

# Think with Things

Phase 3 Results

Global score

78,25

Your global score consists of the following components:

| Idea and context | Technology | Business model, finance and corporate | Team  |
|------------------|------------|---------------------------------------|-------|
| 26,5             | 15         | 12                                    | 24,75 |

Comments from Evaluator 1:

This is a very interesting idea, even though we would still like to have more exemples to understand how it works. It seems that you have a solid background in this field and that you have thought about the technology. However, we would also like to understand what is the operational / human / legal interaction with Turtlewing and what is the business model with large businesses.

Comments from Evaluator 2:

The scenario is very ambitious - e.g. how will TwT “suggest ways to present & extend each child’s learning”, you need a very intelligent system to do that! How is TwT present in the classroom, without disrupting the flow of physical interaction? You should check (if you haven’t already) theories of embodied cognition and constructionism. The model of monitising through industry intelligence is ethically problematic. You need to ensure that children / teachers are not exploited by industry, and that their privacy is safeguarded. I would not want to be subject to direct marketing based on my child’s creative schoolwork. Also, since your pedagogy is based on found, everyday objects (which is great!) it would be difficult for industry to capitalise on the outputs. The idea is amazing, but it would be hard to build a viable business on it. You need a software / product development process. You have a strong bootstrapping strategy, but you need a methodology that will keep you going, and keep you innovating as you build a large user base and need to cater to their needs. You need a technical person as a core member of the team.