

Members: _____
Date: _____

Section: _____
Score: _____

CASE STUDY

The Jebea Dilemma

Jebea Educational App is a brainchild of Jess and Bea Conrador. They gave up their teaching positions in a public school to set up a technopreneurial venture. As former computer teachers, they knew that teaching students about technology is important, especially the marginalized kids. In six (6) months, they have created Jebea, an online application that teaches kids how to read and do simple arithmetic and basic science to elementary students. It was nothing too fancy; it was simple to use and effective. The Department of Education tapped them to provide Philippine elementary schools with a platform of Jebea that is playable on a desktop, which will be used in select science schools. It was a success, and more investors, mostly big schools here and abroad, asked for their product.

Not long after, a student, who was using a tablet, complained that a particular video appeared on the screen when it accessed a certain lesson in science. The video showed a dummy that looked like a boy asking the user to do several tasks which are downright dangerous. The technopreneurs dismissed the incident and said it was just a glitch and a virus infected their system.

Days went by, and news broke out in Singapore that an eight (8) year old girl attempted suicide by ingesting 12 pills of paracetamol. The Singaporean authorities investigated it and found out that the girl was watching the same video reported in the Philippines, which appeared on the Jebea application. The Department of Information and Communications Technology, the Department of Science and Technology, and the Department of Education conducted a thorough investigation. The results were identical to Singapore, and it was traced to Jebea. Further investigations concluded that the Jebea App was attacked by a hacker, trying to sabotage the couple's enterprise. The hacker asked for a fee, and if they did not comply with its demand, it would bring the enterprise in a bad light. The couple fought back but failed to inform the authorities and tried to handle it themselves. The hacker then embedded the video into the application.

The government charged the couple and then shut down the application.

Answer the following questions: **(3 items x 10 points)**

1. What could have been done by the owners of Jebea to prevent the situation from happening?

2. How can SWOT, TOWS, and PESTEL analyses address the threats that occurred on Jebea?

3. Think of one (1) technopreneurial enterprise that gives prime value to the safety of its client's purchases, data, and privacy. How do you think the technopreneurial enterprise protects its clients' information?

Rubric for grading:

CRITERIA	PERFORMANCE INDICATORS	POINTS
Content	Provided specific, related answers with related details.	8
Organization of Ideas	Expressed the points in a clear and logical arrangement of ideas in the paragraph.	2
TOTAL		10