

Leon County Research and Development Authority 2016 Technology Commercialization Grant Judge: 1 Team: Web2Marc		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	4		
Sub-Total	30	12		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	3		
A prototype is available and has been tested.	5	5		
A company has been established.	5	2		
A patent application has been filed or granted.	5	1		
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	16		
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	2		

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	3	
The whole project "feels" good.	5	2	
I want to invest in this business.	5	0	
Sub-Total	20	5	
TOTAL POINTS (Max = 100)	100	42	
Additional Comments			

Leon County Research and Development Authority 2016 Technology Commercialization Grant Judge: 2 Team: Web2Marc		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	2		
Sub-Total	30	13		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	5		
A prototype is available and has been tested.	5	3	unknown	
A company has been established.	5	0	copyright only?	
A patent application has been filed or granted.	5	0		
The commercialization strategy is logical and feasible.	5	5		
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	9		
Local publicity will help the company significantly.	5	1		

The company will foster economic development (job creation) in Leon County	5	1	
Sub-Total	20	11	
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 whole project "feels" good.	5	4	
I want to invest in this business.	5	0	
Sub-Total	20	10	
TOTAL POINTS (Max = 100)	100	50	
Additional Comments			

Leon County Research and Development Authority 2016 Technology Commercialization Grant Judge: 3 Team: Web2Marc		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	1	Many current solutions already exist. Major competitors include Google Alerts and any other search/index and content aggregators.	
The problem to be solved is significant in terms of the number of people affected and the quality of the benefit produced	10	2		
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	1		
Sub-Total	30	4		
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	0		
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	15		
Impact of Technology Commercialization Grant (20 Points)				
\$15,000 will make a substantial difference to the project.	10	8	Fund key startup costs	

Local publicity will help the company significantly.	5	3	
The company will foster economic development (job creation) in Leon County	5	1	
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	0	
Sub-Total	20	4	
TOTAL POINTS (Max = 100)	100	35	
Additional Comments			The internet is certainly noisy, but there are many solutions available to curate content.

Leon County Research and Development Authority 2016 Technology Commercialization Grant Judge: 4 Team: Web2Marc		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	As stated in the application, few barriers to entry into this arena.	
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	7		
Sub-Total	30	21		
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	3	The framework for the company is in place, but the company not yet established.	
A patent application has been filed or granted.	5	5	Copyrights in place	
The commercialization strategy is logical and feasible.	5	4	Monetizing this venture from consumers may be a challenge. There may be an opportunity from strategic partners (as outlined in the application) or from public sector users.	
The management team has the expertise to execute the commercialization plan.	5	5		
Sub-Total	30	26		
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	3	
The company will foster economic development (job creation) in Leon County	5	3	
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	8	Excellent partnership with FSU and an opportunity to improve how data is managed in education.
The whole project "feels" good.	5	3	
I want to invest in this business.	5	2	Would need to see how the revenue can be validated/substantiated.
Sub-Total	20	13	
TOTAL POINTS (Max = 100)	100	74	
Additional Comments			

Leon County Research and Development Authority 2016 Technology Commercialization Grant Judge: 5 Team: Web2Marc		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	10		
The problem to be solved is significant in terms of the number of people affected and the quality of the benefit produced	10	10		
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	10		
Sub-Total	30	30		
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	2	The Web2MARC corporation has not yet been registered, but the founders and structure of the company have been decided	
A patent application has been filed or granted.	5	5	A copyright is currently held	
The commercialization strategy is logical and feasible.	5	5		
The management team has the expertise to execute the commercialization plan.	5	5		
Sub-Total	30	27		
Impact of Technology Commercialization Grant (20 Points)				
\$15,000 will make a substantial difference to the project.	10	10	Use of funds have been clearly outlined	

Local publicity will help the company significantly.	5	5	Given the potential use at high schools and colleges local publicity could attract users
The company will foster economic development (job creation) in Leon County	5	3	The projected revenue suggests and increased headcount in coming years but this is not defined in the application.
Sub-Total	20	18	
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	10	
The whole project "feels" good.	5	5	
I want to invest in this business.	5	4	
Sub-Total	20	19	
TOTAL POINTS (Max = 100)	100	94	
Additional Comments			