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| Leon County Research and Development Authority 2021 Technology Commercialization Grant Judge: 1 Team: Cuyler | | 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 | Dr. Cuyler's knowledge and experience I think far exceeds that of many of the people making contributions of this kind, but he would have an uphill climb in proving it because this particular market is so saturated. Regarding the app, it wasn't clear how the app was going to be used to offer education or other services. | |
| 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 | 6 | | |
| Sub-Total | 30 | 20 | | |
| Commercialization Plan (30 Points) | | | | |
| Product development has been initiated. | 5 | 2 | The most important asset is Dr. Cuyler's knowledge and experience, but it's not clear how the app is going to differentiate his presentation from the rest in this industry. | |
| A prototype is available and has been tested. | 5 | 0 | | |
| A company has been established. | 5 | 3 | | |
| 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 | Dr. Cuyler's subject matter expertise is clear, but it's not clear what experience he has in | |

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| | | | launching this type of venture - either in entrepreneurship or in technology development. |
| Sub-Total | 30 | 10 | |
| 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 | 5 | |
| The company will foster economic development (job creation) in Leon County | 5 | 3 | |
| Sub-Total | 20 | 16 | |
| 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 | I think the success of this business would definitely reflect positively on the Authority; however, the contribution by the technology in this business is unclear. |
| The whole project "feels" good. | 5 | 5 | |
| I want to invest in this business. | 5 | 2 | |
| Sub-Total | 20 | 13 | |
| TOTAL POINTS (Max = 100) | 100 | 59 | |
| Additional Comments | | | Dr. Cuyler, your knowledge and experience in teaching and consulting on this subject are second to none. In particular with your worldwide experience and perspective, you would be able to offer such a broad view to your clients about the human experience with ADEI. It was unclear to me how the technology was going to be used to present your knowledge to the world and then, too, how you were going to commercialize it. I think it will be helpful for you to define that a bit more, even in terms of how the end user will navigate the app, and it will certainly save you money with the developer. I recommended to another candidate and will recommend to you the Harvard Business Review article "Can you say what your strategy is? ~ by Collis and Rukstad. It's a great article for helping business owners to define their unique strategy, including in saturated markets, and to set-up the business to effectively implement that strategy. Thank you for your work, Dr. Cuyler. |

You are putting ripples in the water that will change the world.

| Leon County Research and Development Authority | | 10 Point Scale | 5 Point Scale | |
|---|-----------|-----------------------|----------------------|--|
| 2021 Technology Commercialization Grant | | Outstanding | 9 to 10 | 5 |
| | | Excellent | 7 to 8 | 4 |
| Judge: 2 | | Very Good | 5 to 6 | 3 |
| | | Fair | 3 to 4 | 2 |
| Team: Cuyler | | 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 | | |
| 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 | | |
| Sub-Total | 30 | 7 | | |
| 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 | 1 | | |
| 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 | 12 | | |
| 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 | 2 | | |

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| Sub-Total | 20 | 6 | |
| 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 | 0 | |
| The whole project "feels" good. | 5 | 2 | |
| I want to invest in this business. | 5 | 1 | |
| Sub-Total | 20 | 3 | |
| TOTAL POINTS (Max = 100) | 100 | 28 | |
| Additional Comments | | | |

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| Leon County Research and Development Authority 2021 Technology Commercialization Grant Judge: 3 Team: Cuyler | | 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 | While there is significant need in the marketplace for these services, the business may be difficult to scale because of the unique subject matter expertise of the principal. As the business grows and the technologies evolve, hiring expertise in this area may be an obstacle to continued growth | |
| 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 | 6 | The tools being developed, might be adapted for components that could be distributed via secure websites to allow some aspects of the business to be supported through technology. | |
| Sub-Total | 30 | 19 | | |
| Commercialization Plan (30 Points) | | | | |
| Product development has been initiated. | 5 | 3 | | |
| A prototype is available and has been tested. | 5 | 3 | | |
| A company has been established. | 5 | 5 | | |
| A patent application has been filed or granted. | 5 | 1 | | |
| The commercialization strategy is logical and feasible. | 5 | 3 | | |
| The management team has the expertise to execute the commercialization plan. | 5 | 4 | | |
| Sub-Total | 30 | 19 | | |

| Impact of Technology Commercialization Grant (20 Points) | | | |
|---|------------|-----------|--|
| \$15,000 will make a substantial difference to the project. | 10 | 7 | The grant award would seem to be significant related to the company's current revenue performance. |
| Local publicity will help the company significantly. | 5 | 3 | I'm sure that publicity would contribute significantly to the awareness of the Business and its unique service offerings in the marketplace. |
| 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 | 5 | |
| The whole project "feels" good. | 5 | 3 | |
| I want to invest in this business. | 5 | 1 | |
| Sub-Total | 20 | 9 | |
| TOTAL POINTS (Max = 100) | 100 | 59 | |
| Additional Comments | | | |

| Leon County Research and Development Authority | | 10 Point Scale | 5 Point Scale | |
|---|--|----------------|---------------|-----------------------------------|
| 2021 Technology Commercialization Grant | | Outstanding | 9 to 10 | 5 |
| | | Excellent | 7 to 8 | 4 |
| Judge: 4 | | Very Good | 5 to 6 | 3 |
| | | Fair | 3 to 4 | 2 |
| Team: Cuyler | | 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 | 8 | |
| 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 | 2 | |
| A prototype is available and has been tested. | | 5 | 1 | |
| A company has been established. | | 5 | 5 | |
| A patent application has been filed or granted. | | 5 | 1 | |
| 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 | 19 | |
| Impact of Technology Commercialization Grant (20 Points) | | | | |
| \$15,000 will make a substantial difference to the project. | | 10 | 10 | |
| Local publicity will help the company significantly. | | 5 | 3 | |
| The company will foster economic development (job creation) in Leon County | | 5 | 3 | |

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| | Sub-Total | 20 | 16 | |
| 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 | |
| The whole project "feels" good. | | 5 | 4 | |
| I want to invest in this business. | | 5 | 1 | |
| | Sub-Total | 20 | 10 | |
| | TOTAL POINTS (Max = 100) | 100 | 60 | |
| Additional Comments | | | | |

| Leon County Research and Development Authority | | 10 Point Scale | 5 Point Scale | |
|---|-----------|-----------------------|--------------------------------------|--|
| 2021 Technology Commercialization Grant | | Outstanding | 9 to 10 | 5 |
| | | Excellent | 7 to 8 | 4 |
| Judge: 5 | | Very Good | 5 to 6 | 3 |
| | | Fair | 3 to 4 | 2 |
| Team: Cuyler | | 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 | Yes there is a need for this service | |
| The problem to be solved is significant in terms of the number of people affected and the quality of the benefit produced | 10 | 7 | Yes | |
| The technology is potentially disruptive or very risky, but also of potentially high reward if successful. | 10 | 4 | | |
| Sub-Total | 30 | 16 | | |
| Commercialization Plan (30 Points) | | | | |
| Product development has been initiated. | 5 | 3 | yes with ADEI climate survey | |
| A prototype is available and has been tested. | 5 | 3 | | |
| A company has been established. | 5 | 5 | | |
| A patent application has been filed or granted. | 5 | 2 | | |
| The commercialization strategy is logical and feasible. | 5 | 3 | | |
| The management team has the expertise to execute the commercialization plan. | 5 | 3 | | |
| Sub-Total | 30 | 19 | | |
| Impact of Technology Commercialization Grant (20 Points) | | | | |
| \$15,000 will make a substantial difference to the project. | 10 | 7 | | |
| Local publicity will help the company significantly. | 5 | 3 | | |
| The company will foster economic development (job creation) in Leon County | 5 | 2 | | |

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|---|---------------------------------|------------|-----------|--|
| | 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 | 5 | |
| The whole project "feels" good. | | 5 | 3 | |
| I want to invest in this business. | | 5 | 2 | |
| | Sub-Total | 20 | 10 | |
| | TOTAL POINTS (Max = 100) | 100 | 57 | |
| Additional Comments | | | | |