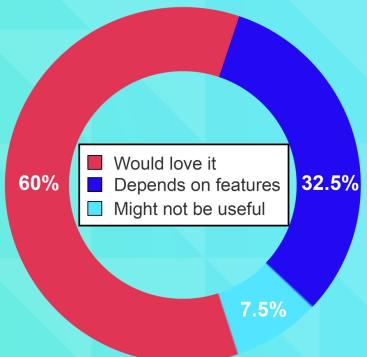


From micro:bit to mega:bit

The BBC micro:bit is a pocket-sized programmable computer that has changed the way computing is introduced and taught in schools:

- micro:bit has reached more than 5000 schools in the UK and is used by thousands of students globally.
- more than 85% of the students said that micro:bit made Computer Science more interesting and showed them that anyone can code.

While the tiny micro:bit is great for students, teachers have been searching for a better way to demonstrate students' work to the whole class. This is where the mega:bit comes in.



*Teachers' response to a larger device for teaching purposes

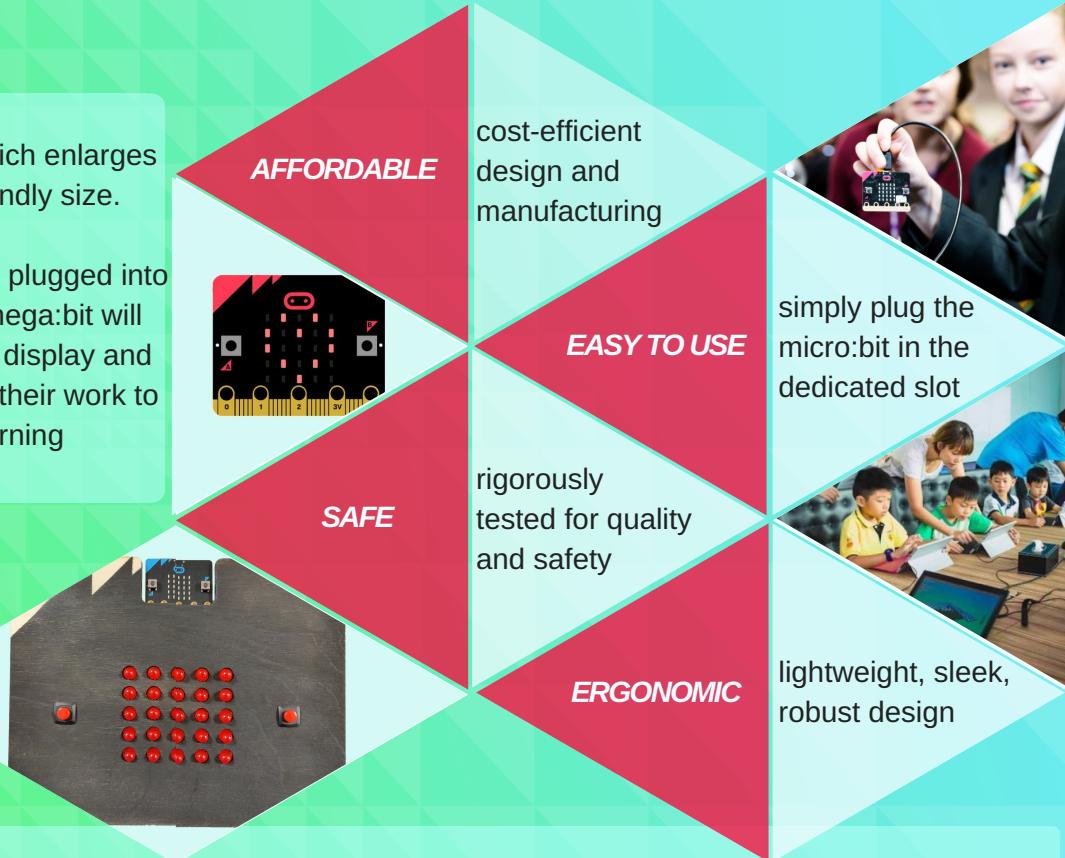
Why mega:bit?

The Product

The mega:bit is an official product which enlarges the micro:bit to a more classroom-friendly size.

A pre-programmed micro:bit is simply plugged into the mega:bit connector slot and the mega:bit will show an enlarged version of the LED display and buttons, allowing students to present their work to the class and enhance the overall learning experience for all.

Our current prototype is designed with a clean user front and all the technology hidden behind!



The Innovation

The mega:bit is a completely unique product with no direct competition in the market. Even though some alternatives to micro:bit such as CodeBug and Crumble Controller exist, none can be easily demonstrated by a teacher to the whole class. With the support of mega:bit, micro:bit can sustain its position as the top choice of teaching tool in schools.

Having been designed with the micro:bit community in mind, mega:bit completes the learning experience and strengthens the vision of engaging computing education.

How do we get there?

Mega:bit will be released in batches in the UK first. It can expand globally as the micro:bit community grows.

Unit Price

£50

Initial Volume

5000 units

Potential Market

100k units

Expected 1-2 units per school

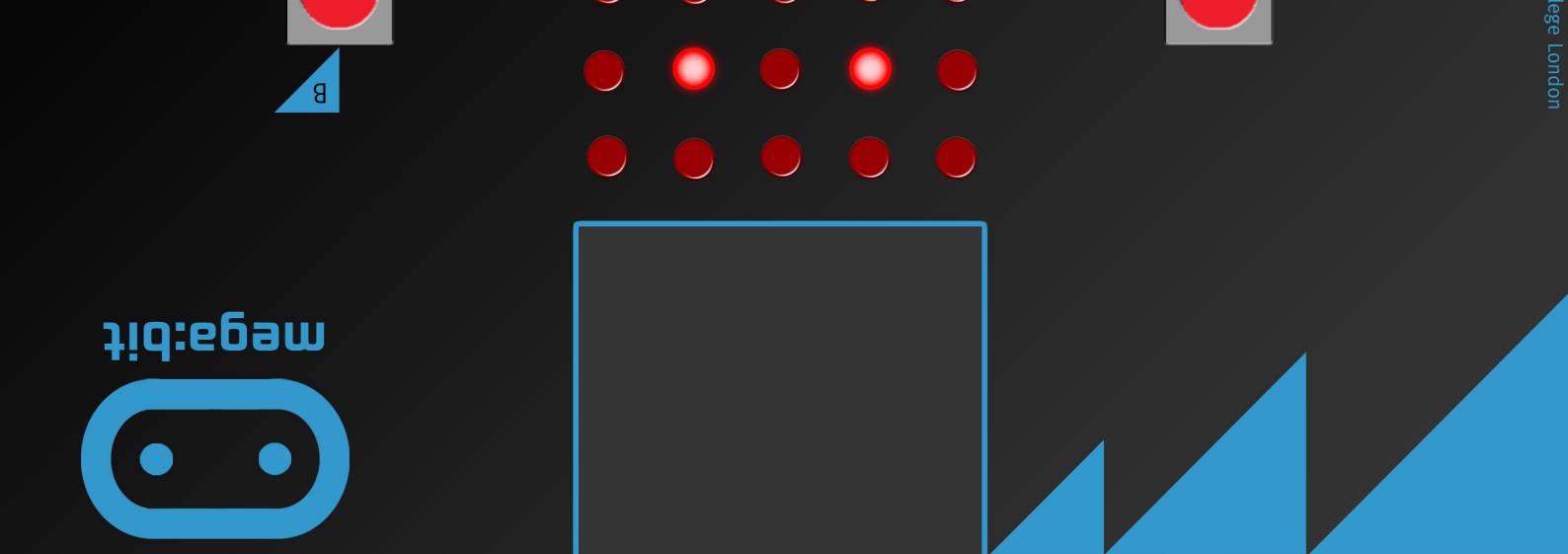
Estimated cost structure per unit



Components	£10
Manufacturing	£8
Distribution	£4
Profit Margin	£28

The micro:bit foundation will take our design to be produced and distributed by external suppliers.

The mega:bit is a financially sustainable product and with predicted growing global demand the unit cost will reduce. Potential profits will be reinvested into the micro:bit community, allowing for expansion and greater outreach.



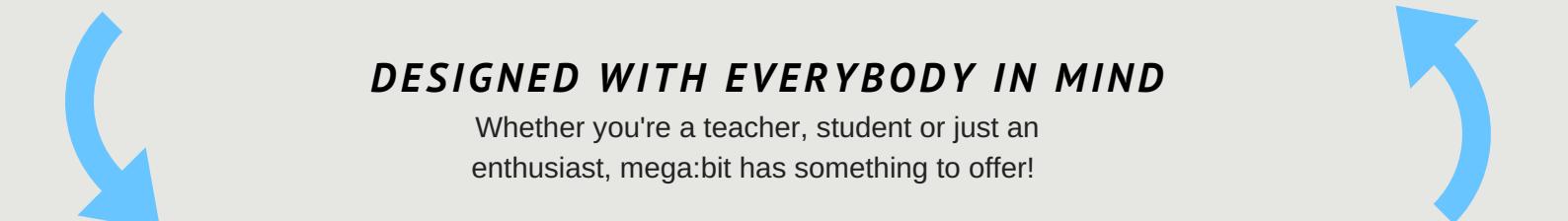
The techie part

SEAMLESS INTEGRATION



THINKING ABOUT THE BIGGER PICTURE

- No clever coding necessary, generate MakeCode as normal and the micro:bit can sense if it is plugged into the mega:bit.
- Front facing micro:bit means built in functionality such as light-sensing, accelerometer and compass operate as they would on the micro:bit alone.



DESIGNED WITH EVERYBODY IN MIND

Whether you're a teacher, student or just an enthusiast, mega:bit has something to offer!

THE POWER OF CHOICE

- The mega:bit can be powered via USB power banks and phone chargers to reduce wasted batteries which damage the environment, but the option of batteries is still there if you want it.

USING THE EXTERNAL INPUT/OUTPUT PINS? NO PROBLEM.

- The mega:bit communicates with the micro:bit via I2C, taking up no extra pins.
- Connect all of your existing sensors and peripherals to the mega:bit's easy to use banana plugs.

