

# creatED.cz

Phase 3 Results

Global score

65,25

Your global score consists of the following components:

| Idea and context | Technology | Business model, finance and corporate | Team  |
|------------------|------------|---------------------------------------|-------|
| 19               | 13,5       | 9,5                                   | 23,25 |

Comments from Evaluator :

The core concept is vague - is this a professionally curated catalogue of OERs, a platform for teachers to curate, share and reuse OERs, or a tool for students to curate resources as part of their learning? As a curation tool, I would use pinterest, which supports tagging - so not as clever as your tool in terms of pedagogical classification, but familiar and intuitive interface and a huge user base. As an OER specialised curation tool I would use opendiscoveryspace.eu, which doesn't have the visual appeal but is robust and has a huge user community. As an edited collection, I would use <http://www.oercommons.org/>. So, you're entering a crowded market - you need to start with a clear advantage, and grow fast. The Czech republic is a very small market, its Ok to start there and validate your ideas, but you need a clear strategy for scaling up and out fast. very fast. A paid subscription model won't work. You need to quickly generate (a) large body of content (b) vibrant community of users (c) social dynamics around your content. To do that, you need to allow read-only access without login, and offer free accounts for private use. Then you can moni-tise by premium accounts, institutional accounts, and advertising. Big data / analytics is one area where you can offer premium paid services. Your product is strongly dependent on having the right technology, so outsourcing development is a risky strategy. You would do much better to engage a competent techni-cal partner, even if the development is outsourced (or delegated to an open source community). You also need an effective, agile, user-centred software development methodology.