

Innovation
in education
starts here



Open Education
Challenge

In partnership with  European
Commission

Tabacus

Phase 3 Results

Global score

66,5

Your global score consists of the following components:

Idea and context

20

Technology

12

Business model, finance
and corporate

14,5

Team

20

Comments from Evaluator 1:

This is an interesting project but we would like to understand more about your competitive advantage on the market ? What makes it more compelling for users? The second issue that we see is the length of the decision process in this business with schools as a main client, how will you manage that. We understand that you will sell through distributors - which make sense - what kind of margins will you give them ? How can you cope with more established competition in this arena?

Comments from Evaluator 2:

There are other school tablet solutions, e.g. <http://www.amplify.com/>. This product can only differentiate itself only by superior design. You need to convince me that you have that - and that you have the processes in place to sustain it. Blackboard is not even in your product category, yet you have many other competitors you haven't mentioned - do your homework! How do you penetrate existing school IT and learning management systems? Schools either have a solution in place, or are reluctant to change. You need to read up on agile / user centred development methodologies. Consider offering individual accounts for free, to generate market momentum. Is the content developed by the teachers? What kind of tools do you provide? Are the backend and web components hosted or installed on institutional servers? Both options have implications for scalability, commercial models, etc. "Asking users what they think" is not a testing strategy. Read up on unit testing, UI testing, UX testing, etc.