

Innovation  
in education  
starts here



OpenEducation  
Challenge

In partnership with  European  
Commission

# FUNMEDIA

## Phase 3 Results

Global score

66,5

Your global score consists of the following components:

Idea and context

20

Technology

14,5

Business model, finance  
and corporate

14,5

Team

17,5

### Comments from Evaluator 1:

Funmedia seems to be a quite consolidated company in Poland (500K sales in 2013) with a unique method Course123 to learn foreign languages and a distribution structure already in place. They have a certification from the Polish ministry for their digital textbook. It is unclear why they need an acceleration process.

### Comments from Evaluator 2:

Since language courses are only a part of their offer, it would be good to learn more on the competitors of the expert courses. Are MOOCs, other platforms, or even certain Youtube tutorials' a competitor for those? How do they ensure the quality of their courses? Why not enabling an owned platform for direct sales like with the language courses? Which is your leading market at the moment from the user acquisition perspective)? And from revenue's? How many of those 330.000 users come from the B2B side and how many from the B2C? And finally, two milion dollar: what for? Milestones are not concrete and not presenting a user acquisition plan / sales idea to reach a wider B2B, etc.