

Cubes Coding

Phase 3 Results

Global score

70

Your global score consists of the following components:

Idea and context	Technology	Business model, finance and corporate	Team
22	14	12	22

Comments from Evaluator 1:

This project is about coding at a very early age. The team from both Finland and Greece is approaching coding also with tangible tiles to make programming more intuitive. At this stage the prototype - not fully developed - will rely on a single robot Lego EV3. There are no clear inputs on the technology itself nor on the pedagogy. On robotics and coding at early age, you have interesting work from MIT (Oren Zuckermann) and Tuft University with a specific project for pre-school that is now taken to market. The business model includes LEGO as a partner and it is difficult to accept the hypothesis as LEGO has positionned itself as a partner but not as a founder. The testing process in school is still incomplete.

Comments from Evaluator 2:

I understand the user scenario aims to show some benefits on an easy to use / easy to program / convivial with other existing products -as well as innovative because of that- product. Both the age of their target (-12), price, and the tangible concept is certainly interesting. Why do you think the competition hasn't addressed a product to that age so far? Also, you have tested the idea at school, but have you tested the will to pay among parents before designing the several phases for technology-scalability aspects (when thinking on your own robot, for example)? Finland is a good place to start, but is approaching soon other markets, you may need the robot earlier, isn't it? Also, distribution channels & sales: what is the weight of the 'toy' side in the business model? The team is really prepared although a bit numerous and it is difficult to understand everyone's role.