

Leon County Research and Development Authority 2021 Technology Commercialization Grant Judge: 1 Team: HermanFranklin		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	7		
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	6		
Sub-Total	30	19		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	2		
A prototype is available and has been tested.	5	0		
A company has been established.	5	2		
A patent application has been filed or granted.	5	2		Not yet filed but has been defined.
The commercialization strategy is logical and feasible.	5	1		This needs more clarity. Ideas were stated but language suggested no decisions had been made.
The management team has the expertise to execute the commercialization plan.	5	3		
Sub-Total	30	10		
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	4		

The company will foster economic development (job creation) in Leon County	5	2	
Sub-Total	20	13	
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	1	
Sub-Total	20	11	
TOTAL POINTS (Max = 100)	100	53	
Additional Comments			<p>Thank you for your submission. I think you have identified well that of all of the numerical data points that your app could search, food nutrition is the one that would be used most often and have the broadest reach. Where the business plan gives me pause is when you say it will take 2-3 years to develop the product and then another 6-18 months to get it to market, for a potential total of 2.5 - 4.5 years. This is a concern because of the various juggernauts who are your competitors and who are constantly working to improve their search engines, Google and Microsoft in particular, Also, while I understand the gap in technology, I'm not convinced that it would make a significant enough difference to the end user that it would create demand. There is so much content out there already that lists the "Top Ten Most Fibrous Beans" or the "Foods with the highest protein on the Keto diet" I think there is a good chance this need is already being met. I would encourage you to figure out a way to move faster and then, too, to make sure you get it protected and think about shifting your focus to have a search engine (Google, Microsoft, etc.) acquire your technology. To me that's the play, because they would have the resources and experience to know how to best deploy your technology on a broader scale.</p>

Leon County Research and Development Authority 2021 Technology Commercialization Grant Judge: 2 Team: HermanFranklin		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	3		
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	3		
Sub-Total	30	9		
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	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	1		
Sub-Total	30	10		
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	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	33	
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: 3		Very Good	5 to 6	3
		Fair	3 to 4	2
Team: HermanFranklin		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 Search Engine space is extremely challenging even for vertical search engines. It will likely require significant capital to start up and continuous maintenance and data management.	
The problem to be solved is significant in terms of the number of people affected and the quality of the benefit produced	10	6	While the size of the market is large, it is unclear how this service provides monetizable value to the market.	
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	3	Advertising only revenue businesses are very difficult to scale because the cost of growth requires an investment in marketing to develop the critical mass required for advertising business commitments.	
Sub-Total	30	11		
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	4	What is the nature of the patent application?	
The commercialization strategy is logical and feasible.	5	1	If the core technology is centered around machine learning related to databases, the product offering might be licensure of the core technology rather than trying to monetize a website or application.	

The management team has the expertise to execute the commercialization plan.	5	2	There may be gaps in the expertise of the team in order to scale an advertising supported digital media offering.
Sub-Total	30	15	
Impact of Technology Commercialization Grant (20 Points)			
\$15,000 will make a substantial difference to the project.	10	2	I don't know that \$15,000 in the grant award would allow significant development of the technology or product. Similar offerings require millions of dollars of capital investment in advance of product launches in the search engine space.
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	4	
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	1	
I want to invest in this business.	5	1	
Sub-Total	20	5	
TOTAL POINTS (Max = 100)	100	35	
Additional Comments			

Leon County Research and Development Authority 2021 Technology Commercialization Grant Judge: 4 Team: HermanFranklin		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	9		
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	23		
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	5		
A patent application has been filed or granted.	5	5		
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	29		
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	5		
The company will foster economic development (job creation) in Leon County	5	4		

	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	
The whole project "feels" good.		5	4	
I want to invest in this business.		5	4	
	Sub-Total	20	18	
	TOTAL POINTS (Max = 100)	100	89	
Additional Comments				

Leon County Research and Development Authority 2021 Technology Commercialization Grant Judge: 5 Team: HermanFranklin		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	A lot of food apps available. AI is different but is that significant to the end user	
The problem to be solved is significant in terms of the number of people affected and the quality of the benefit produced	10	8	yes	
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	6	similar technology is available in multiple disciplines	
Sub-Total	30	22		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	4	yes - proprietary data base is available	
A prototype is available and has been tested.	5	3		
A company has been established.	5	2		
A patent application has been filed or granted.	5	3	is establishing an attorney as an investor (patent attorney?)	
The commercialization strategy is logical and feasible.	5	3	has some giants in the field	
The management team has the expertise to execute the commercialization plan.	5	5		
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	3		

The company will foster economic development (job creation) in Leon County	5	2	no significant positive economic impact on our community
Sub-Total	20	13	
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	2	
I want to invest in this business.	5	1	
Sub-Total	20	9	
TOTAL POINTS (Max = 100)	100	64	
Additional Comments			