

<b>Leon County Research and Development Authority</b>  <b>2018 Technology Commercialization Grant</b>  <b>Judge: 1</b>  <b>Team: Footy</b>		<b>10 Point Scale</b>	<b>5 Point Scale</b>	
	<b>Outstanding</b>	<b>9 to 10</b>	<b>5</b>	
	<b>Excellent</b>	<b>7 to 8</b>	<b>4</b>	
	<b>Very Good</b>	<b>5 to 6</b>	<b>3</b>	
	<b>Fair</b>	<b>3 to 4</b>	<b>2</b>	
	<b>Deficient</b>	<b>1 to 2</b>	<b>1</b>	
	<b>Fails</b>	<b>0</b>	<b>0</b>	
<b>Judging Criteria</b>	<b>MAX SCORE</b>	<b>SCORE</b>	<b>Questions/Feedback for Applicants</b>	
<b>Innovative Quality (30 Points)</b>				
Compared to competitors in its field, the idea is clearly different, better, or will cost far less	<b>10</b>	<b>8</b>		
The problem to be solved is significant in terms of the number of people affected and the quality of the benefit produced	<b>10</b>	<b>6</b>	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.	<b>10</b>	<b>6</b>		
<b>Sub-Total</b>	<b>30</b>	<b>20</b>		
<b>Commercialization Plan (30 Points)</b>				
Product development has been initiated.	<b>5</b>	<b>5</b>		
A prototype is available and has been tested.	<b>5</b>	<b>5</b>		
A company has been established.	<b>5</b>	<b>5</b>		
A patent application has been filed or granted.	<b>5</b>	<b>0</b>		
The commercialization strategy is logical and feasible.	<b>5</b>	<b>5</b>		
The management team has the expertise to execute the commercialization plan.	<b>5</b>	<b>3</b>	Needs sales and marketing expertise. Very little funding dedicated to either.	
<b>Sub-Total</b>	<b>30</b>	<b>23</b>		
<b>Impact of Technology Commercialization Grant (20 Points)</b>				
\$15,000 will make a substantial difference to the project.	<b>10</b>	<b>10</b>	The budget is tightly written and is plausible.	
Local publicity will help the company significantly.	<b>5</b>	<b>4</b>	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	
<b>Image and "Gut Feel" (20 Points)</b>			
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
<b>Sub-Total</b>	20	11	
<b>TOTAL POINTS (Max = 100)</b>	100	71	
<b>Additional Comments</b>			Very well thought-out business plan.

<b>Leon County Research and Development Authority</b>  <b>2018 Technology Commercialization Grant</b>  <b>Judge: 2</b>  <b>Team: Footy</b>		<b>10 Point Scale</b>	<b>5 Point Scale</b>	
	<b>Outstanding</b>	<b>9 to 10</b>	<b>5</b>	
	<b>Excellent</b>	<b>7 to 8</b>	<b>4</b>	
	<b>Very Good</b>	<b>5 to 6</b>	<b>3</b>	
	<b>Fair</b>	<b>3 to 4</b>	<b>2</b>	
	<b>Deficient</b>	<b>1 to 2</b>	<b>1</b>	
	<b>Fails</b>	<b>0</b>	<b>0</b>	
<b>Judging Criteria</b>	<b>MAX SCORE</b>	<b>SCORE</b>	<b>Questions/Feedback for Applicants</b>	
<b>Innovative Quality (30 Points)</b>				
Compared to competitors in its field, the idea is clearly different, better, or will cost far less	<b>10</b>	<b>5</b>	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	<b>10</b>	<b>6</b>	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.	<b>10</b>	<b>7</b>	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.	
<b>Sub-Total</b>	<b>30</b>	<b>18</b>		
<b>Commercialization Plan (30 Points)</b>				
Product development has been initiated.	<b>5</b>	<b>4</b>		
A prototype is available and has been tested.	<b>5</b>	<b>3</b>		
A company has been established.	<b>5</b>	<b>5</b>		
A patent application has been filed or granted.	<b>5</b>	<b>1</b>		
The commercialization strategy is logical and feasible.	<b>5</b>	<b>2</b>	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.	<b>5</b>	<b>2</b>	There would need to be additional resources for the management team to be successful	

			commercializing this technology.
<b>Sub-Total</b>	<b>30</b>	<b>17</b>	
<b>Impact of Technology Commercialization Grant (20 Points)</b>			
\$15,000 will make a substantial difference to the project.	<b>10</b>	<b>4</b>	
Local publicity will help the company significantly.	<b>5</b>	<b>4</b>	
The company will foster economic development (job creation) in Leon County	<b>5</b>	<b>2</b>	
Sub-Total	<b>20</b>	<b>10</b>	
<b>Image and "Gut Feel" (20 Points)</b>			
The project fits the mission of the Authority to help commercialize technology and its success will reflect positively on the Authority	<b>10</b>	<b>4</b>	
The whole project "feels" good.	<b>5</b>	<b>2</b>	
I want to invest in this business.	<b>5</b>	<b>2</b>	
<b>Sub-Total</b>	<b>20</b>	<b>8</b>	
<b>TOTAL POINTS (Max = 100)</b>	<b>100</b>	<b>53</b>	
<b>Additional Comments</b>			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.

<b>Leon County Research and Development Authority</b>  <b>2018 Technology Commercialization Grant</b>  <b>Judge: 3</b>  <b>Team: Footy</b>		<b>10 Point Scale</b>	<b>5 Point Scale</b>	
	<b>Outstanding</b>	<b>9 to 10</b>	<b>5</b>	
	<b>Excellent</b>	<b>7 to 8</b>	<b>4</b>	
	<b>Very Good</b>	<b>5 to 6</b>	<b>3</b>	
	<b>Fair</b>	<b>3 to 4</b>	<b>2</b>	
	<b>Deficient</b>	<b>1 to 2</b>	<b>1</b>	
	<b>Fails</b>	<b>0</b>	<b>0</b>	
<b>Judging Criteria</b>	<b>MAX SCORE</b>	<b>SCORE</b>	<b>Questions/Feedback for Applicants</b>	
<b>Innovative Quality (30 Points)</b>				
Compared to competitors in its field, the idea is clearly different, better, or will cost far less	<b>10</b>	<b>7</b>	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	<b>10</b>	<b>8</b>	This could even go international	
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	<b>10</b>	<b>7</b>		
<b>Sub-Total</b>	<b>30</b>	<b>22</b>		
<b>Commercialization Plan (30 Points)</b>				
Product development has been initiated.	<b>5</b>	<b>3</b>	Looking good but could be more polished	
A prototype is available and has been tested.	<b>5</b>	<b>3</b>		
A company has been established.	<b>5</b>	<b>3</b>		
A patent application has been filed or granted.	<b>5</b>	<b>3</b>		
The commercialization strategy is logical and feasible.	<b>5</b>	<b>5</b>		
The management team has the expertise to execute the commercialization plan.	<b>5</b>	<b>3</b>	Strong core team but need developers	
<b>Sub-Total</b>	<b>30</b>	<b>20</b>		
<b>Impact of Technology Commercialization Grant (20 Points)</b>				
\$15,000 will make a substantial difference to the project.	<b>10</b>	<b>7</b>	I think they will get funding otherwise	
Local publicity will help the company significantly.	<b>5</b>	<b>5</b>		

The company will foster economic development (job creation) in Leon County	5	4	Coding jobs tend to be outsourced
Sub-Total	20	16	
<b>Image and "Gut Feel" (20 Points)</b>			
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	
<b>TOTAL POINTS (Max = 100)</b>	<b>100</b>	<b>74</b>	
<b>Additional Comments</b>			I can see the value in this. If they can make the app user friendly and fun it could take off

<b>Leon County Research and Development Authority</b>  <b>2018 Technology Commercialization Grant</b>  <b>Judge: 4</b>  <b>Team: Footy</b>		<b>10 Point Scale</b>	<b>5 Point Scale</b>	
	<b>Outstanding</b>	<b>9 to 10</b>	<b>5</b>	
	<b>Excellent</b>	<b>7 to 8</b>	<b>4</b>	
	<b>Very Good</b>	<b>5 to 6</b>	<b>3</b>	
	<b>Fair</b>	<b>3 to 4</b>	<b>2</b>	
	<b>Deficient</b>	<b>1 to 2</b>	<b>1</b>	
	<b>Fails</b>	<b>0</b>	<b>0</b>	
<b>Judging Criteria</b>	<b>MAX SCORE</b>	<b>SCORE</b>	<b>Questions/Feedback for Applicants</b>	
<b>Innovative Quality (30 Points)</b>				
Compared to competitors in its field, the idea is clearly different, better, or will cost far less	<b>10</b>	<b>10</b>	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	<b>10</b>	<b>9</b>	Team has 5200 active users	
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	<b>10</b>	<b>6</b>	I wonder what IP the team can develop around this concept. Although curriculum is innovative, I wonder how disruptive this can be.	
<b>Sub-Total</b>	<b>30</b>	<b>25</b>		
<b>Commercialization Plan (30 Points)</b>				
Product development has been initiated.	<b>5</b>	<b>3</b>	I wonder what product development has been initiated.	
A prototype is available and has been tested.	<b>5</b>	<b>3</b>	I did not see evidence in plan, and there is potential if awarded grant.	
A company has been established.	<b>5</b>	<b>5</b>		
A patent application has been filed or granted.	<b>5</b>	<b>3</b>	Team had not filed a patent, but mentioned why	
The commercialization strategy is logical and feasible.	<b>5</b>	<b>5</b>		
The management team has the expertise to execute the commercialization plan.	<b>5</b>	<b>5</b>	Team has technical, business, and networks in the industry to scale product into.	
<b>Sub-Total</b>	<b>30</b>	<b>24</b>		
<b>Impact of Technology Commercialization Grant (20 Points)</b>				
\$15,000 will make a substantial difference to the	<b>10</b>	<b>9</b>	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	
<b>Image and "Gut Feel" (20 Points)</b>			
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	
<b>TOTAL POINTS (Max = 100)</b>	<b>100</b>	<b>78</b>	
<b>Additional Comments</b>			

<b>Leon County Research and Development Authority</b>  <b>2018 Technology Commercialization Grant</b>  <b>Judge: 5</b>  <b>Team: Footy</b>		<b>10 Point Scale</b>	<b>5 Point Scale</b>	
	<b>Outstanding</b>	<b>9 to 10</b>	<b>5</b>	
	<b>Excellent</b>	<b>7 to 8</b>	<b>4</b>	
	<b>Very Good</b>	<b>5 to 6</b>	<b>3</b>	
	<b>Fair</b>	<b>3 to 4</b>	<b>2</b>	
	<b>Deficient</b>	<b>1 to 2</b>	<b>1</b>	
	<b>Fails</b>	<b>0</b>	<b>0</b>	
<b>Judging Criteria</b>	<b>MAX SCORE</b>	<b>SCORE</b>	<b>Questions/Feedback for Applicants</b>	
<b>Innovative Quality (30 Points)</b>				
Compared to competitors in its field, the idea is clearly different, better, or will cost far less	<b>10</b>	<b>6</b>	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	<b>10</b>	<b>4</b>		
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	<b>10</b>	<b>5</b>		
<b>Sub-Total</b>	<b>30</b>	<b>15</b>		
<b>Commercialization Plan (30 Points)</b>				
Product development has been initiated.	<b>5</b>	<b>2</b>		
A prototype is available and has been tested.	<b>5</b>	<b>2</b>		
A company has been established.	<b>5</b>	<b>3</b>		
A patent application has been filed or granted.	<b>5</b>	<b>0</b>		
The commercialization strategy is logical and feasible.	<b>5</b>	<b>2</b>		
The management team has the expertise to execute the commercialization plan.	<b>5</b>	<b>4</b>		
<b>Sub-Total</b>	<b>30</b>	<b>13</b>		
<b>Impact of Technology Commercialization Grant (20 Points)</b>				
\$15,000 will make a substantial difference to the project.	<b>10</b>	<b>7</b>		
Local publicity will help the company significantly.	<b>5</b>	<b>2</b>		

The company will foster economic development (job creation) in Leon County	5	2	
Sub-Total	20	11	
<b>Image and "Gut Feel" (20 Points)</b>			
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	
<b>Sub-Total</b>	20	6	
<b>TOTAL POINTS (Max = 100)</b>	100	45	
<b>Additional Comments</b>			