

IE School of Human Sciences and Technology

Watson Challenge

Group F

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MOOC's are the new way of teaching:

“Given the pace of change of technology, learning and quality assurance models, MOOCs will evolve and expand access, especially for ‘global students’”

Dr. Rahul Choudaha

MOOC's in numbers

The size of the challenge



101 MM Students



900+ Universities



11.4 K new
courses yearly

3 Big Problems



Lack of One-on-One
Teaching and
Interaction

Poor evaluation
methods (Usually
multiple choice)

Low Completion
Rates

Mediation fears

739

CHAPTER 25: THE TAXATION OF ESTATES AND TRUSTS



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How can we solve some of these issues?

MEET EDWIN

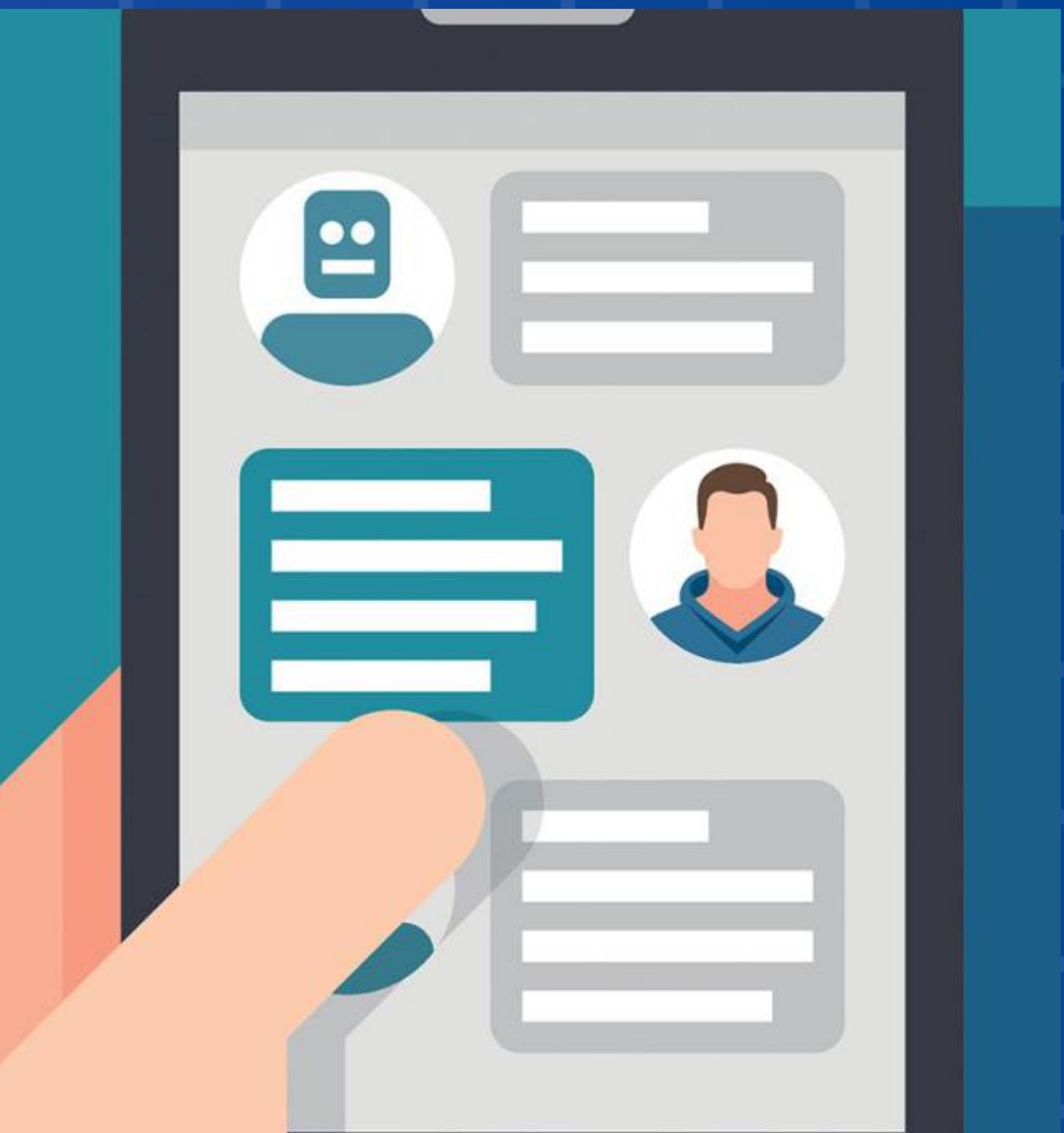
**Educational MOOC's
Complementary Chatbot.**

Edwin will interact with you

He will answer your questions and doubts.

And evaluate your knowledge

He will help assess if you learned enough.



On time answers

Better than Q&A formats, and more engaging to students

Get Some Insights

Using big data tools we can develop insights to understand what the most asked questions are to improve the curriculum.



Business Case

Increase Retention Rate

36 % of the people that feel unsatisfied with the MOOC's say that it's because of the lack of interaction with the teacher.



A:

5%

Increase in Retention

Can lead to:

75%

INCREASE IN PROFITS

Source: Bain & Co.

CHATBOT DEMO

Viability

Limitation: Requires new development for each course launched.

But...

Companies can build a general-purpose math, python, etc. chatbot.

Therefore...

Required scale for viability can be achieved.

Scaling Potential

1

40.1 % CAGR of MOOCs

Market grows from USD 4 billion today to USD 21 billion in 2023.¹

2

Global Reach

Khan Academy is available in 190 countries & 40 languages.²

3

Reverse Bot?

Use the chatbot to ask questions and assess skill levels to enhance recruiting.

4

In-company training

The market-size of the global workplace training industry is 366 billion (2018).³

¹ Source: Markets and Markets

³ Source: Statista

² Source: Khan Academy Annual Report 2018

Reinventing Public Education

ONLINE

Traditional classes and exercises are replaced by online content.

OFFLINE

Teacher focuses on interactive projects, teaching creativity, teamwork and problem-solving

MASTERY

Students aren't grouped by age, but by concept mastery.
Everyone learns at their own speed.

EQUITY

Improve education equity by tracking education outcomes across social classes, regions, ethnicities, etc.