

Spoony Toons

Phase 3 Results

Global score

68

Your global score consists of the following components:

Idea and context	Technology	Business model, finance and corporate	Team
19	14,5	11	23,5

Comments from Evaluator 1:

It is an ambitious multimedia and interactive project focusing on healthy habits (health education). One of their references is lazytown, a US based project that proposes cartoon (TV serie) and derived products (receipes...) to raise awareness about healthy habits. There is also a spanish product - activilandia - not very user friendly and sponsored by NAOS - the spanish ministry of health - along the same lines. The project is creative and innovative design wise but still in a very early stage. Why should these characters be more inspirational than Sesame for instance (see SHE Foundation with Valentin Fuster)? How do they want to promote the character (TV production?)? The educative dimension is not fully acknowledged. The concept is promising as obesity is a rising trend. But a lot is still missing.

Comments from Evaluator 2:

If other apps go viral, why shouldn't one updated each month become popular too? And with a team that sounds and dedicated to an important and needed issue? Also, an scalable one since it only needs to be translated? Generally speaking the idea is good, the work so far too and healthy food educational contents needed. However, I don't think a kid would adopt an app so easily. They do not search 'healthy food' when at the app store and that should lead the communications aimed to kids' adoption. That's why I found the user scenario a bit naive. I think that communications aimed to gain adopters and targeting different audiences (kids, parents, teachers) will need to be nailed and sharpened: ones wish to see, while other make decisions to purchase and raise visibility. It is certainly interesting that some food companies have shown interest from the beginning, since sponsorship may be funding source to obtain stability and pace the monthly update route. However, it may happen that a brand wishes to use the association with the toons exclusively, not in a collaborative way with other brands. That may be for the good (visibility, merchandising and funds for the company to working on something different) but also for the bad. Not relaying only on the interactive videos and inviting experts to load recipes is also a great form of buzz. But it would even be better if posting an abridged part of that content on the website (so then you benefit from SEO, for example). I also wondered on seasons / content planning. Healthy habits tend to be repetitive and that's whythey may be perceived as tedious. How are you fighting with this?