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| Leon County Research and Development Authority 2021 Technology Commercialization Grant Judge: 1 Team: BlueOcean | | 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 | |
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| 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 | 9 | In particular with the potential for applications even beyond teaching magnetism this could be big, though I agree your focus on just the one subject (magnetism) is best. There is definitely a need for more focus on STEM at younger ages. I get advertisements for STEM kits all the time (simple ones) to do with young kids so I think there is small movement in that direction, which could be good for future revenues. | |
| The technology is potentially disruptive or very risky, but also of potentially high reward if successful. | 10 | 6 | | |
| Sub-Total | 30 | 22 | | |
| 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 | 4 | | |
| A patent application has been filed or granted. | 5 | 2 | No patent, but the knowledge base and understanding of your differentiating factors is definitely there. Read the HBR article "Can you say what your strategy is? ~ Collis and Rukstad. It provides a great model in Activity System Mapping for creating a system around your strategy that makes it very difficult to replicate. | |
| The commercialization strategy is logical and feasible. | 5 | 2 | I think it's definitely logical and agree that you | |

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| | | | <p>should go first after more open-minded schools. The public school system will be an uphill battle without some political movement pushing it ... that said, if you can get some of the private schools on board then you can use them in your pitch to public schools for validation. The lower score is because there was a lot missing in terms of quantitative information and planning. It would have been helpful, by example, to understand how many Montessori schools there are in Florida / SouthEast / America if that is your first target market. It would have also been helpful to understand, from an ROI persepective, how that all would effect your financial operations, e.g. at which point one or all of you would begin to pay yourselves and dedicate more of your time to this venture. Again, the high-level plan is good and I agree 100% that you should stick to the one thing first (magnet education) but, again, it would have been helpful to quantify the plan and the demand.</p> |
| The management team has the expertise to execute the commercialization plan. | 5 | 4 | |
| Sub-Total | 30 | 22 | |
| 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 | 4 | |
| The company will foster economic development (job creation) in Leon County | 5 | 3 | Unclear. |
| Sub-Total | 20 | 17 | |
| 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 | 80 | |

Additional Comments

I generally love this idea and the theme of STEM education. Your challenges, as I see them, are getting started with those first customers and then rewiring the mindset of your competitors' customers. If they are already unhappy with the competitors' product you will have to show that yours is significantly different. Testimonials of others schools will help. It was also unclear to me what your plan and hopes were for the future; beyond these 15 units and, more specifically, quantitatively. What are the numbers of Montessori schools in Florida, the SouthEast, America? What is your plan in the next one year, three years, five years as it relates to marketing, costs to production, at which point you will achieve breakeven, begin paying yourselves salaries? It would also be helpful to see quantified data for the demand for this type of product, or even STEM products in general. Are you having to educate them on the importance of STEM before you even begin on the importance of your product, or is there already demand out there? Thank you for your work. I love what you're doing.

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| Leon County Research and Development Authority 2021 Technology Commercialization Grant Judge: 2 Team: BlueOcean | | 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 | 5 | | |
| 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 | 4 | | |
| 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 | 1 | | |
| The commercialization strategy is logical and feasible. | 5 | 4 | | |
| The management team has the expertise to execute the commercialization plan. | 5 | 3 | | |
| Sub-Total | 30 | 21 | | |
| 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 | 4 | | |
| The company will foster economic development (job creation) in Leon County | 5 | 3 | | |

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| 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 | 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 | 63 | |
| Additional Comments | | | |

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| Leon County Research and Development Authority 2021 Technology Commercialization Grant Judge: 3 Team: BlueOcean | | 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 | |
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| 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 | The technology seems to be additive to the current education technologies being deployed both in the classroom and virtually. | |
| 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 | 8 | If the efficacy of the augmented reality aspects of the technology improve educational outcomes, there would be strong opportunities for growth. | |
| Sub-Total | 30 | 24 | | |
| 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 | 5 | | |
| A patent application has been filed or granted. | 5 | 1 | Licensure may also be a path to serve the core market or ancillary markets through the utilization of trade secrets, copyrights, proprietary graphics and other assets. | |
| The commercialization strategy is logical and feasible. | 5 | 3 | Related to the customer development plan, it might make sense to partner with the current providers of curriculum and educational resources in order to scale growth. It is often less expensive and more profitable to work with resellers that already have a footprint into the target markets. | |

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| The management team has the expertise to execute the commercialization plan. | 5 | 3 | |
| Sub-Total | 30 | 20 | |
| 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 | 3 | |
| 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 | 8 | The project is a good fit for the mission of Innovation Park to scale technology commercialization. |
| The whole project "feels" good. | 5 | 4 | |
| I want to invest in this business. | 5 | 3 | |
| Sub-Total | 20 | 15 | |
| TOTAL POINTS (Max = 100) | 100 | 68 | |
| Additional Comments | | | |

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| Leon County Research and Development Authority 2021 Technology Commercialization Grant Judge: 4 Team: BlueOcean | | 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 | 6 | | |
| The technology is potentially disruptive or very risky, but also of potentially high reward if successful. | 10 | 9 | | |
| Sub-Total | 30 | 22 | | |
| 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 | 2 | I agree with trade secret protection vs. patent protection, but is this IP free and clear of title? For example, does FSU have a claim? | |
| The commercialization strategy is logical and feasible. | 5 | 2 | In my experience, if you don't address test score improvements in at least some meaningful way, you have a real uphill battle in K-12 sales. | |
| The management team has the expertise to execute the commercialization plan. | 5 | 3 | | |
| Sub-Total | 30 | 22 | | |
| Impact of Technology Commercialization Grant (20 Points) | | | | |
| \$15,000 will make a substantial difference to the project. | 10 | 10 | | |

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| Local publicity will help the company significantly. | 5 | 4 | |
| The company will foster economic development (job creation) in Leon County | 5 | 3 | |
| Sub-Total | 20 | 17 | |
| 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 | 2 | Great technology but must have the IP title cleared first. Great pilot results but want to get feedback at the district or state level first as well. |
| Sub-Total | 20 | 16 | |
| TOTAL POINTS (Max = 100) | 100 | 77 | |
| Additional Comments | | | |

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| Leon County Research and Development Authority 2021 Technology Commercialization Grant Judge: 5 Team: BlueOcean | | 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 | MagShark is a unique tool to effectively engage K-5 students into the Stem fields | |
| The problem to be solved is significant in terms of the number of people affected and the quality of the benefit produced | 10 | 8 | If adopted by the educational community, it will help develop students interest in science early with a "fun" intuitive approach. | |
| The technology is potentially disruptive or very risky, but also of potentially high reward if successful. | 10 | 8 | | |
| Sub-Total | 30 | 23 | | |
| Commercialization Plan (30 Points) | | | | |
| Product development has been initiated. | 5 | 5 | Being tested in Leon Co. Schools - Results? | |
| A prototype is available and has been tested. | 5 | 5 | Yes | |
| A company has been established. | 5 | 3 | LLC | |
| A patent application has been filed or granted. | 5 | 2 | No | |
| The commercialization strategy is logical and feasible. | 5 | 5 | Yes | |
| The management team has the expertise to execute the commercialization plan. | 5 | 5 | Yes | |
| Sub-Total | 30 | 25 | | |
| 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 | | |

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| 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 | 5 | Would like to assist in marketing MagShark |
| Sub-Total | 20 | 20 | |
| TOTAL POINTS (Max = 100) | 100 | 86 | |
| Additional Comments | | | |