

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: 1		Very Good	5 to 6	3
		Fair	3 to 4	2
Team: StayingIn		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		
The problem to be solved is significant in terms of the number of people affected and the quality of the benefit produced	10	6	I love anything that makes it easier for people to cook at home and be more mindful with their eating rituals; however, I could use more detail on the customer segment within the greater meal kit market. To me it seems like it's already over-saturated, including with niche meals for niche diets. It is additionally saturated by all of the folks offering cooking classes online, potentially providing the same value-add as your service. Can you describe your target customer in greater detail?	
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	4		
Sub-Total	30	14		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	5		
A prototype is available and has been tested.	5	3		
A company has been established.	5	3		
A patent application has been filed or granted.	5	2	A patent was mentioned but it was unclear what part of the technology or concept was being patented.	
The commercialization strategy is logical and feasible.	5	3	Is the 15% an upcharge on top of the meal (charged to the customer) or is the restaurant paying the 15% out of their bill? I know delivery	

			services often take their cut from the restaurant, rather than passing it through to the customer, and restaurants, therefore, lose that money.
The management team has the expertise to execute the commercialization plan.	5	2	While your team is lacking in experience, it will help significantly that three out of the four of you have competitively participated in team sports together. Just make sure it's clear how decisions will be made.
Sub-Total	30	18	
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	2	
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	8	
The whole project "feels" good.	5	3	
I want to invest in this business.	5	1	
Sub-Total	20	12	
TOTAL POINTS (Max = 100)	100	59	
Additional Comments			I can see the vision and, as I said before, I love anything that gets people back into the kitchen, where they can take a more thoughtful approach to their food. One of your biggest challenges is going to be to find and effectively market to your unique customer post COVID. During COVID everybody was shut in and restaurants were hungry for business; the new norm post COVID remains yet to be seen but in time I imagine most of the world will return to old norms. Read the HBR article "Can you say what your strategy is? ~ Collis and Rukstad. I think it will help you define your unique target market and how you will uniquely serve their needs.

Leon County Research and Development Authority 2021 Technology Commercialization Grant Judge: 2 Team: StayingIn		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	5		
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	5		
Sub-Total	30	15		
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	4		
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	22		
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		

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	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	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: 3		Very Good	5 to 6	3
		Fair	3 to 4	2
Team: StayingIn		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	While the aspect of working with restaurants is somewhat unique, the idea of easy recipe preparation with prepackaged ingredients is in the broader market through several competitors and is growing through collaboration with brick and mortar grocery partners as well.	
The problem to be solved is significant in terms of the number of people affected and the quality of the benefit produced	10	3	It is unclear how viable this niche may be as the broader market emerges from the pandemic. It may be easier to go to the restaurant partner rather than the process of meal preparation itself.	
The technology is potentially disruptive or very risky, but also of potentially high reward if successful.	10	3		
Sub-Total	30	10		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	3	The fact that there is a proof of concept and the company is already working with restaurants, is a good start to determine viability and the potential for scaling.	
A prototype is available and has been tested.	5	3	The need to produce media in order to communicate the instructions for recipe preparation, may be an extension of the core business model as an ancillary revenue stream and may also extend the geographic reach of the market.	
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	2	
The management team has the expertise to execute the commercialization plan.	5	3	
Sub-Total	30	16	
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	3	
The company will foster economic development (job creation) in Leon County	5	2	In order to scale, there would need to be significant staffing in each of the markets served. It would seem to be quite challenging to centralize all of the business functions from one office in Leon County.
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	3	
The whole project "feels" good.	5	2	
I want to invest in this business.	5	1	
Sub-Total	20	6	
TOTAL POINTS (Max = 100)	100	43	
Additional Comments			

Leon County Research and Development Authority 2021 Technology Commercialization Grant Judge: 4 Team: StayingIn		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	10		
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	10		
Sub-Total	30	27		
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	5	I'm a little worried about the patentability of a business method, but if you have experts saying there's a way to get a patent, go for it!	
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	26		
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	5	
Sub-Total	20	20	
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	89	
Additional Comments			Just be careful what you patent, because protection only lasts 20 years from filing, and the information is published. I could see this being successful much longer than that!

Leon County Research and Development Authority 2021 Technology Commercialization Grant Judge: 5 Team: StayingIn		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	8		
Sub-Total	30	25		
Commercialization Plan (30 Points)				
Product development has been initiated.	5	5	Website & instructional videos are good	
A prototype is available and has been tested.	5	4	Delivery component is critical to success	
A company has been established.	5	3		
A patent application has been filed or granted.	5	3		
The commercialization strategy is logical and feasible.	5	5		
The management team has the expertise to execute the commercialization plan.	5	3		
Sub-Total	30	23		
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		

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	9	
The whole project "feels" good.	5	4	Unique concept that could be a great PR tool for local restaurants
I want to invest in this business.	5	5	Would work on marketing for this unique concept
Sub-Total	20	18	
TOTAL POINTS (Max = 100)	100	81	
Additional Comments			