

Leon County Research and Development Authority 2020 Technology Commercialization Grant Judge: 1 Team: Kitschy		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		
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	14		
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	4		
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	17		
Impact of Technology Commercialization Grant (20 Points)				
\$15,000 will make a substantial difference to the project.	10	5		
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	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	3	
The whole project "feels" good.	5	2	
I want to invest in this business.	5	1	
Sub-Total	20	6	
TOTAL POINTS (Max = 100)	100	47	
Additional Comments			

Leon County Research and Development Authority 2020 Technology Commercialization Grant Judge: 2 Team: Kitschy		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	Demand for the product was not clear to me, in particular demand from the end-user (not the shop or the artist but the person wearing the product).	
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	3		
A prototype is available and has been tested.	5	4		
A company has been established.	5	4		
A patent application has been filed or granted.	5	1	There was mention of a patent, but it was unclear what would be patented.	
The commercialization strategy is logical and feasible.	5	3		
The management team has the expertise to execute the commercialization plan.	5	3	I love that you have a mentor, but your background and ability was more difficult to assess.	
Sub-Total	30	18		
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	4	
The company will foster economic development (job creation) in Leon County	5	2	
Sub-Total	20	14	
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	3	
I want to invest in this business.	5	1	
Sub-Total	20	8	
TOTAL POINTS (Max = 100)	100	53	
Additional Comments			Your identification of the Amazon effect on culture is a keen observation. If only a handful of conglomerates and large influencers are controlling what we see, buy and wear, then it seems there should be an opportunity for unique products. What was unclear was whether there was significant and sustainable demand. Regardless, I wish you success. My wife is an artist both by trade and through the outpouring of her life, so I can say with confidence that artists make this a better world. I wish you the best.

Leon County Research and Development Authority 2020 Technology Commercialization Grant Judge: 3 Team: Kitschy		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	3	The production of other's work in 'resin' art could help creative professionals, however resin art is not a new concept and there may be alternatives available	
The problem to be solved is significant in terms of the number of people affected and the quality of the benefit produced	10	3	Although working with individual artists to incorporate their work in to resin art could be beneficial, competition for reproduction of art and other on-line retail options for creatives could limit ability to scale the company	
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	2	This type of product is available and it is unknown if it is novel or disruptive approach	
Sub-Total	30	8		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	4	Currently selling owners creation and has 'repeat artists' who buy wholesale, however there needs to be more data about these clients	
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	n/a	
The commercialization strategy is logical and feasible.	5	1	Unknown factors including existing competitors, expansion plans	
The management team has the expertise to execute the commercialization plan.	5	2	Additional support create business plan, add team members for IT, sales, etc. and scale business may be necessary	

Sub-Total	30	16	
Impact of Technology Commercialization Grant (20 Points)			
\$15,000 will make a substantial difference to the project.	10	3	The funding required to begin sales, production, etc. exceeds \$15k TechGrant and the application does not identify other funding sources.
Local publicity will help the company significantly.	5	2	possibly, local artists have been engaged, but scale requires promotion outside of local market
The company will foster economic development (job creation) in Leon County	5	3	It appears jobs would be created locally, but the applicaiton does not detail how many and when additional poistions could be filled and funded.
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	3	innovative manufacutring technique and potential to manufacutre and conduct sales while based locally could meet the mission, but there are too many questions about scalability of the business.
The whole project "feels" good.	5	1	
I want to invest in this business.	5	1	
Sub-Total	20	5	
TOTAL POINTS (Max = 100)	100	37	
Additional Comments			

Leon County Research and Development Authority 2020 Technology Commercialization Grant Judge: 4 Team: Kitschy		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	4		
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	2		
Sub-Total	30	10		
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	2		
The management team has the expertise to execute the commercialization plan.	5	3		
Sub-Total	30	20		
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	2		

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	2	
The whole project "feels" good.	5	2	
I want to invest in this business.	5	1	
Sub-Total	20	5	
TOTAL POINTS (Max = 100)	100	47	
Additional Comments			

Leon County Research and Development Authority 2020 Technology Commercialization Grant Judge: 5 Team: Kitschy		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	2	This year it was extremely competitive	
The problem to be solved is significant in terms of the number of people affected and the quality of the benefit produced	10	3		
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	2	There are other resin-based jewelry businesses	
Sub-Total	30	7		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	4	Small production runs have been made	
A prototype is available and has been tested.	5	5	Sales initiated	
A company has been established.	5	5	LLC with 1 FT employee	
A patent application has been filed or granted.	5	0		
The commercialization strategy is logical and feasible.	5	3	Not so sure that free samples is a differentiation strategy	
The management team has the expertise to execute the commercialization plan.	5	5	Owner has been selling product	
Sub-Total	30	22		
Impact of Technology Commercialization Grant (20 Points)				
\$15,000 will make a substantial difference to the project.	10	8	For limited production, the funding should make a difference	
Local publicity will help the company significantly.	5	1		

The company will foster economic development (job creation) in Leon County	5	1	I did not see employment projections
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	1	Not really a hard science proposal
The whole project "feels" good.	5	1	Not my area of interest, but good for artists
I want to invest in this business.	5	0	Sorry
Sub-Total	20	2	
TOTAL POINTS (Max = 100)	100	41	
Additional Comments			