

Innovation
in education
starts here



Open Education
Challenge

In partnership with  European
Commission

Domoscio

Phase 3 Results

Global score

78,5

Your global score consists of the following components:

Idea and context

24

Technology

16

Business model, finance
and corporate

15

Team

23,5

Comments from Evaluator 1:

The company is based on a strong assumption: revising knowledge to memorize and have a successful learning experience. The starting point and current development stage is french-focused, school-focused and "baccalauréat" focused. Domoscio is better known with its public brand "la machine à réviser" that invites K12 students to revise their final national exam from day 1 by revising knowledge on a daily basis. The system's algorithm enables personalized learning path based on answers to the proposed quizz. Every quiz is linked to curricular contents that are either created by Domoscio teachers or taken from publishers so that the student can immediately relate a question to an adequate and detailed explanation. It is interesting to see how an innovative technology is used to reinforce a very traditional way of learning and endorsing a very traditional and top down way of validating knowledge. The successful learning experience is given ultimately by a pass or fail at the final exam. Domoscio seems to have very diverse business models: one with the students, one with the publishers to integrate their contents and/or license them their technology in their ebooks (agreement with Gutenberg Technology, the french startup that converts textbooks into ebooks and propose their clients to include the Domoscio technology so that students can not only use a digital textbook but also revise their knowledge). Are all these business models compatible? Do they want to build a brand for the general public in France or establish a technology that will be sold worldwide to all publishers? They mention as competitors woonoz.com that targets on the one hand corporate learning (with the same type of repetitive approach and instantaneous personalization based on previous answers) and has developed on the other hand a very ambitious project on orthograph: projet Voltaire. Their sales in 2013 after 5 years are 2M. euros. Is it a business model of interest for Domoscio? How will they create and finance contents in the future? Another doubt is the relevance of the OEC for them. They have apparently a clear business model and an ongoing product.

Comments from Evaluator 2:

Which revenue flow do you expect your sustainability come from? What are your plans for business development in the coming months? What kind of partnerships with publishers are you expecting? Also, what kind of software partners: existing platforms? What for?