

Sputnik's Bots

Phase 3 Results

Global score

59,75

Your global score consists of the following components:

Idea and context	Technology	Business model, finance and corporate	Team
18,5	13	10,75	17,5

Comments from Evaluator 1:

This project is based on a real need: have children learn how to code. It is not clear that their innovative approach will make a difference with the existing solutions offered by blocky / scratch. The core technology is tangible tiles that their base is able to read and translate into code for Sputnik Bots to execute. My impression is that this project is more toy-oriented than education-oriented. The business model is linked to distribution aspects. The project is in a very preliminary phase.

Comments from Evaluator 2:

Sputnik's Bot team seems to have a competitive and differentiated product on their hands. Still, some more exploration of the competition would be good. Defending their 'hands on' approach to code teaching is totally reasonable as well as the fact that parents may understand coding as an underlying needed skill for their kids. Although product production sounds feasible and able to be controlled, a solid production plan should be developed, together with a sales plan. Online marketing could be of great help but in-place demos and other toy market actions may be needed. Also, exclusive partnerships should be carefully analyzed. Good price orientation (if feasible considering production costs).