

CloudMatch

Phase 3 Results

Global score

70,5

Your global score consists of the following components:

Idea and context	Technology	Business model, finance and corporate	Team
22	15	12,5	21

Comments from Evaluator 1:

This project is very interesting as it is based on an innovative feature: connecting devices to create new learning experiences. It is at a very preliminary stage and very much NL-oriented with a collaboration with Samsung Smart Education Hub, a teachers’ community based in NL. The business model remains unclear although it is SaaS based. A first test has been made with the IJburg college but it is very preliminary and it is clearly not enough. The competitive environment is well analyzed. Sifeto cubes is “a magical new interactive game system built on the timeless play patterns of legos, building blocks, and domino tiles. Cubes communicate wirelessly and respond to each other and users’ gestures. The question is whether Cloudmatch is more a game or a learning device. The team is young with a “leader” that is very involved in innovation. It remains to be seen whether they are fully committed to the project as they condition it to a “financial viability” (chicken and eggs).

Comments from Evaluator 2:

Even though they have not collaborated for a long period, the team is quite balanced in terms of skills and only lacks a business and commercial perspective. Their asset is an innovative mlearning solution that instead of isolating is oriented towards collaboration. Experiencing and participating is a great way to learn and they use technology to role play. As a normal process, they have been focussing on prototyping and testing competitive advantage, but the next steps should probably be analyzing the strategic partnerships they should be seeking to sort out their need for content and also adding themselves to existing networks. In that sense, they should make decisions fully aligned to their user acquisition / sales plan which still remains a bit undefined in my perspective. The tool seems perfectly scalable to many other countries and that’s something that can also be developed from the partnership / alliances perspective.