

Gamethod

Phase 3 Results

Global score

63

Your global score consists of the following components:

Idea and context	Technology	Business model, finance and corporate	Team
22,5	11,5	9,5	19,5

Comments from Evaluator 1:

This is a very very early stage as they have nothing more than an idea and a PDF to justify it. But the idea is clever, well explained and well positionned. The team seems quite dynamic and interesting to work with. The approach is based on contents' gamification and rewards to stimulate engagement. They try to emulate the success of US based Classdojo or Ireland-based Gotchninja. But they add real quests to their games (brushing teeth for instance). The weird assumption is to launch in Canada as by definition an App and a website can be launched from anywhere. I don't see major technological issue in their development.

Comments from Evaluator 2:

Their idea is essentially good, mostly because it is about involving the whole educational community and because the solution aims to gamify any educational content, not only that of a subject. But it would be good to put some focus in the technology and the UX to give credibility to the project as in the business model. Who will they be answering within their first prototype: will they address kids needs only or teachers and parents will be there too? They want to ease as much as possible user experience so 'anyone' should be able to gamify: show us that's possible. And in the business model, any flow they mention makes sense. However, are they all 'long-term' flows? When is sustainability expected? The team will learn now a lot with their prototype experience, but it would be recommendable to use that as a pre-acceleration experience. The team 'sounds' and some of them have done things together. But still a strong UX experience is required to convince about the capability to develop that above mentioned frontface for anyone. Also, business responsibility is shared between two team members and decision-making and roles shall be clarified at an early stage. Finally, even US is the market for gaming... is it for educational gaming? Is there a difference in that too?