



# InteracTeach



Welcome to InteracTeach's exposition. Here we'll see how was our work this deliverable.

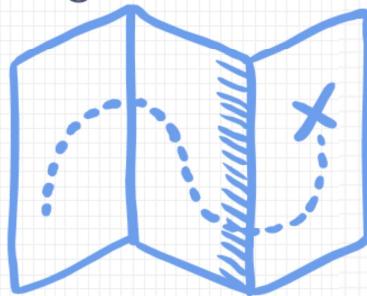


This slide is kept for our promotional video, which is located at our main page:  
[www.interacteach.tk](http://www.interacteach.tk)

## Our Path Today

- ✗ MVP & Business Idea
- ✗ Team
- ✗ Viability
- ✗ Future Planification
- ✗ Marketing Plan & Budget
- ✗ Conclusions

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This is the path we're going to follow during the presentation. First we'll talk about our MVP and the business idea of our project. Next, we'll introduce our team. After that, we'll see the viability of our project. Then, we'll see our plans for the future of it. Next, our marketing plan and our budget for the project, and finally we'll say some conclusions of the whole project.

# MVP & Business Idea



First, we'll start seeing the main features of our idea and our business.

## Business Idea: Demo

[www.interacteach.tk](http://www.interacteach.tk)



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To show how the system works today and how can we get money with it, we've put a link in which everyone can see our project, and also we've created a demo, showing our two main money sources: Licenses and interactive exercises' purchase.

Demo (Investor): <https://www.youtube.com/watch?v=SO9AnBQ2fhg>

Demo (Programmer): <https://www.youtube.com/watch?v=6k1peOpi0hI&feature=youtu.be>

Paypal's credentials for a school: schoolCC@hotmail.com / climbcodeISPP2018

Admin Account: administrador / climbcode

## Business Idea



Schools buy licenses



Interactive  
Schools buy exercises

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As we've seen in the demo, the first way we earn money with our project is selling licenses to schools. These licenses would be active for a year and would allow the schools and academies to make use of the full platform for an entire academic year, renewing it each one to keep the services. Also with the license, schools and academies would have access to an amount of starting exercises that can be increased by buying more exercises.

The second way we have for having a profit is selling exercises. Interactive exercises have a buying price, which is payed for the schools and academies in order to increase the amount of exercises they have access to.

## Business Idea: Licenses

SIZE	USERS	INCLUDED EXERCISES	PRICE
BASIC	60	20	200€/y
MEDIUM	200	50	550€/y
LARGE	500	75	700€/y
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Then, we can order the different kinds of licenses we offer by the amount of users allowed to register and the number of starting exercises the client could access at first. That would lead us to these standard sizes of licenses, with their associated price. Also, in case of not finding a suitable size for him/her, the client can always contact us in order to negotiate a suitable size and price of license for both of us.

## Business Idea: Exercises

**PayPal**



25% →



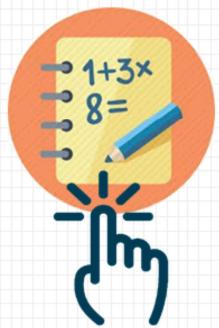
75% →

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Programmer gets money

For the purchase of interactive exercises, each one will be worth € 4 for the school. A 75 percentage goes to the programmer, acting as a motivation for possible content creators for the platform, and a 25 percentage is kept for us.

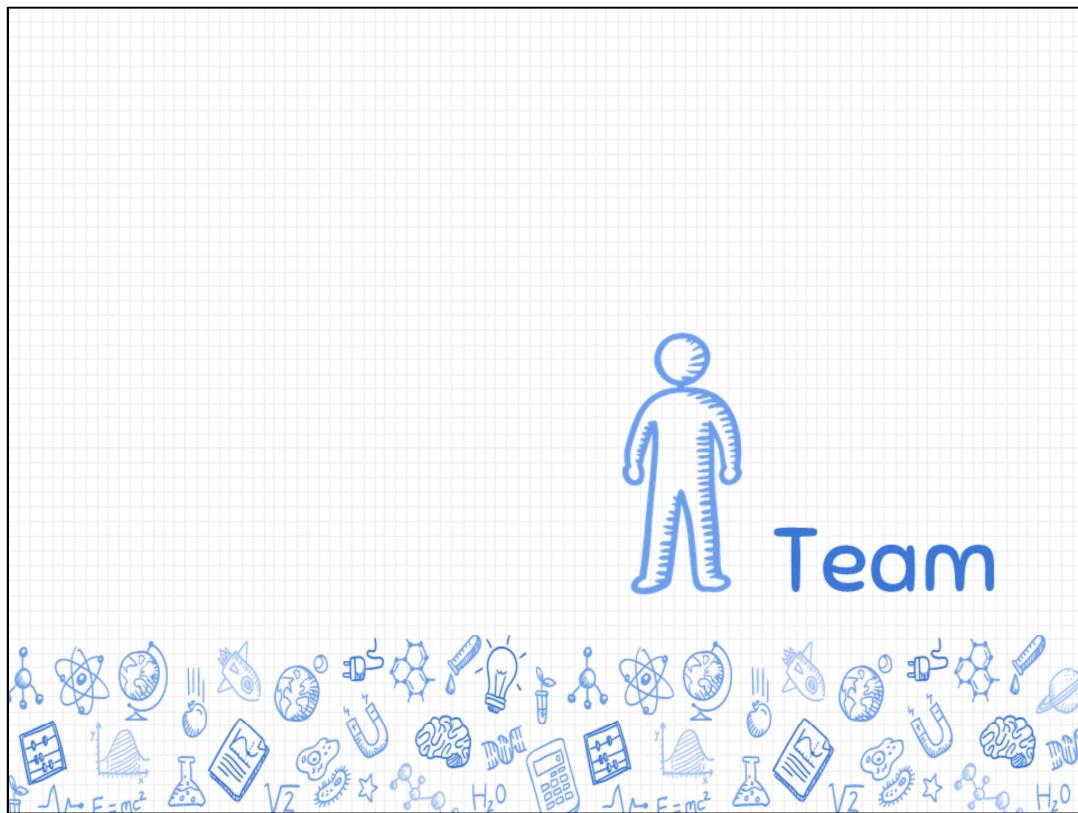
## MVP



Interactive Transactions Licenses

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Finally, in terms of features that our platform offers, our project's final version offers all the ones we had as our MVP: Our interactive exercises' system, allowing it to create and save them on our platform, our transactions' system, allowing to buy and sell interactive exercises and letting programmers get their money from the purchases of the exercises, and the possibility of customizing the licenses related to schools.



You've seen our product. Now, the team behind it.

# Team (I)

MEMBER	ROLE	CORE SKILLS
 Alejandro Román Rodríguez	Project Manager	<ul style="list-style-type: none"><li>• Team management</li><li>• Scrum</li><li>• Requirements analysis</li></ul>
 Álvaro Domínguez Núñez	Business Manager	<ul style="list-style-type: none"><li>• Marketing</li><li>• Scrum</li><li>• Requirements analysis</li></ul>

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Alejandro Román Rodríguez is our Project Manager. He has previous experience in team management and Scrum. He also has knowledge about requirement analysis, which is essential for the project.

Álvaro Domínguez Núñez is the Business Manager. He's the designer of the piloting plan, due to his marketing knowledge.

## Team (II)

MEMBER	ROLE	CORE SKILLS
 Miguel A. Baños Carretón	Front-End Developer	<ul style="list-style-type: none"><li>• JavaScript</li><li>• Ajax</li><li>• Bootstrap</li></ul>
 Alejandro Garrido Resina	Front-End Developer	<ul style="list-style-type: none"><li>• Bootstrap</li><li>• Web Design</li><li>• JavaScript</li></ul>

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Miguel Ángel Baños Carretón is one of our Front-End Developers. He has skills in JavaScript and Ajax and he's one of the designers of the interactive exercises' system.

Alejandro Garrido Resina is another of the Front-End Developers. He has previous experience in web design and he has knowledge about Bootstrap and JavaScript.

## Team (III)

MEMBER	ROLE	CORE SKILLS
 Andrés Fernández Alés	Back-End Developer	<ul style="list-style-type: none"><li>• Deployment Tools</li><li>• Django</li><li>• PostgreSQL</li></ul>
 Álvaro Sánchez López	Back-End Developer	<ul style="list-style-type: none"><li>• Django</li><li>• DB Design</li><li>• PostgreSQL</li></ul>

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Andrés Fernández Alés is one of our Back-End Developers. He's responsible for the deployment of the application and he has knowledge of Django and PostgreSQL.

Álvaro Sánchez López is another of our Back-End Developers. He is the database designer and he has previous experience in Django Framework.

## Team(IV)

MEMBER	ROLE	CORE SKILLS
 Jesús Sosa Sánchez	Back-End Developer	<ul style="list-style-type: none"><li>• Deployment Tools</li><li>• Django</li><li>• PostgreSQL</li></ul>

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Finally we have Jesús Sosa Sánchez, Back-End Developer. He has knowledge in deployment tools and Django Framework.

# Viability



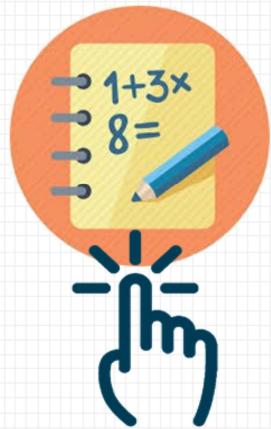
Now that we know the whole idea behind InteracTeach, let's talk about its viability.

## Competitors & Us

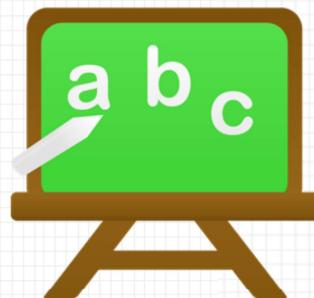
PRODUCT	INT. EXERCISES	EXPLANATION OF EXERCISES	ADAPTED TO EDU. CENTRES	MULTIPLE DISCIPLINES
 ClassDojo	✗	✗	✓	✓
thatquiz.org	✓	✗	✗	✗
 kaggle	✓	✓	✗	✗
 iDoceo	✗	✗	✓	✓
 16	✓	✓	✓	✓

In order to know how viable our project is, we've studied many competitors. In this table we can see the main ones. As we see, too, not all of them have interactive exercises to help teaching, and almost none of them explains their exercises, in case that they have. Also, we're one of the few education-oriented platform, because our competitors, even if they do it too, are more focused on academical management instead of teaching.

## Differential fact



+



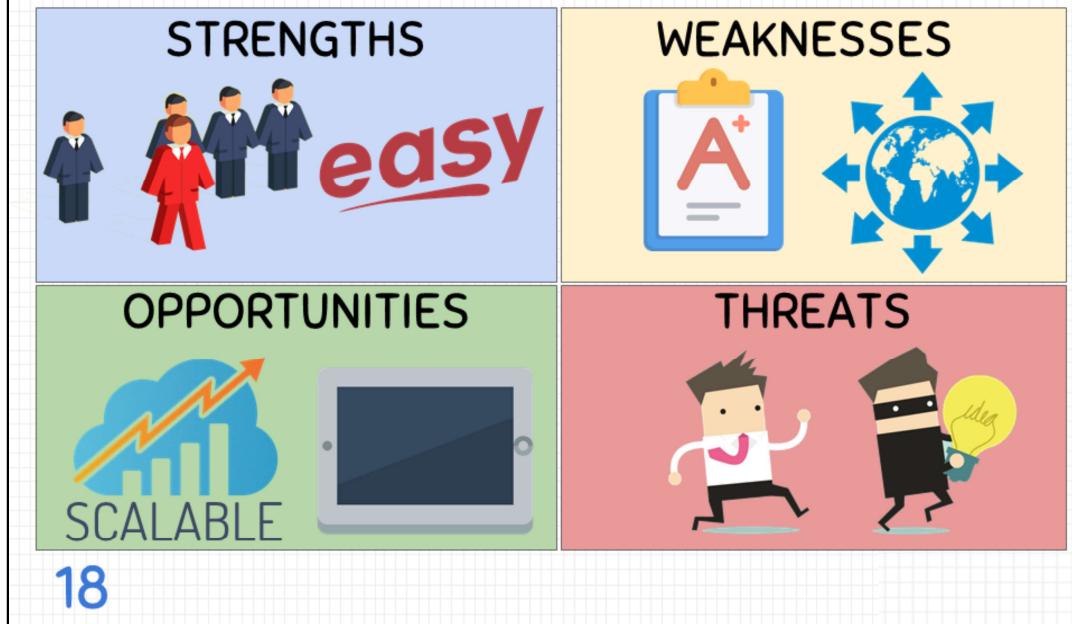
Explanation

Interactive

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So, as a clarification, what makes us different from the other products and platforms is that we have a new way to help teaching, doing it through our interactive exercises. But why would they buy us? It's simple. We not only have those interactive exercises, but also we explain how are they done step by step, which is the key feature that made our users interested and eager to choose us rather than our competitors.

# SWOT



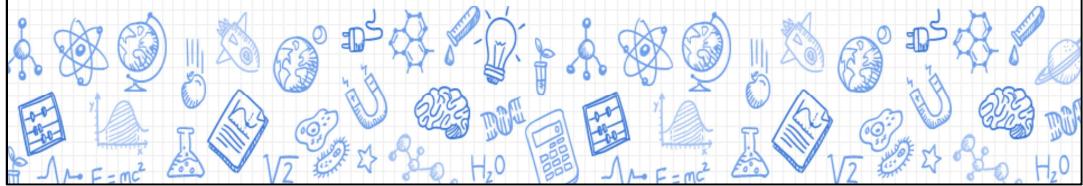
Also our viability is seen in this SWOT matrix. There, we can see our project's strengths, which are the big difference between us and our competitors as we've seen in previous slides, and how easy is the platform to use.

About or weaknesses, we find that it would be hard to expand to other markets, because our product is too focused on the educational sector. Also, teachers aren't able to correct their exercises, which could make our users fall slightly.

Speaking about the opportunities, we have that it would be possible to jump to another platform different from the computers, for example tablets, which would increase the amount of clients we could get regarding the extension of the usage of tablets in teachers. The other opportunity is that it is also possible to add new features to our product, which would make us fulfill more of our client's needs.

And last, the threats that our project has to face are two: The fact that our competitors could take our idea and use it on their products, making competence harder for us.

# Future Planification



Now it's time to talk about our short-, mid- and long-term goals. That is where we imagine InteracTeach can be in the future.

## Short - term goals (1-2 years)



+40 schools

Public Admin. Advertising

+50 program. negotiation

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In the short-term (1-2 years), our objective is reach at least +40 schools (schools and academies) and + 50 programmers who create the interactive exercises in our platform. On the other hand, we want to expand InteracTeach by the public sector but it's difficult since the administration public controls over the budget of the schools, for this we foresee constant negotiations while the platform's growing and until public administration sees our potential and benefits we've got in the private sector. Finally, we want to increase our advertising plan in order to reach more potential clients.

## Mid-term goals (3-6 years)



Public  
sector



Users x2-3



Meetings

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In the mid-term (3-6 years ahead), we want to have an agreement with the public administration and that the platform be used in the public centres. That would facilitate our second objective: doubling the number of users who use our platform. Finally, we also want to expand our business giving some talks or conferences.

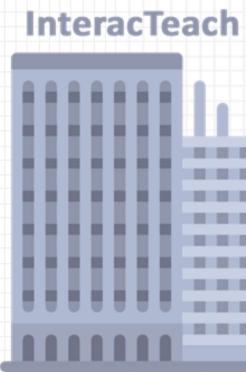
## Long-term goals (+ 7 years)



Expansion



Hire new  
people



Open offices

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And what about long-term? That can sound ambitious but we trust in the chain effect so we expected to expand our business nationally and internationally, hire new people to expand and support our system and open some offices for working.

# Marketing Plan & Budget

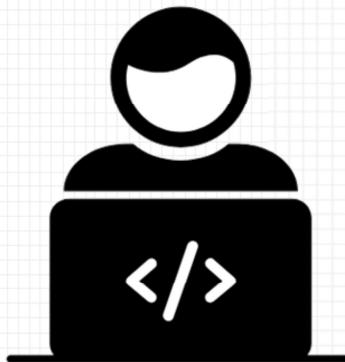


Now we'll talk about our marketing plan.

## Marketing Plan: Focus



SCHOOLS



PROGRAMMERS

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Our platform is focused in two main groups of users: The first is formed by independent programmers (professional or not) between 18 and 35 years from Spain, with superior studies and interested in software, engineering and development.

The other one is educational centres, formed by an adult public from spain between 30 and 65 years, with superior studies and interested in education, teaching or academies.

## Advertising Plan: Budget

Budgeted: €4150

Invested: €4310



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To successfully reach both groups, we budgeted at the beginning of the project a total of €4150 in matters of advertising. From that amount, we've spent a total of €4310, €160 more than expected.

## Mark. Plan: Banners (Teachers)



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A first approach in order to do this advertising plan is the creation of advertising banners. As we see, we've created one for teachers...

## Mark. Plan: Banners (Programmers)



Another one for programmers, in which we show how can they benefit from collaborating with us...

## Marketing Plan: Banners (Investors)

EARNING MONEY WITH  
REVOLUTIONARY  
TEACHING

**InteracTeach**

WWW.INTERACTEACH.TK



Banners: €114

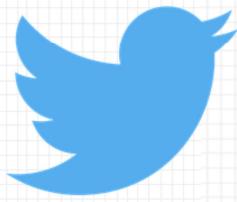
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And one last for investors. The banners we've used are these ones, and we've spent a total of €114 in their creation.

Banners:

- [https://image.ibb.co/kpmUdJ/Interac\\_Teach\\_Inversor\\_4.jpg](https://image.ibb.co/kpmUdJ/Interac_Teach_Inversor_4.jpg)
- [https://image.ibb.co/g9qfJJ/Interac\\_Teach\\_escuela\\_5.jpg](https://image.ibb.co/g9qfJJ/Interac_Teach_escuela_5.jpg)
- [https://image.ibb.co/d0V85y/Interac\\_Teach\\_programador\\_2.jpg](https://image.ibb.co/d0V85y/Interac_Teach_programador_2.jpg)

## Marketing Plan: Social Networks



@interacteach

€3000

@interacteach

€473

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We've also decided to start advertising ourselves in social networks. In order to do so we've created and managed our accounts in Twitter (@interacteach) and Facebook (@interacteach), and spent €3473 in the placement and maintenance of our advertising campaign with our banners. We decided to invest more money in facebook because we know that we can reach a higher amount of programmers and teachers there.

## Marketing Plan: Meetings



Marketing Meetings: €160

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The third approach was the realization of advertising meetings with schools, showing them our project and trying to get as many new users as possible. We've spent a total of €160 in this area.

## Marketing Plan: Promo



Promo: €560

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And finally, we've created a promo which is placed in our main website, as an advertise and a way to get more users. We've spent on it a total of €560. The video is located in our main page: <https://www.interacteach.tk/>

## Budget: Possible financing



Own



Banks



Family, Friends  
& Fools

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In order to achieve the completion of our project, we need to start looking for money. We have a few possibilities: using our own money and effort to advance in our project, the 3Fs (Family, Friends and Fools) or financing with loans from banks.

## Budget: Bank financing

**BBVA**



**€10.000**

**€9.600**

**€100.000**

**33**

We have checked the possibility of using a loan to get money. These are three options we have found:

1. BBVA: lets you choose the amount. Aiming for €10.000 and return in 60 months it would cost €202 monthly for a total of around €12.350. Seeing that it is highly customizable and the interests aren't too high, seems like a nice option.
2. Caixa: A 9.600€ loan, which would cover our expenses and the return would be in 48 months (14.000€)
3. Sabadell BStartup10: 100.000€. That is indeed a great sum of money, way over our expenses. It also come with a backing from Sabadell, a help to develop the project. Unfortunately, the requirements are high and they only invest in 10 startups every year. (Para optar hay que estar constituido como empresa, una participación social del capital...)

## Budget: Own financing



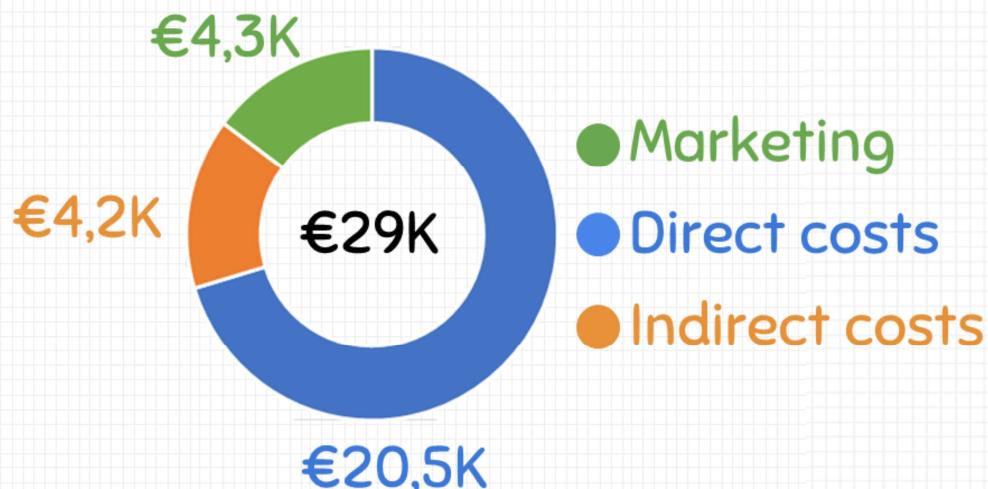
€8.000

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After checking that our expenses wouldn't be too high (without taking into account the costs of personal) we have opted to collect money between the members of the project, totalling on €8.000.

This amount would suffice to cover the expenses up to the 6th month. At that point the income would be enough to maintain the project, and we would get to the break even point at the 7th month.

## Budget: Current

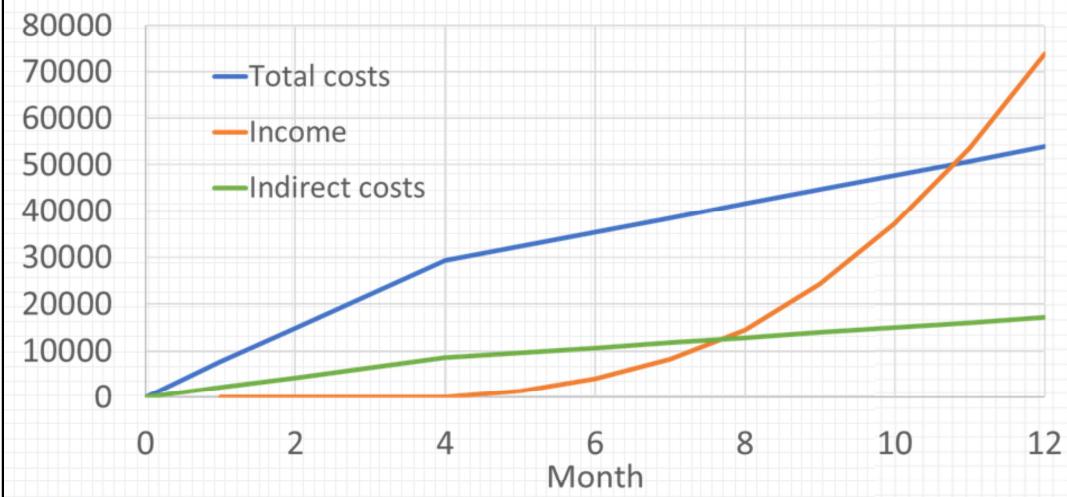


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As we can see here, most of our expenses come from direct costs, that is, paying the project members. If we only focus on the marketing and indirect costs, the amount of money we managed to collect is just enough to keep the project afloat until we start to make profits, at which point we can take the “luxury” of starting to earn money.

## Budget: Estimate

Money (€)

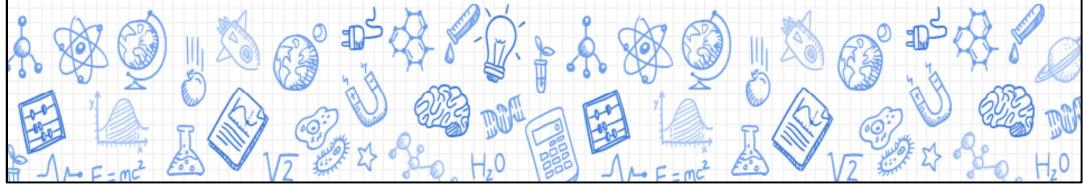


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As we see here, accounting with the expenses, including the costs of our workers, considering an increase of licenses bought, with the consequent exercise exchange, we would reach the breaking point around month 11. If we don't consider the costs of our work, we get it much sooner, around month 8.

Considering this, and the gross of our expenses (hosting, marketing...) can be paid monthly, we have considered on relying on our own budget. Should we new an extra influx of funds, we would make use of the Caixa's loan to keep going, as it provides a reasonable amount of money with nice conditions.

# Conclusions



Finally, we'd like to show some conclusions about our whole project

# Conclusions



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At this point, the team is very involved into the project, and also is implicated in working without any remuneration until the project reaches its breaking point, apart from the total investment of €8000. We've spent a lot in the development of this work. We've put all the meat we had on the spit and we're very proud of what we've done, but there's still work to be done to achieve the success we're hardly looking for.



And that's the end of our presentation! Thank you for watching, and if you have any doubt you can contact me at [alvdomnun@alum.us.es](mailto:alvdomnun@alum.us.es).