

Leon County Research and Development Authority 2018 Technology Commercialization Grant Judge: 1 Team: Footy		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	6	Not sure if soccer clubs recognize a need for software to manage training.	
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	6		
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	5		
The management team has the expertise to execute the commercialization plan.	5	3	Needs sales and marketing expertise. Very little funding dedicated to either.	
Sub-Total	30	23		
Impact of Technology Commercialization Grant (20 Points)				
\$15,000 will make a substantial difference to the project.	10	10	The budget is tightly written and is plausible.	
Local publicity will help the company significantly.	5	4	Unknown how much revenue is currently being drawn locally or what the local market	

			penetration is.
The company will foster economic development (job creation) in Leon County	5	3	Will create a few jobs initially
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	6	
The whole project "feels" good.	5	3	
I want to invest in this business.	5	2	Unsure about the market potential for long-term growth. Looking for 10x growth for my ROI
Sub-Total	20	11	
TOTAL POINTS (Max = 100)	100	71	
Additional Comments			Very well thought-out business plan.

Leon County Research and Development Authority 2018 Technology Commercialization Grant Judge: 2 Team: Footy		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	It is unclear what the technical competitive advantages are in the product itself. The owner is clearly a subject matter expert within the sport.	
The problem to be solved is significant in terms of the number of people affected and the quality of the benefit produced	10	6	There are large numbers of people playing soccer so if the technology is successful it could have an impact on a large number of people.	
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	7	It is unclear to me whether this technology is disruptive. I am also unclear about major returns given the competitors in the space already as well as the ongoing costs of technical enhancements.	
Sub-Total	30	18		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	4		
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	1		
The commercialization strategy is logical and feasible.	5	2	There are a few issues with the commercialization strategy including the pricing, sales and expense structures outlined in the application.	
The management team has the expertise to execute the commercialization plan.	5	2	There would need to be additional resources for the management team to be successful	

			commercializing this technology.
Sub-Total	30	17	
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	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	4	
The whole project "feels" good.	5	2	
I want to invest in this business.	5	2	
Sub-Total	20	8	
TOTAL POINTS (Max = 100)	100	53	
Additional Comments			In my opinion, there would need to be significant investment in technology integration in order for this to be a large commercial success. There are many players in the sport and fitness technology markets. The establishment of a non-profit company/foundation is unclear related to the overall integrated business plan.

Leon County Research and Development Authority 2018 Technology Commercialization Grant Judge: 3 Team: Footy		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	Coach has strong credentials	
The problem to be solved is significant in terms of the number of people affected and the quality of the benefit produced	10	8	This could even go international	
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	3	Looking good but could be more polished	
A prototype is available and has been tested.	5	3		
A company has been established.	5	3		
A patent application has been filed or granted.	5	3		
The commercialization strategy is logical and feasible.	5	5		
The management team has the expertise to execute the commercialization plan.	5	3	Strong core team but need developers	
Sub-Total	30	20		
Impact of Technology Commercialization Grant (20 Points)				
\$15,000 will make a substantial difference to the project.	10	7	I think they will get funding otherwise	
Local publicity will help the company significantly.	5	5		

The company will foster economic development (job creation) in Leon County	5	4	Coding jobs tend to be outsourced
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	5	
I want to invest in this business.	5	3	Apps are risky but this one has legs
Sub-Total	20	16	
TOTAL POINTS (Max = 100)	100	74	
Additional Comments			I can see the value in this. If they can make the app user friendly and fun it could take off

Leon County Research and Development Authority 2018 Technology Commercialization Grant Judge: 4 Team: Footy		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	Team has documented the competitors cost.	
The problem to be solved is significant in terms of the number of people affected and the quality of the benefit produced	10	9	Team has 5200 active users	
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	6	I wonder what IP the team can develop around this concept. Although curriculum is innovative, I wonder how disruptive this can be.	
Sub-Total	30	25		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	3	I wonder what product development has been initiated.	
A prototype is available and has been tested.	5	3	I did not see evidence in plan, and there is potential if awarded grant.	
A company has been established.	5	5		
A patent application has been filed or granted.	5	3	Team had not filed a patent, but mentioned why	
The commercialization strategy is logical and feasible.	5	5		
The management team has the expertise to execute the commercialization plan.	5	5	Team has technical, business, and networks in the industry to scale product into.	
Sub-Total	30	24		
Impact of Technology Commercialization Grant (20 Points)				
\$15,000 will make a substantial difference to the	10	9	Team outlined what the \$15K would be used for	

project.			
Local publicity will help the company significantly.	5	4	
The company will foster economic development (job creation) in Leon County	5	3	I did not see evidence in plan
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	6	I did not see any evidence of this in the plan. There is potential in creating technology to commercialize.
The whole project "feels" good.	5	4	
I want to invest in this business.	5	3	
Sub-Total	20	13	
TOTAL POINTS (Max = 100)	100	78	
Additional Comments			

Leon County Research and Development Authority 2018 Technology Commercialization Grant Judge: 5 Team: Footy		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	Other have a headstart in the marketplace	
The problem to be solved is significant in terms of the number of people affected and the quality of the benefit produced	10	4		
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	5		
Sub-Total	30	15		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	2		
A prototype is available and has been tested.	5	2		
A company has been established.	5	3		
A patent application has been filed or granted.	5	0		
The commercialization strategy is logical and feasible.	5	2		
The management team has the expertise to execute the commercialization plan.	5	4		
Sub-Total	30	13		
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	2		

The company will foster economic development (job creation) in Leon County	5	2	
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	4	
The whole project "feels" good.	5	2	
I want to invest in this business.	5	0	
Sub-Total	20	6	
TOTAL POINTS (Max = 100)	100	45	
Additional Comments			