team has the expertise to execute the commercialization plan.	5	3		
Sub-Total	30	9		
Impact of Technology Commercialization Grant (20 Points)				
\$15,000 will make a substantial difference to the project.	10	4		
Local publicity will help the company significantly.	5	0		

The company will foster economic development (job creation) in Leon County	5	0	
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	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	27	
Additional Comments			

Leon County Research and Development Authority 2016 Technology Commercialization Grant Judge: 2 Team: HairOnEarth		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	3		
Sub-Total	30	9		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	0		
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	0		
The commercialization strategy is logical and feasible.	5	3		
The management team has the expertise to execute the commercialization plan.	5	1	unknown	
Sub-Total	30	9		
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	0	
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	2	
The whole project "feels" good.	5	2	
I want to invest in this business.	5	0	
Sub-Total	20	4	
TOTAL POINTS (Max = 100)	100	37	
Additional Comments			email marking has been found in most businesses to be one of the most effective means of marketing.

Leon County Research and Development Authority 2016 Technology Commercialization Grant Judge: 3 Team: HairOnEarth		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	2		
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	2		
Sub-Total	30	6		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	0		
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	0		
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	11		
Impact of Technology Commercialization Grant (20 Points)				
\$15,000 will make a substantial difference to the project.	10	5		Could fund most of the app development, but why not cash flow the cost or use an existing app solution?

Local publicity will help the company significantly.	5	4	Local lifestyle business can also use publicity
The company will foster economic development (job creation) in Leon County	5	1	
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	2	
The whole project "feels" good.	5	2	
I want to invest in this business.	5	0	
Sub-Total	20	4	
TOTAL POINTS (Max = 100)	100	31	
Additional Comments			They just need to use an existing booking app or contract with a local dev shop to build their own custom app.

Leon County Research and Development Authority 2016 Technology Commercialization Grant Judge: 4 Team: HairOnEarth		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	9	Few competitors are utilizing this technology. Most use phone, text, email, etc. This App could provide a distinctive competitive advantage.	
The problem to be solved is significant in terms of the number of people affected and the quality of the benefit produced	10	9	High score on a local level. If this App is successful and can be marketed globally, it could have a much greater impact on the number of people impacted.	
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	8		
Sub-Total	30	26		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	2	Conceptually and some research	
A prototype is available and has been tested.	5	3	It appears that some larger competitors may have prototypes that can be evaluated.	
A company has been established.	5	5		
A patent application has been filed or granted.	5	1	Development of the App may create an opportunity for applying for a patent.	
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	21		
Impact of Technology Commercialization Grant (20 Points)				

\$15,000 will make a substantial difference to the project.	10	9	Low-cost technology with significant local impact.
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	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	9	Great example of how integrating basic technology into normal business practice could have a significant impact on both a local business and local residents
The whole project "feels" good.	5	5	
I want to invest in this business.	5	2	Only reason for not wanting to invest is not knowing the potential of commercializing the App after development to other salons OR industries (e.g., doctors, dentists, CPAs, attorneys, etc.
Sub-Total	20	16	
TOTAL POINTS (Max = 100)	100	82	
Additional Comments			Encourage team to track the performance metrics and consider the impact of monetizing this App (when created) for other industries. Great marketing tool.

Leon County Research and Development Authority 2016 Technology Commercialization Grant Judge: 5 Team: HairOnEarth		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	There are third party service providers available for online bookkeeping but, in terms of cost, they are expensive and not customizable. How this app would differ from those services outside of cost to this particular salon is not clear.	
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 applicant has clearly identified how the problem of costly bookkeeping affects their salon, but in as much as other salons solve the problem with outside services it's not clear how widespread the problem is or if the app they intend to create would b	
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	3		
Sub-Total	30	13		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	1	No product development has been initiated	
A prototype is available and has been tested.	5	1		
A company has been established.	5	5		
A patent application has been filed or granted.	5	1		
The commercialization strategy is logical and feasible.	5	1	It does not appear as though the applicant intends to commercialize this product, instead it would be for internal use only.	

The management team has the expertise to execute the commercialization plan.	5	5	The management team has operated an extremely successful business within the community for many years
Sub-Total	30	14	
Impact of Technology Commercialization Grant (20 Points)			
\$15,000 will make a substantial difference to the project.	10	10	The applicant is requesting \$5,000 and has identified a developer to execute this project for that amount.
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	2	The app that is proposed would not be a product or a technology that would be commercialized, rather it is one for internal use.
The whole project "feels" good.	5	2	
I want to invest in this business.	5	2	
Sub-Total	20	6	
TOTAL POINTS (Max = 100)	100	53	
Additional Comments			A commercialization plan for the app itself, which funding from the Tech grant would be used to create, would be helpful for this type of application. Could it be marketed to other salons, what would be the market size for such a technology,, how could t