Beebritte

Phase 3 Results

Global score

64,5

Your global score consists of the following components:

Idea and context	Technology	Business model, finance and corporate	Team
19,5	11,5	10,5	23

Comments from Evaluator 1:

This is a good idea but what makes you engine different from others on the market? Why are you starting to visit the schools just now, so long after starting the project? The business model would need to be clarified.

Comments from Evaluator 2:

The scenario is a promotional text, not a realistic description of user activity. why would a 12 year old girl want to spend her time on these games? If she knows it is measured per targets, it becomes schoolwork - and is no longer fun. You make very strong claims about the neurhex engine. This is the only defrentiating factor for your product, and I would have to see the evidence about it to be convinced. There are TONs of brain training games out there, your competition survey is insufficient. Google effect is moral panic, not science. There is a lot of evidence for and against brain training, you should quote that. It seems like internationalisation would be a major challenge. PHP is a strange choice for big data & machine learning. You seem to be building it all from scratch, instead of using existing components. Very waterfally process. You're in a competative an contested market, you need to establish customers' trust, hence a fremium model would make sense. Marketing stratagy is not very imaginative, consider viral marketing, media PR, competitions. Scalling data-based products is not trivial. A user demo at a trade show does not count as testing. The team doesn't have anyone who specialises in neuroscience, machine learning or big data. I like the mother & son angle.