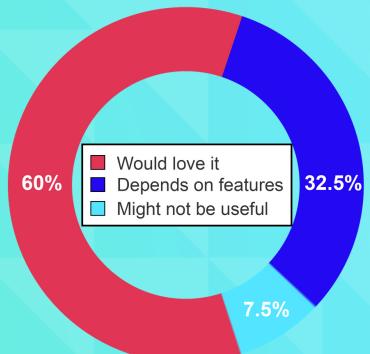


From micro:bit to mega:bit

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, the aspect of demonstrating the students' work, an integral part of teaching, is missing. This is where the mega:bit comes in.



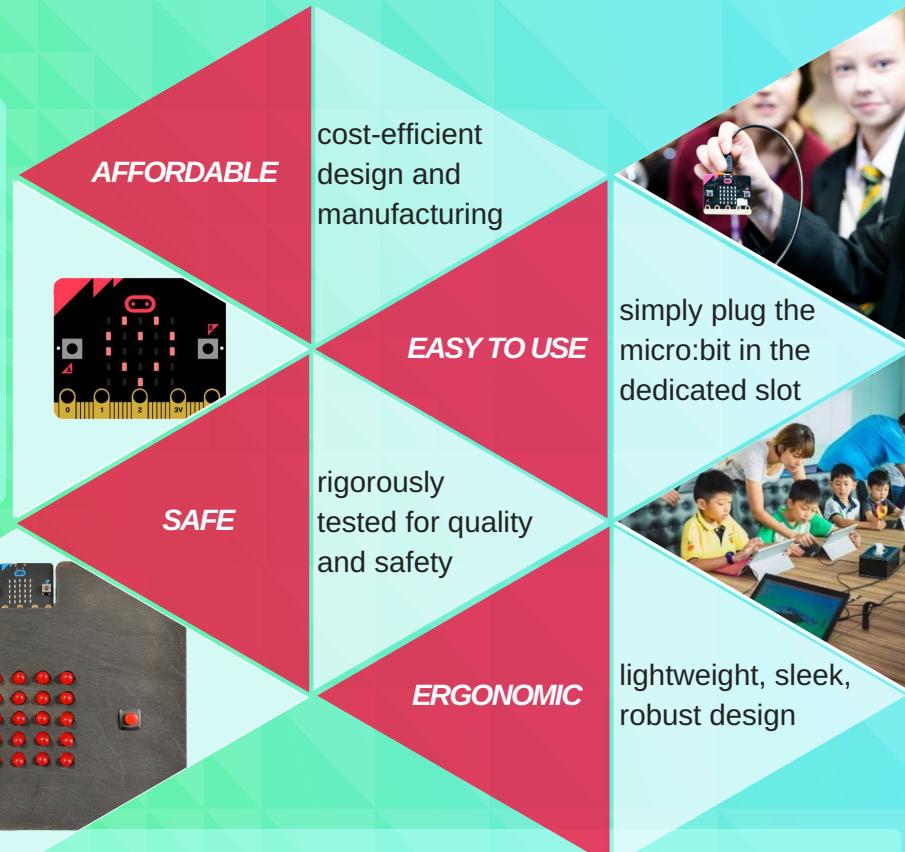
*Teachers' response to a larger device for teaching purposes

Why mega:bit?

The Product

The mega:bit is an intelligently designed teaching companion that replicates the code of any micro:bit onto the larger, more classroom friendly board. No extra coding or assembly required, simply plug in a micro:bit and watch it go.

Students can now all see their peers' work easily and communicate with their teachers efficiently, enhancing the overall learning experience.



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?

Being part of a not-for-profit organisation, mega:bits will be sold at reasonable price with small profit margins.

Unit Price	Number of Units	Potential Market
£50	5000	100k

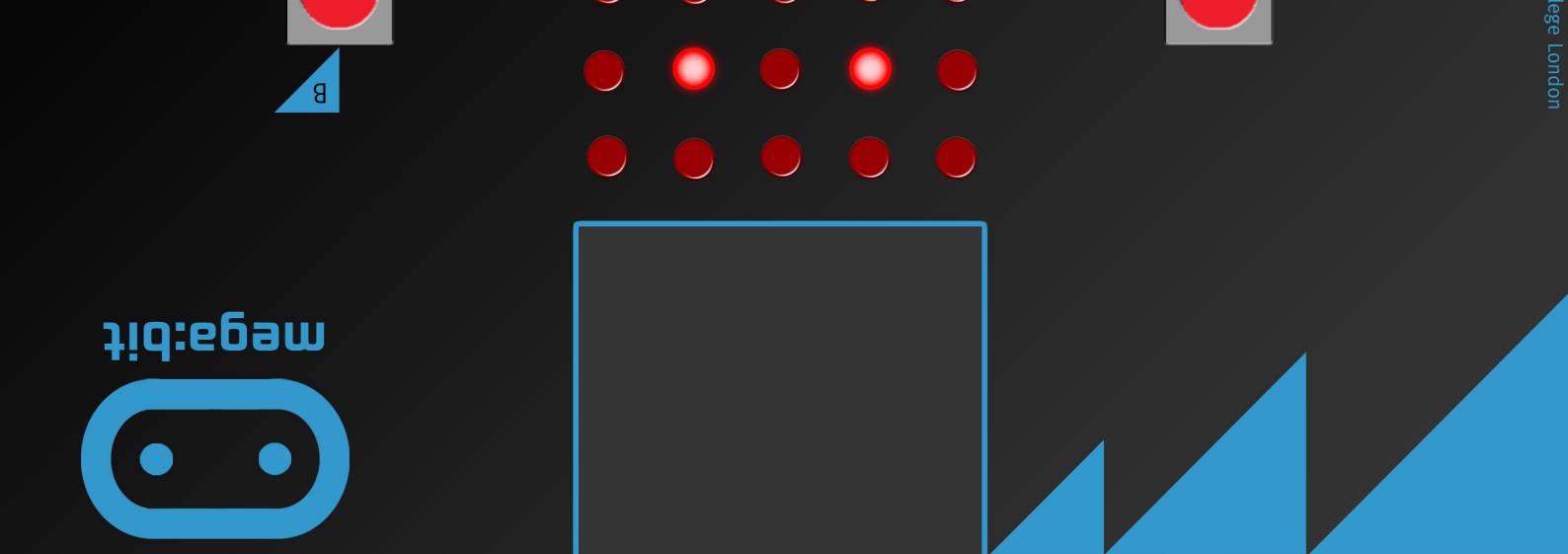
Depending on their size, schools would purchase one Mega:bit per 5 classes to be shared.

Cost Structure



Components	£15
Manufacturing	£28
Distribution	£5
Total Cost	£48
Profit Margin	£2

The above financial analysis shows that mega:bit is a sustainable product in the first release. With expansion of the micro:bit community globally, the units costs will be reduced due to economies of scale and there is great potential to reap substantial profits in subsequent releases. The profit can be used to fund enhancements such as specialised units for disabled students and free distribution in low income settings such as refugee camps in Greece.



The techie part

SEAMLESS INTEGRATION

- No clever coding necessary, generate MakeCode as normal and the micro:bit can tell 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.

THINKING ABOUT THE BIGGER PICTURE

- Large super bright LED matrix for viewing in all light conditions from anywhere in the classroom
- Efficient use of copper - saving the environment and your money while we're at it.
- Works out of the box, minimising setup required making the product accessible to everyone the world over.

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, this means you can still use all your sensors and peripherals with the mega:bit!

