

Leon County Research and Development Authority 2019 Technology Commercialization Grant Judge: 1 Team: EduClear		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	5		
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	4		
Sub-Total	30	13		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	2		
A prototype is available and has been tested.	5	3		
A company has been established.	5	2	Both LLC and S-corp was mentioned	
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	3		
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	4		

The company will foster economic development (job creation) in Leon County	5	2	
Sub-Total	20	9	
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	5	
I want to invest in this business.	5	0	
Sub-Total	20	10	
TOTAL POINTS (Max = 100)	100	44	
Additional Comments			

Leon County Research and Development Authority 2019 Technology Commercialization Grant Judge: 2 Team: EduClear		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 think the idea is generally good, but there are already a number of products available that provide similar services just not in a bundle. In particular, OCR scanning services, I believe too which can scan, categorize and sometimes interpret handwriting. I don't believe any are doing this as a bundle or marketing to this group of people so it's certainly worth pursuing. The key will be to continue to modify your product to more distinctly meet the needs of your niche market.	
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	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	4		
A company has been established.	5	5		
A patent application has been filed or granted.	5	0	I did not see anything on IP or Trademark protection. There are other OCR scanning apps out there now which could deploy their already	

			existing resources to create a competitive product. Whatever you think you can protect on this product is a must.
The commercialization strategy is logical and feasible.	5	3	What seemed to be the most unfeasible was the price. If I'm the superintendant and this product is offered at the current price, then I'm looking for other options. The timeline seems well thought out and feasible. I would be interested to hear more specifics about your initial customers.
The management team has the expertise to execute the commercialization plan.	5	5	
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	5	
The company will foster economic development (job creation) in Leon County	5	3	I read up to 35 jobs in Florida; it was unclear how many of those would be in Leon County.
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	3	
Sub-Total	20	15	
TOTAL POINTS (Max = 100)	100	73	
Additional Comments			Thank you for your good work. It's a great time to be alive in America that we could devote so much attention to those in need. I wish you great success.

Leon County Research and Development Authority 2019 Technology Commercialization Grant Judge: 3 Team: EduClear		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	8		
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	6	Not disruptive, but it could have high rewards.	
Sub-Total	30	21		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	4		
A prototype is available and has been tested.	5	2	Difficult to tell development stage.	
A company has been established.	5	5		
A patent application has been filed or granted.	5	2	Not sure the product is unique. See comments at end of evaluation.	
The commercialization strategy is logical and feasible.	5	3	Profitability projections need development.	
The management team has the expertise to execute the commercialization plan.	5	4	It appears the team has the software and educational expertise. It is not clear they have the business acumen.	
Sub-Total	30	20		
Impact of Technology Commercialization Grant (20 Points)				
\$15,000 will make a substantial difference to the project.	10	5	Given the amount of funding needed to develop the program, it is not clear that \$15,000 will	

			make a difference.
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	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	9	
The whole project "feels" good.	5	4	The project feels good, but I am not sure that the business model will work.
I want to invest in this business.	5	0	I would invest if the company can justify the revenue projections
Sub-Total	20	13	
TOTAL POINTS (Max = 100)	100	69	
Additional Comments			It seems that the company has not fully developed its business model. Having a way to develop capital infusions, since this is a for-profit company, would seem to be advantageous. Business plan does not appear to match the target market. Many of the processes the company says it wants to do are available in other apps. Perhaps the company's advantage is that it is combining processes. On page 5 of 10 the company talks about the app having audio capability for 80 languages. Further down on the page it says the app will translate 75 languages. Earlier in the proposal it says the app can handle 85 dialects. Theoretically, these all could be true because of the wording, but I think that the author(s) may have made a mistake when talking about the various numbers. Figure 3 talks about the number of ESE students. I believe given the business model the company should talk about eligible schools. The company's Development Timeline is aggressive given the fact that it is going to require substantial funding it does not have. Funding for web development seems low.

Leon County Research and Development Authority 2019 Technology Commercialization Grant Judge: 4 Team: EduClear		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	What specific functionality mentioned is unique to EduClear vs. DuoLingo?	
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	7		
Sub-Total	30	23		
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	4		
The management team has the expertise to execute the commercialization plan.	5	5		
Sub-Total	30	23		
Impact of Technology Commercialization Grant (20 Points)				
\$15,000 will make a substantial difference to the project.	10	9		
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	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	8	
The whole project "feels" good.	5	5	
I want to invest in this business.	5	4	
Sub-Total	20	17	
TOTAL POINTS (Max = 100)	100	82	
Additional Comments			

Leon County Research and Development Authority 2019 Technology Commercialization Grant Judge: 5 Team: EduClear		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	By the company's own admission, there is a free version available in the marketplace today. The functionality enhancements may be better for the new offering, but schools with dwindling budgets probably will not shell out \$130,000 a year for a "better" version than what is out there for free.	
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 number of children with learning disabilities is staggering. The idea to address this issue is sound, but penetrating the market will be very difficult.	
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	5	The risk/reward ratio is about average	
Sub-Total	30	16		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	5	There are screenshots and some design work ongoing for the interface	
A prototype is available and has been tested.	5	0	A prototype has not been developed	
A company has been established.	5	4	The application indicates a LLC	
A patent application has been filed or granted.	5	0	No patent information was provided on the application	
The commercialization strategy is logical and feasible.	5	2	I think "classroom integration" is an interesting strategy, but it is solely dependent upon the school system budgeting and adopting a \$130k software platform. What happens if they don't?	

The management team has the expertise to execute the commercialization plan.	5	3	The team is made up professionals in the field, but there is minimal sales, finance and marketing people needed to prove the feasibility of this business model.
Sub-Total	30	14	
Impact of Technology Commercialization Grant (20 Points)			
\$15,000 will make a substantial difference to the project.	10	4	The funds requested make up less than 1% of total funding sought for the project. I am not sure that website re-design and website/social media re-launch are the best use of LCRDA funds.
Local publicity will help the company significantly.	5	2	Local publicity would help bring exposure to the company, but I am not sure it would be significant
The company will foster economic development (job creation) in Leon County	5	2	The area would grow if the company added programming and marketing positions, but I believe it would be quite limited
Sub-Total	20	8	
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 project may fit with the mission in an indirect way
The whole project "feels" good.	5	5	This is a feel-good project that very well could improve the lives of reading-limited individuals
I want to invest in this business.	5	0	I would not take a chance based on the sales projections
Sub-Total	20	11	
TOTAL POINTS (Max = 100)	100	49	
Additional Comments			I think this is a good idea that would enhance the lives of many people with reading limitations, however I am not sure that the market is big enough to create a viable company. Plus the no cost solution that already exists in the marketplace is an issue.