

Leon County Research and Development Authority 2020 Technology Commercialization Grant Judge: 1 Team: MagShark		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	6		
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	6		
Sub-Total	30	18		
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	2		
Sub-Total	30	16		
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	3		

The company will foster economic development (job creation) in Leon County	5	3	
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	
The whole project "feels" good.	5	3	
I want to invest in this business.	5	2	
Sub-Total	20	8	
TOTAL POINTS (Max = 100)	100	50	
Additional Comments			

Leon County Research and Development Authority 2020 Technology Commercialization Grant Judge: 2 Team: MagShark		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	7		
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	8	I appreciate this effort in making STEM more accessible with modern technology ... definitely a 'blue ocean' model.	
Sub-Total	30	22		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	3	Ready for launch; just need capital to do it.	
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	4	No patent being pursued but adequate approach to protection is there.	
The commercialization strategy is logical and feasible.	5	3	Good bones but needs more work. Financial aspects unclear.	
The management team has the expertise to execute the commercialization plan.	5	4	Well diversified team with mentorship; impressive.	
Sub-Total	30	24		
Impact of Technology Commercialization Grant (20 Points)				

\$15,000 will make a substantial difference to the project.	10	10	Would allow for the development of the first round of units.
Local publicity will help the company significantly.	5	4	
The company will foster economic development (job creation) in Leon County	5	4	
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	8	
The whole project "feels" good.	5	5	
I want to invest in this business.	5	3	
Sub-Total	20	16	
TOTAL POINTS (Max = 100)	100	80	
Additional Comments			As the father of a 4-yr-old with a natural scientific mind, I love this idea and appreciate the effort to take STEM education into the future and make it more accessible. The diverse backgrounds of your team members is also strong. I think the commercialization strategy could be fleshed out a bit more, but a good foundation has been laid. Thank you for your submission. I wish you great success.

Leon County Research and Development Authority 2020 Technology Commercialization Grant Judge: 3 Team: MagShark		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	Focus on magnetic fields for accademic instruction appears unique, however if BO plans to develop programs for other areas, it would be good to understand if others are using AR	
The problem to be solved is significant in terms of the number of people affected and the quality of the benefit produced	10	9	Innovation in k-12 education is needed, access to tech will be beneficial	
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	8	Risk associated with cost, access for low income educational institutions/school systems, could be a barrier for some to participate and/or could provide low income students access they would not otherwise have	
Sub-Total	30	24		
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	1	Patent may not be necessary, protected by trade secrets at this time	
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	25		

Impact of Technology Commercialization Grant (20 Points)			
\$15,000 will make a substantial difference to the project.	10	9	Provide ability for production, ability to apply for additional funding
Local publicity will help the company significantly.	5	5	Beta testing in local schools, etc.
The company will foster economic development (job creation) in Leon County	5	4	
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	9	
The whole project "feels" good.	5	4	
I want to invest in this business.	5	3	
Sub-Total	20	16	
TOTAL POINTS (Max = 100)	100	83	
Additional Comments			

Leon County Research and Development Authority 2020 Technology Commercialization Grant Judge: 4 Team: MagShark		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	6		
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	5		
Sub-Total	30	17		
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	3		
The commercialization strategy is logical and feasible.	5	2		
The management team has the expertise to execute the commercialization plan.	5	2		
Sub-Total	30	22		
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	4	
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	6	
The whole project "feels" good.	5	3	
I want to invest in this business.	5	2	
Sub-Total	20	11	
TOTAL POINTS (Max = 100)	100	68	
Additional Comments			

Leon County Research and Development Authority 2020 Technology Commercialization Grant Judge: 5 Team: MagShark		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	Very good proposal	
The problem to be solved is significant in terms of the number of people affected and the quality of the benefit produced	10	9	Could impact/influence many people	
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	8	Augmented reality is a growing learning tool	
Sub-Total	30	25		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	4	Pilot, demos, and presentations have been completed	
A prototype is available and has been tested.	5	4	Screen shot of the system included	
A company has been established.	5	4	LLC with 7 PT unpaid "employees" moving towards a C-Corp	
A patent application has been filed or granted.	5	0	May not be necessary	
The commercialization strategy is logical and feasible.	5	4	Good partnerships and connections in the industry	
The management team has the expertise to execute the commercialization plan.	5	5	Excellent team	
Sub-Total	30	21		
Impact of Technology Commercialization Grant (20 Points)				

\$15,000 will make a substantial difference to the project.	10	10	100 units identified, with 10% profits back to TechGrant promised
Local publicity will help the company significantly.	5	5	Definitely
The company will foster economic development (job creation) in Leon County	5	4	Looks very promising
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	10	Mission-specific and appropriate to Authority's work
The whole project "feels" good.	5	5	Excellent team
I want to invest in this business.	5	2	Possible interest
Sub-Total	20	17	
TOTAL POINTS (Max = 100)	100	82	
Additional Comments			Nice logo and very good progress thus far