Market Research/Competition

The target market of the mega:bit are current and potential users of the micro:bit as it is a complementary product to it. The completion in the market can be divided into direct and indirect.

Indirect: Companies offering similar products to the microbit

The products that are competitors of the micro:bit are also competitors of the mega:bit since it is specifically designed for the micro:bit. The current market alternatives to the micro:bit and how they compare to it are presented in the following table[1]:

Competitor Products	Comparison
CodeBug	very similar to micro:bit in terms of price, functionality and use of online editor for programming. This device can also be powered with a watch battery allowing it to be more compact when not connected to a computer.
Crumble Controller	a small circuit board that allows children to learn coding in a similar way to micro:bit by using the online editor.
Sphero, InO-Bot, BlueBot	much more expensive than the micro:bit and slightly different as they are programmable robots that help children learn simple coding.
LegoMindstorms	more hardware (easy software- only their platform)

Even though alternatives to micro:bit exist, the idea of creating mega:bit is unique as none of the products above can be easily demonstrated by a teacher to a class of students. As the mega:bit is complementary to micro:bit and is designed in such way to support showcase functionality of a child's micro:bit, the competition in the market is not of importance.

Direct: Other people building components/ complementary products for micro:bit

Direct competitors to the mega:bit are other individuals or companies who are building complementary products for the micro:bit, an example of which is Game Zip 64 made by Kitronik[2]. However, none of them have been designed for the same purpose as the mega:bit or satisfy the same needs for its users. Moreover, due to the lack of easy demonstration of the mega:bit for students, some teachers or other individuals have attempted to create their own mega:bit. However, they are for personal use and not available in the market.

[1] Mb4ps.co.uk. (2016). microbit alternatives – microbit for primary schools. [online] Available at: http://mb4ps.co.uk/alternatives [Accessed 10 May 2018].

[2] Kitronik. (2018). *:GAME ZIP 64 for the BBC micro:bit*. [online] Available at: https://www.kitronik.co.uk/5626-game-zip-64-for-the-bbc-microbit.html [Accessed 17 May 2018].