

Product Analysis: Teacher Command Center

Executive Summary

The Teacher Command Center (TCC) is a specialized productivity suite for educators, moving beyond a simple gradebook into a data-driven "Assistant" role. By integrating AI-driven narrative feedback and curriculum-specific grade curving, TCC solves high-friction administrative pain points that general-purpose tools (Google Classroom, MS Teams) ignore.

Market Positioning

- **Niche:** International School Teachers (IGCSE, A-Level, IB, AP).
- **Category:** Classroom Management & Assessment Analytics.
- **Value Proposition:** Saves ~15 hours of administrative labor per month during peak reporting seasons.

Competitive Advantages

1. **Mathematical Accuracy:** Built-in logic for exam board boundaries reduces human error in "raw-to-scaled" score conversion.
2. **Contextual AI:** Unlike ChatGPT, which requires a prompt, TCC uses its internal database (grades + attendance) as a "Grounding" source for AI, resulting in more accurate and less "generic" student feedback.
3. **Low Friction Onboarding:** Excel import capabilities address the primary barrier to entry for teachers with existing data.

Revenue Potential

Phase 1: Individual Pro (\$7/mo)

Target: Tech-savvy early adopters paying out-of-pocket. *Feature Gate:* AI generation limits, custom exam board creation.

Phase 2: Departmental Licensing (\$49/mo)

Target: Subject Leads (e.g., Head of Science). *Feature Gate:* Shared Snippet Bank, standardized curving presets for the whole team.

Critical Risks

- **Data Compliance:** GDPR/FERPA compliance is mandatory for institutional adoption.
- **Integration Debt:** Dependency on Supabase and Gemini API costs must be monitored as the user base grows.

- **Data Siloing:** If users cannot easily move data back into their school's primary LMS (PowerSchool, ManageBac), churn will be high.

Immediate Recommendations

1. **Privacy Tiering:** Implement a "Pseudo-Anonymous" mode where students are identified by initials/ID only to bypass strict school data policies.
2. **Curving API:** Offer the curving engine as a standalone utility to capture users who aren't ready to move their whole gradebook.
3. **Community Snippets:** Allow teachers to share code snippets or rubric comments publicly, creating a "network effect" within the platform