There are teachers which are more easily taking new technologies into use, but there are also those who keep the old fashion way of teaching. The challenge is how to persuade those teachers eventually adopt our new PLE.

How to organize the whole selling process? To whom we should do it? On whom to concentrate (early adopters?)? To whom describe benefits? What materials to demonstrate?

Why ppl want to use our new PLE? (teachers perspective)

Why students would like to use our system?

Develop own theory

Read papers

Meeting every two weeks

What problems teachers have now

Include point from change management. The idea here is so that even after you sell the product, the job is not done. What you want to happen is the actual usage of your product and the more people will use (more schools will use it) the more new members will come (network effect, IISI model of Tuunanen). So to make it happen, aspects from change management should be taken into account (like communicating about change everywhere, work closely with those ppl in company who has authority etc.)