

Leon County Research and Development Authority 2019 Technology Commercialization Grant Judge: 1 Team: AquaSist		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	5		
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	6		
Sub-Total	30	17		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	2		
A prototype is available and has been tested.	5	1		
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	2		
The management team has the expertise to execute the commercialization plan.	5	1		
Sub-Total	30	12		
Impact of Technology Commercialization Grant (20 Points)				
\$15,000 will make a substantial difference to the project.	10	3		
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	7	
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	0	
Sub-Total	20	8	
TOTAL POINTS (Max = 100)	100	44	
Additional Comments			

Leon County Research and Development Authority 2019 Technology Commercialization Grant Judge: 2 Team: AquaSist		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	From the research done, it doesn't seem like there is much out there to meet this need. However, it was not made clear how much better this product is at meeting the needs of paraplegics who want to participate in underwater activities.	
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	4		
A prototype is available and has been tested.	5	2	I believe I read correctly that a prototype was being developed but still needed to be developed further before testing.	
A company has been established.	5	0		
A patent application has been filed or granted.	5	1	No patent filed but the clear knowledge or what to file is there.	
The commercialization strategy is logical and feasible.	5	2	This was not clear, though there were some general ideas named of how to take this product to market.	

The management team has the expertise to execute the commercialization plan.	5	2	The team seems notably qualified to create the product, but is lacking in team members with proven business development experience or expertise.
Sub-Total	30	11	
Impact of Technology Commercialization Grant (20 Points)			
\$15,000 will make a substantial difference to the project.	10	8	Yes; the funds would be used to further build out the product and pursue an initial patent.
Local publicity will help the company significantly.	5	2	
The company will foster economic development (job creation) in Leon County	5	2	Unclear. Points given due to it being developed in the area and through local resources (FSU-FAMU)
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	6	I think it generally fits the mission, but the product and company must be developed further.
The whole project "feels" good.	5	3	I generally love that someone is looking out for the disabled; the company and product just need to be developed further.
I want to invest in this business.	5	1	
Sub-Total	20	10	
TOTAL POINTS (Max = 100)	100	48	
Additional Comments			I generally love that someone is looking out for the disabled; the company and product just need to be developed further. Utmost will be having a prototype that has been tested with potential users and then patented with engineering design & use specifications.

Leon County Research and Development Authority 2019 Technology Commercialization Grant Judge: 3 Team: AquaSist		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	Too easy for competitors to enter market.	
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 marketing and sales numbers do not seem sound.	
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	4	Technology is not disruptive and probably it would be easy for competitors to get around product unless company applies for a wide patent pattern.	
Sub-Total	30	15		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	5	I am giving a five, but difficult to ascertain extent of development.	
A prototype is available and has been tested.	5	3	Again, cannot ascertain the exact stage of development. It would have helped to see a mockup drawing.	
A company has been established.	5	5		
A patent application has been filed or granted.	5	2	It appears that a patent application has not been submitted but will be.	
The commercialization strategy is logical and feasible.	5	2	Marketing assumptions are overly optimistic, and the profitability assumptions also are optimistic.	
The management team has the expertise to execute the commercialization plan.	5	2	The team lacks the business expertise needed to launch the product. The idea of partnering with another company seems to be a good strategy.	

Sub-Total	30	19	
Impact of Technology Commercialization Grant (20 Points)			
\$15,000 will make a substantial difference to the project.	10	6	This is hard to evaluate. The company says it will rely on competitions (i.e., research grants) to provide funding. This is not a sound strategy. I have concern that there are no plans to get investor sources of funding.
Local publicity will help the company significantly.	5	2	Since the target market is not local, social media would be a better way to market.
The company will foster economic development (job creation) in Leon County	5	2	It might foster job growth if the company decides to manufacture in Leon County, but I doubt that a significant number of jobs will be created.
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	This is not a major technological break through, but it would reflect well on the Authority.
The whole project "feels" good.	5	2	
I want to invest in this business.	5	2	In spite of my scoring, this company might have potential. The key is the assumptions. They have not been validated. All of the profitability estimates, therefore, are questionable.
Sub-Total	20	9	
TOTAL POINTS (Max = 100)			
	100	53	
Additional Comments			Writing style and grammar could be improved. The company needs to get someone to proof its proposals. Company does not address fail safe mechanisms.

Leon County Research and Development Authority 2019 Technology Commercialization Grant Judge: 4 Team: AquaSist		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	5		
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	5		
Sub-Total	30	19		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	3		
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	2		
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	16		
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	3		

The company will foster economic development (job creation) in Leon County	5	2	
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	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	59	
Additional Comments			

Leon County Research and Development Authority 2019 Technology Commercialization Grant Judge: 5 Team: AquaSist		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	It is clearly different, but what is the cost of a regular wetsuit compared to the \$750 parasuit?	
The problem to be solved is significant in terms of the number of people affected and the quality of the benefit produced	10	5	Assisting any number of disabled people is a worthwhile effort, but is a acquiring 22% of the market realistic?	
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	6	I see this as a great product for a relatively small number of users, but I think that it would substantially improve the quality of life and open up new adventures for the energetic disabled.	
Sub-Total	30	19		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	5	There are several mechanical engineers testing various designs	
A prototype is available and has been tested.	5	0	A prototype was not mentioned as being completed	
A company has been established.	5	4	The application indicates a LLC	
A patent application has been filed or granted.	5	1	Exploration of a utility patent is ongoing	
The commercialization strategy is logical and feasible.	5	3	The commercialization strategy may be logical, but I am not sure of the feasibility. I can see dive shops and other outdoor recreation entities buying the product, but I am not sure how many individuals would purchase a \$750 wetsuit.	
The management team has the expertise to execute the commercialization plan.	5	2	The team is made up of mechanical engineers, which is great on the design portion of the	

			business. However, there needs to be manufacturing, sales, finance and marketing people brought in to prove the viability of creating this business.
Sub-Total	30	15	
Impact of Technology Commercialization Grant (20 Points)			
\$15,000 will make a substantial difference to the project.	10	10	The funds would certainly make a substantial difference for getting patents and adding team expertise
Local publicity will help the company significantly.	5	5	This is a feel-good project that very well have a big social impact on the disabled community
The company will foster economic development (job creation) in Leon County	5	4	If the company is successful and builds a manufacturing facility, it would be of great benefit to Leon County's economic development efforts
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	The project fits with the technology advancement efforts of LCRDA
The whole project "feels" good.	5	5	Definitely
I want to invest in this business.	5	0	I do not think that the market is large enough
Sub-Total	20	14	
TOTAL POINTS (Max = 100)			
		100	67
Additional Comments			I think this is a great idea that would enhance the lives of many people interested in exploring their outdoor recreational opportunities as a disabled person. However, I am not sure that the market is big enough to create a viable company. Licensing to an established manufacturer would probably make the most sense.