

Leon County Research and Development Authority 2016 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	7		
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	5		
Sub-Total	30	18		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	4		
A prototype is available and has been tested.	5	4		
A company has been established.	5	4		
A patent application has been filed or granted.	5	2		
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	22		
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	4	
Sub-Total	20	16	
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 want to invest in this business.	5	4	
Sub-Total	20	16	
TOTAL POINTS (Max = 100)	100	72	
Additional Comments			

Leon County Research and Development Authority 2016 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	2	Who are the alpha tester companies?	
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	9		
Sub-Total	30	13		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	4	unknown	
A prototype is available and has been tested.	5	4	unknown	
A company has been established.	5	5		
A patent application has been filed or granted.	5	1	trademark	
The commercialization strategy is logical and feasible.	5	2		
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	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	How many alpha customers (endusers) have signed up?
The whole project "feels" good.	5	4	I like the name.
I want to invest in this business.	5	4	Once you start to have revenue
Sub-Total	20	16	
TOTAL POINTS (Max = 100)	100	70	
Additional Comments			I don't think I would want to provide my bank card/ credit card information to a 3rd party rewards system.

Leon County Research and Development Authority 2016 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	6		
The problem to be solved is significant in terms of the number of people affected and the quality of the benefit produced	10	7		
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	7		
Sub-Total	30	20		
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	Confusing strategy; needs focus	
The management team has the expertise to execute the commercialization plan.	5	2		
Sub-Total	30	19		
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	5		

The company will foster economic development (job creation) in Leon County	5	5	Once the tech is established, much could be done in sales and marketing ie job creation.
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	
I want to invest in this business.	5	1	
Sub-Total	20	9	
TOTAL POINTS (Max = 100)	100	63	
Additional Comments			The company appears to be creating a new form of currency by making a market for loyalty points. Great concept, but needs a better defined go-to-market strategy.

Leon County Research and Development Authority 2016 Technology Commercialization Grant Judge: 4 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	9		
The problem to be solved is significant in terms of the number of people affected and the quality of the benefit produced	10	10	Significant local and global opportunity to change how "buy local" is promoted.	
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	9		
Sub-Total	30	28		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	5		
A prototype is available and has been tested.	5	4	Almost ready for Beta testing	
A company has been established.	5	5		
A patent application has been filed or granted.	5	4		
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	7		
Local publicity will help the company significantly.	5	5		

The company will foster economic development (job creation) in Leon County	5	4	
Sub-Total	20	16	
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	91	
Additional Comments			I did not see in the application if consumer or business focus groups had been conducted.

Leon County Research and Development Authority 2016 Technology Commercialization Grant Judge: 5 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 a	
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	PointCatcher holds two trademarks, the name "PointCatcher", and a point symbol to represent PointCatcher points.	
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	The proposed use of funds is clearly outlined and will help the company in multiple facets.
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 it
The company will foster economic development (job creation) in Leon County	5	3	The applicant has outlined tremendous increase revenue in their 5-year forecast but details of how this will influence their headcount in Leon County is not clear.
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	10	
The whole project "feels" good.	5	5	
I want to invest in this business.	5	5	
Sub-Total	20	20	
TOTAL POINTS (Max = 100)	100	95	
Additional Comments			