

Leon County Research and Development Authority		10 Point Scale	5 Point Scale	
2018 Technology Commercialization Grant		Outstanding	9 to 10	5
Judge: 1		Excellent	7 to 8	4
		Very Good	5 to 6	3
		Fair	3 to 4	2
Team: Mass		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	Unknown how their pricing compares to list cleaners. USPS is free	
The problem to be solved is significant in terms of the number of people affected and the quality of the benefit produced	10	4	Still unclear how this solution is superior to USPS address change update outside of security. I guess they are expecting to replace the USPS address change function.	
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	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	3	They seem confident that their patent will be ironclad. Unsure about that.	
The commercialization strategy is logical and feasible.	5	3	I do not see enough information on the sales and marketing plan. There is one person who can generate leads, but the sales process for government is very long. Also, would require legislation, which requires lobbying money.	
The management team has the expertise to execute the commercialization plan.	5	3	Need more people on the team with connections within their target industry. Otherwise the sales projections are not credible.	
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	0	
The company will foster economic development (job creation) in Leon County	5	2	Unknown if the payroll will be located locally.
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	10	
The whole project "feels" good.	5	5	
I want to invest in this business.	5	0	Need more people on the team with connections within their target industry. They underestimate the time it takes to sell to government
Sub-Total	20	15	
TOTAL POINTS (Max = 100)	100	61	
Additional Comments			

Leon County Research and Development Authority 2018 Technology Commercialization Grant Judge: 2 Team: Mass		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		
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	8		
Sub-Total	30	20		
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	5		
A patent application has been filed or granted.	5	1		
The commercialization strategy is logical and feasible.	5	2		
The management team has the expertise to execute the commercialization plan.	5	3		
Sub-Total	30	19		
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	4		

The company will foster economic development (job creation) in Leon County	5	3	
Sub-Total	20	11	
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	3	
I want to invest in this business.	5	2	
Sub-Total	20	12	
TOTAL POINTS (Max = 100)	100	62	
Additional Comments			The applicants present a compelling need and have the technical subject matter expertise. My concerns have primarily to do with the need to connect so many large bureaucratic partners in order for success. The bidirectional revenue model is intriguing but market validation of one dollar and one penny price points would need to be done. There also appear to be some flawed financial assumptions or missing expense items. D&B data is detailed as essential and the expenses for data acquisition are not detailed in the proposal. I would also question the plan to donate \$1500 of the \$15,000 award for charitable contributions – at this point in the development of the business.

Leon County Research and Development Authority 2018 Technology Commercialization Grant Judge: 3 Team: Mass		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	I see a need, but it will take a lot of trust-building	
The problem to be solved is significant in terms of the number of people affected and the quality of the benefit produced	10	7	Reducing identify theft and junk mail would be great	
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	6	Being entrusted with others' privacy is always risky	
Sub-Total	30	19		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	1		
A prototype is available and has been tested.	5	2	Claims there is, but no screenshots	
A company has been established.	5	3	Good start	
A patent application has been filed or granted.	5	1	Seems like they were rejected	
The commercialization strategy is logical and feasible.	5	2		
The management team has the expertise to execute the commercialization plan.	5	3		
Sub-Total	30	12		
Impact of Technology Commercialization Grant (20 Points)				
\$15,000 will make a substantial difference to the project.	10	8	This would require a ton of code and servers	
Local publicity will help the company significantly.	5	4		

The company will foster economic development (job creation) in Leon County	5	3	Software is often outsourced
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	8	
The whole project "feels" good.	5	3	
I want to invest in this business.	5	2	Not sure I would trust a third party with my private info
Sub-Total	20	13	
TOTAL POINTS (Max = 100)	100	59	
Additional Comments			I like the idea, but it would require some of the world's most advanced security, otherwise it is a huge target for hackers. Consolidating ID, address, and credit card info is risky

Leon County Research and Development Authority 2018 Technology Commercialization Grant Judge: 4 Team: Mass		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	I wonder how much businesses are paying to receive an address update. Team mentioned, but did not state.	
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	5	Team is using web based platform, not sure if this is risky technology, or if it can be disruptive since there are not any patents.	
Sub-Total	30	20		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	3	I wonder how the user interface would look to the customer.	
A prototype is available and has been tested.	5	3	Team described what the prototype could be, not sure if its tested	
A company has been established.	5	5		
A patent application has been filed or granted.	5	4	Copyright filed but not issued	
The commercialization strategy is logical and feasible.	5	3	Starting with DoD could be a great entry point.	
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	6	Not sure if charitable contribution is appropriate for grant
Local publicity will help the company significantly.	5	5	
The company will foster economic development (job creation) in Leon County	5	3	I wonder who in Leon County will be hired, no clear strategy in this area.
Sub-Total	20	14	
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	6	
The whole project "feels" good.	5	3	
I want to invest in this business.	5	4	
Sub-Total	20	13	
TOTAL POINTS (Max = 100)	100	69	
Additional Comments			

Leon County Research and Development Authority 2018 Technology Commercialization Grant Judge: 5 Team: Mass		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	8		
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	1		
A prototype is available and has been tested.	5	0		
A company has been established.	5	2		
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	1		
Sub-Total	30	5		
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	2		

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	2	
I want to invest in this business.	5	0	
Sub-Total	20	7	
TOTAL POINTS (Max = 100)	100	40	
Additional Comments			