

Leon County Research and Development Authority 2020 Technology Commercialization Grant Judge: 1 Team: LWT		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	3		
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	2		
A prototype is available and has been tested.	5	2		
A company has been established.	5	4		
A patent application has been filed or granted.	5	0	Purposefully no patent will be filed	
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	13		
Impact of Technology Commercialization Grant (20 Points)				
\$15,000 will make a substantial difference to the project.	10	2		
Local publicity will help the company significantly.	5	2		

The company will foster economic development (job creation) in Leon County	5	1	
Sub-Total	20	5	
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	0	
Sub-Total	20	7	
TOTAL POINTS (Max = 100)	100	37	
Additional Comments			

Leon County Research and Development Authority 2020 Technology Commercialization Grant Judge: 2 Team: LWT		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	It was unclear to me whether there was sufficient demand for this product or for the unique value it provides. The market for residential real estate is certainly large, but are there a large enough sellers and buyers looking for private listings?	
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	4		
Sub-Total	30	15		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	3		
A prototype is available and has been tested.	5	1		
A company has been established.	5	1		
A patent application has been filed or granted.	5	1	No patent to be filed; but this would not be common for code. It would have helped to show that other protections were being considered. It seems like this product will be the first of its kind to enter the market so one point was given.	
The commercialization strategy is logical and feasible.	5	1		
The management team has the expertise to execute the commercialization plan.	5	2		
Sub-Total	30	9		

Impact of Technology Commercialization Grant (20 Points)			
\$15,000 will make a substantial difference to the project.	10	6	
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	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	48	
Additional Comments			This is an interesting concept and one that would seemingly work best in the current sellers market for residential real estate. What was unclear to me was whether anyone was asking for something like this; that is, is there sufficient demand? Have customers in the target market identified the problem or are you going to have to educate them on the problem? Thank you for your submission. I can see the potential and wish you great success.

Leon County Research and Development Authority 2020 Technology Commercialization Grant Judge: 3 Team: LWT		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	This concept is certainly different and could cost 'seller' less than traditional, however this may be a niche product that is 'better' for some and unnecessary for others.	
The problem to be solved is significant in terms of the number of people affected and the quality of the benefit produced	10	6	If this new approach resonated with people, there is obviously a lot opportunities in the real estate market.	
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	5	It is not clear how many sellers would want to limit the number of people who could see their listing and/or number of buyers who stick to their 'wish list' due to product availability, cost, etc.	
Sub-Total	30	19		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	5		
A prototype is available and has been tested.	5	3	Unclear if this product has been tested	
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	3	Unclear if there is a demand to limit access to sellers listing and/or for realtors to ask buyers for a 'wish list'	
The management team has the expertise to execute the commercialization plan.	5	4	Expertise in Real Estate is essential to understand if/why realtors and lenders would pay for this service	

Sub-Total	30	20	
Impact of Technology Commercialization Grant (20 Points)			
\$15,000 will make a substantial difference to the project.	10	7	Potentially beneficial, but unknown if GoogleAdwords would have the ROI necessary to help scale the business. Would it be better to diversify adds? other options?
Local publicity will help the company significantly.	5	3	Potentially
The company will foster economic development (job creation) in Leon County	5	1	Not addressed in the application
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	5	If local jobs were created
The whole project "feels" good.	5	2	
I want to invest in this business.	5	2	
Sub-Total	20	9	
TOTAL POINTS (Max = 100)	100	59	
Additional Comments			

Leon County Research and Development Authority 2020 Technology Commercialization Grant Judge: 4 Team: LWT		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 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	3		
Sub-Total	30	11		
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	0		
A patent application has been filed or granted.	5	0		
The commercialization strategy is logical and feasible.	5	3		
The management team has the expertise to execute the commercialization plan.	5	2		
Sub-Total	30	14		
Impact of Technology Commercialization Grant (20 Points)				
\$15,000 will make a substantial difference to the project.	10	4		
Local publicity will help the company significantly.	5	4		

The company will foster economic development (job creation) in Leon County	5	1	
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	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	39	
Additional Comments			

Leon County Research and Development Authority 2020 Technology Commercialization Grant Judge: 5 Team: LWT		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	Not really sure if this concept is clearly different	
The problem to be solved is significant in terms of the number of people affected and the quality of the benefit produced	10	4	Large potential if the right money and market partner joins up	
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	4	Tinder-like app	
Sub-Total	30	12		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	1	Some initial equipment purchased or leased for hosting	
A prototype is available and has been tested.	5	0		
A company has been established.	5	1	Sole Proprietor with one PT employee	
A patent application has been filed or granted.	5	0		
The commercialization strategy is logical and feasible.	5	3	I do not know the market enough to judge the potential	
The management team has the expertise to execute the commercialization plan.	5	4	Skilled in coding and development	
Sub-Total	30	9		
Impact of Technology Commercialization Grant (20 Points)				
\$15,000 will make a substantial difference to the project.	10	9	The funds could accelerate the app development	

Local publicity will help the company significantly.	5	4	Apps get good PR locally
The company will foster economic development (job creation) in Leon County	5	2	Not sure that many jobs would be created
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	5	Not a hard science application, but still a positive contribution to the entrepreneurial community
The whole project "feels" good.	5	2	
I want to invest in this business.	5	0	Not in my area of interest or expertise
Sub-Total	20	7	
TOTAL POINTS (Max = 100)	100	43	
Additional Comments			