

<b>Leon County Research and Development Authority</b>  <b>2019 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>5</b>		
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	<b>10</b>	<b>3</b>		
<b>Sub-Total</b>	<b>30</b>	<b>16</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>4</b>		
A company has been established.	<b>5</b>	<b>4</b>		Described both an LLC and sole proprietor
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>3</b>		Numerous channels at once could make launch cumbersome or clumsy.
The management team has the expertise to execute the commercialization plan.	<b>5</b>	<b>3</b>		Listed subject matter experts of the product, not much on com team.
<b>Sub-Total</b>	<b>30</b>	<b>18</b>		
<b>Impact of Technology Commercialization Grant (20 Points)</b>				
\$15,000 will make a substantial difference to the project.	<b>10</b>	<b>2</b>		Commercialization appears to have already begun
Local publicity will help the company significantly.	<b>5</b>	<b>4</b>		

The company will foster economic development (job creation) in Leon County	5	2	Jobs mainly sales and product support. No location specified.
Sub-Total	20	8	
<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	3	
The whole project "feels" good.	5	2	
I want to invest in this business.	5	0	
Sub-Total	20	5	
<b>TOTAL POINTS (Max = 100)</b>	<b>100</b>	<b>47</b>	
<b>Additional Comments</b>			

<b>Leon County Research and Development Authority</b>  <b>2019 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>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>10</b>		
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	<b>10</b>	<b>10</b>		
<b>Sub-Total</b>	<b>30</b>	<b>28</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>4</b>		
A company has been established.	<b>5</b>	<b>4</b>	An LLC is a good model for this stage of company development. There is a risk in only having a single owner due to the company's reliance on the single person. Additionally, it would be worth considering some sort of equity distribution to contributors and faithful advisors. There is a way to do this without giving them voting rights, if that is the concern.	
A patent application has been filed or granted.	<b>5</b>	<b>5</b>	No patent obtained, though one may be pursued for the use of side-by-side social media voting. Trademark protection obtained. As stated, high barrier to entry with involvement of professionals creates more protection for this	

			product than a patent would (as is the case with many software applications).
The commercialization strategy is logical and feasible.	5	4	From a high-level I think this is very strong, considering the reach of the team involved; however, I think there is room for figuring out how it will be practically accomplished.
The management team has the expertise to execute the commercialization plan.	5	3	Very strong team and strategic relationships as it relates to the content (soccer). Where this team could be stronger is with more members with business development experience or expertise.
<b>Sub-Total</b>	<b>30</b>	<b>25</b>	
<b>Impact of Technology Commercialization Grant (20 Points)</b>			
\$15,000 will make a substantial difference to the project.	10	10	
Local publicity will help the company significantly.	5	4	
The company will foster economic development (job creation) in Leon County	5	3	It was not clear what the economic impact would be to this area. What was positive, from an economic standpoint, is the founder's perceived commitment to FSU as a beacon for sports enthusiasts - in particular, relevant to this app, for women's soccer.
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	8	
The whole project "feels" good.	5	5	
I want to invest in this business.	5	4	
<b>Sub-Total</b>	<b>20</b>	<b>17</b>	
<b>TOTAL POINTS (Max = 100)</b>	<b>100</b>	<b>87</b>	
<b>Additional Comments</b>			The market for this product is unmatched, in particular with the reach this globally diverse team could achieve. I did have some questions about the details of the commercialization strategy; all related to how it will get done. The high-level concepts and customers are there but the question of the roadmap to get to that point is unclear. I also didn't read, or missed, the protections (IP protection or Trademark

			protection), but agree that the barrier to entry is high with all of the professional involvement. I look forward to seeing where this company goes.
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<b>Leon County Research and Development Authority</b>  <b>2019 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>4</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>		
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	<b>10</b>	<b>5</b>	Technology is not disruptive since competitors are already using similar technology, but this company seems to have a much broader inventory.	
<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>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>	Type of product probably is not subject to patent...but content could be copyrighted.	
The commercialization strategy is logical and feasible.	<b>5</b>	<b>3</b>	Balance sheet and budget are provided. But, it is not clear that revenue can be generated.	
The management team has the expertise to execute the commercialization plan.	<b>5</b>	<b>4</b>	Not sure the company has the business expertise to handle the marketing, but the idea would seem to be marketable.	
<b>Sub-Total</b>	<b>30</b>	<b>22</b>		

<b>Impact of Technology Commercialization Grant (20 Points)</b>			
\$15,000 will make a substantial difference to the project.	10	7	
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	14	
<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	Not focused on technology as much as a service.
The whole project "feels" good.	5	2	
I want to invest in this business.	5	0	
<b>Sub-Total</b>	20	8	
<b>TOTAL POINTS (Max = 100)</b>	100	59	
<b>Additional Comments</b>			Not sure if the company actually has contracts with professional athletes to provide services. The number of videos and the interaction that is described would imply that the company has contacts and contracts, but it is difficult to ascertain if this is the case. Company talks about "kick back." The term is used twice. If this is a kickback, we would not want to be involved. If it is a revenue sharing that is above board, it is not a problem. In addition, the company says it will provide scholarships for players so colleges do not have to use their funds for scholarships. This could cause a problem with the NCAA depending on how it is handled. Pro Forma expense summary not complete.

<b>Leon County Research and Development Authority</b>  <b>2019 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>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>5</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>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>2</b>		
The commercialization strategy is logical and feasible.	<b>5</b>	<b>3</b>		
The management team has the expertise to execute the commercialization plan.	<b>5</b>	<b>1</b>		
<b>Sub-Total</b>	<b>30</b>	<b>18</b>		
<b>Impact of Technology Commercialization Grant (20 Points)</b>				
\$15,000 will make a substantial difference to the project.	<b>10</b>	<b>8</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	5	2	
Sub-Total	20	14	
<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	5	
The whole project "feels" good.	5	3	
I want to invest in this business.	5	1	
<b>Sub-Total</b>	20	9	
<b>TOTAL POINTS (Max = 100)</b>	100	59	
<b>Additional Comments</b>			

<b>Leon County Research and Development Authority</b>  <b>2019 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>10</b>	The competitive table shows that Footy will not only be better and more dynamic, but less costly as well	
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>	The market is very large at 265 million players, so this app should have a great impact on a large group of users and clubs	
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	<b>10</b>	<b>8</b>	This is a risky endeavor since there are three other players in the marketplace, but Footy has a disruptive advantage with a relatively low cost of entry. Additionally, the upside potential is and rewards are substantial.	
<b>Sub-Total</b>	<b>30</b>	<b>26</b>		
<b>Commercialization Plan (30 Points)</b>				
Product development has been initiated.	<b>5</b>	<b>5</b>	The app is out there and is being purchased	
A prototype is available and has been tested.	<b>5</b>	<b>4</b>	Additional prototypes being developed	
A company has been established.	<b>5</b>	<b>4</b>	The application indicates a LLC	
A patent application has been filed or granted.	<b>5</b>	<b>0</b>	No patent is planned, but trademark is established	
The commercialization strategy is logical and feasible.	<b>5</b>	<b>4</b>	Looks like a good strategy for differentiating the app	
The management team has the expertise to execute the commercialization plan.	<b>5</b>	<b>5</b>	Great team assembled	
<b>Sub-Total</b>	<b>30</b>	<b>22</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>	I believe that the LCRDA would be very helpful to accelerate time to market for additional modules
Local publicity will help the company significantly.	<b>5</b>	<b>5</b>	I think this would be a good win for the local entrepreneurial ecosystem
The company will foster economic development (job creation) in Leon County	<b>5</b>	<b>3</b>	The company will enhance employment in the area and takes advantage of the natural interest in sports throughout the community
Sub-Total	<b>20</b>	<b>18</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>8</b>	The project fit the mission of commercializing technology
The whole project "feels" good.	<b>5</b>	<b>5</b>	I like this project for the low capital expenditure vs. high potential returns
I want to invest in this business.	<b>5</b>	<b>3</b>	Doing a quick internet search shows the company has a 4.1-star rating and many competitors that are quickly capturing market share, however the company does have some unique features making it competitive in a crowded space. With proper funding, the company could dominate the market.
<b>Sub-Total</b>	<b>20</b>	<b>16</b>	
<b>TOTAL POINTS (Max = 100)</b>	<b>100</b>	<b>82</b>	
<b>Additional Comments</b>			Excellent overview and application materials. The financials were well thought out and the inclusion of multiple experts makes this a very viable business in my opinion. Great job!