

SmartStats

Phase 3 Results

Global score

59

Your global score consists of the following components:

Idea and context	Technology	Business model, finance and corporate	Team
23,5	6	12	17,5

Comments from Evaluator 1:

This is a project from the University of Surrey that targets social science researchers and any users that want to capture data in the field with a smartphone. Their scenario focus on school students and it is strange because the first application will certainly be for social science researchers and market study professionals. Mobile data collection is an important issue and the practitioners are still very old fashioned on this issue. Several questions must be raised: why is their application a legitimate and significantly better one than the existing ones? Why are they at the top of smartphone research? (this is a research field). They say they need developers. So what is their uniqueness? They suggest that MOOCs can be produced as part of this application: "providing MOOCs with online lab training". Aren't they mistaken with their market and targets? Metricswire, their competitor, seems more focused. Probably still defining.

Comments from Evaluator 2:

What I found specially interesting of this team's user scenario is that it really gives you the vision that behind an existing technology, that of their prototype currently being revised, they can build something not only connected to 'psychology labs' and since it is so easy to use, they can also approach primary / secondary markets, making a substantial difference of their main competitor (they don't seem to focus much on these markets). There is potential. However, the current prototype is quite un-friendly to use and it may happen that when wishing to do it scalable, needs to be fully redone. Why are they procrastinating iOS development though? They say they need to make it economically viable, but it would certainly help them to gain critical mass and maybe it worths to shift some video tutorial spending. Even when they recognize they need a new team member leading the technological aspects, I valued a lot their honesty on that to be able to move further. Startups need pragmatic thinking. Given the little competition, it would be important to protect the idea / technology asap. However, even when they are skilled and sound like a team that still needs a stronger ICT background, they have not clarified who leads the project (even when it would sounds like it would be Adam) and they forgot to confirm about Nassos dedication. They seem to be in the decision-making process of abandoning works to be dedicated to their idea. Maybe the happening during these first summer weeks will make them move forward or stay.