**Family Trac Data System**

**Potential for Commercialization**

Many judges feel that they have done a good job commercializing the product, but feel that scalability is lacking. The participation in national conferences is a bright spot for the commercialization for Family Trac, but due to the lack of a consistently growing consumer base, the average score given by the judges was 3.5 out of 5.

**Impact on the Lives of Women and Children**

Family Trac defines a clear societal problem, and works to correct it, focusing on connecting consumers with the data and services they need. Serving hearing impaired customers will clearly have a very positive impact on the lives of everyone in the community. These aspects resulted in the average score by the judge being 4 out of 5.

**Market Need**

Serving hearing impaired clients addresses a true need in our community. It remains unclear how they will compete against larger companies, but they have a loyal consumer base, and have demonstrated that their system is better suited towards smaller scale companies. The judges awarded an average score of 3.75 out of 5.

**Miss Birdsong’s Sweet Tooth**

**Potential for Commercialization**

Miss Birdsong’s has shown potential for commercialization since its inception. Their differentiation by creating the make your own kits has some potential to scale  
and they have demonstrated that they can ship nationally. Questions remain if they can scale beyond a local/regional scope, but the promise is there. The judges gave an average score of 2.75 out of 5.

**Impact on the Lives of Women and Children**

The judges differed on how powerful the impact would be on women and children, but all agreed the most important factor of this impact is the partnership with JIFF. . Their product does demonstrate the potential to change how impact is achieved with the use of JIFF. The judges gave an average score of 2.75 out of 5.

**Market Need**

As a locally made good, there is more and more of a demand for this product, but maybe not quite a need, because there are many similar products already in the marketplace. Sales into Kroger and Sam’s Club make Miss Birdsong’s a very promising company. The average score was 3 out of 5.

**Lemon Laine**

**Potential for Commercialization**

There was not much written about scaling or commercialization, but the flagship store is a definite step in the right direction. The online marketspace also shows great potential, but due to the lack of details and no financial projections, the judges awarded an average score of 2.75 out of 5.

**Impact on the Lives of Women and Children**

There was no specific statement regarding their actual impact on the lives of women and children, but using fresh, natural materials for their products is a smart idea, and does provide a positive impact. The judges gave an average score of 3 out of 5.

**Market Need**

The market for natural made products is rapidly growing, and Lemon Laine takes advantage of this market. The marketing aspect of the company is very strong and there is a clear demand for their product; however, there seems to be a need for more differentiation between this product and their competitors. The average score was 3.25 out of 5.

**New Horizons Diabetes Clinic**

**Potential for Commercialization**

The potential for commercialization is rated widely by the judges, because scaling is not discussed, but the business model has potential to scale and be very successful. Because it is a service business, this scaling would require a very good Human Resources department, but it can be done. The judges gave an average score of 3.25 out of 5.

**Impact on the Lives of Women and Children**

New Horizons has clearly defined a societal problem in the realm of diabetic care, and it seeks to rectify this issue. The services they provide are not economically handled by most health care providers. New Horizons addresses the causes and long term care options for diabetics and especially minority groups that are heavily affected. The judges awarded an average score of 4.5 out of 5.

**Market Need**

New Horizons addresses a clear market need for accessible diabetes care in the target areas they define. New Horizons focuses on diabetes care and prevention in an area with on eof the highest obesity rates in the country. Nashville has needed a company like New Horizons, and could use more companies like them. All 4 judges awarded a score of 5 out of 5.

**Sew Fitting Alterations**

**Potential for Commercialization**

Sew Fitting explained their long term goals, but did not indicate how they planned to achieve them. They need to show more detail on the potential growth of the business with market research. While establishing her storefront is an excellent first step, it might prove difficult to continue to scale as a sole proprietor. The judges awarded an average score of 1.25 out of 5.

**Impact of the Lives of Women and Children**

While her customers are 90% women, Sew Fitting seems to provide a limited impact on the lives of women and children. Perhaps a different program is more suited to their needs, because the potential for success is there through hard work, but Sew Fitting did not explain the benefit to the community in a clear fashion. The judges awarded an average score of 1 out of 5.

**Market Need**

There is always a need for alterations and for people who can sew! The market niche is small though, especially in her smaller town/area. Sew Fitting needs to prove that they are a clearly better service than her competitors near her. The judges awarded an average score of 1.75 out of 5.

**Women Repair Zone**

**Potential for Commercialization**

The detailed financials and business plan for scaling their business was well thought out and very possible. The Women Repair Zone’s plan for multiple store fronts so soon might be a tad too ambitious, but the concept is unique, and if it gains traction, the opportunity for expansion into other markets is there. As women’s co-working spaces and business launchpad are taking hold, this could be an interesting extension of the blend of the maker and women-focused skill building movement. The judges awarded an average score of 3.33 out of 5.

**Impact on the Lives of Women and Children**

This idea seems to have many different points of impact that revolve around independence and empowerment for women and girls. This program has the ability to be adapted for low-income women as well as those who can pay higher fees for service. The additional economic impact on hiring women is also important. The judges awarded an average score of 4.33 out of 5.

**Market Need** As the former head of Girls Inc here, Bea clearly saw the need first hand for the development of these skills to increase girls confidence and independence. How she markets the service will be critical as this is a new, untested concept but her plan seems well-researched and has great potential. There is definitely a market need that will be filled with Women Repair Zone. The judges gave an average score of 4 out of 5.