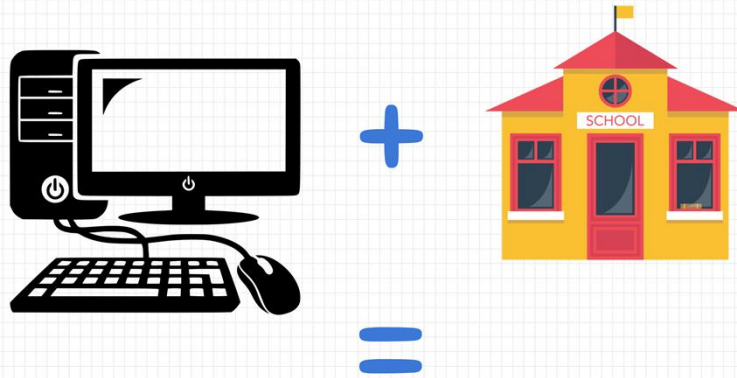Welcome to InteracTeach's exposition. Here we'll see how was our work this deliverable.

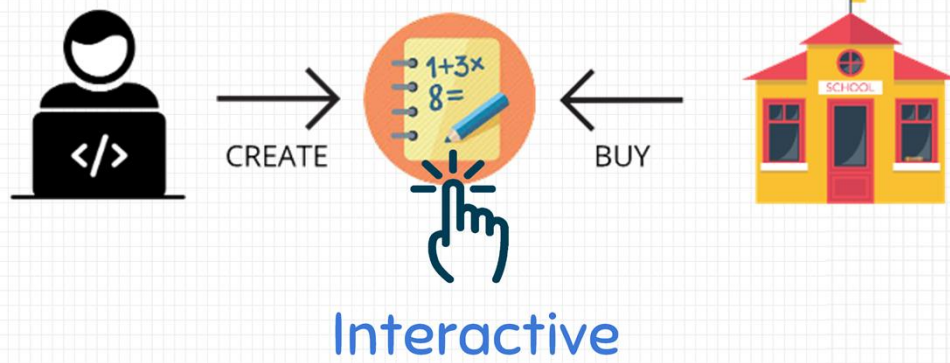This slide is kept for our promotional video, which is located at our main page: www.interacteach.tk

As we've seen in the promotional video, our web platform, InteracTeach, acts as a supporting tool for teaching subjects at schools with the help of software.
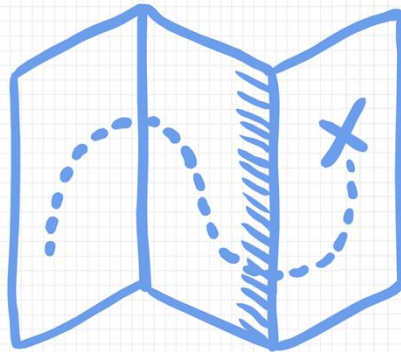
How do we grant this support? Simple, by interactive exercises, a better version of the original paper exercises made by independent programmers. Those exercises are bought by schools in order to increase their content catalog they have for supporting their subjects.

This is the path we're going to follow during the presentation. First we'll talk about our project's final version, then we'll see a demo with our business and finally we'll see our advertising plan.

First we'll talk about or project's final version.

Completed: MVP

Transactions

Interactive

7   Licenses

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.

Now we'll see our business demo.

Business Demo

www.interacteach.tk

9

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=njbkqdJylW
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

Advertising Plan

Now we'll talk about our advertising plan.
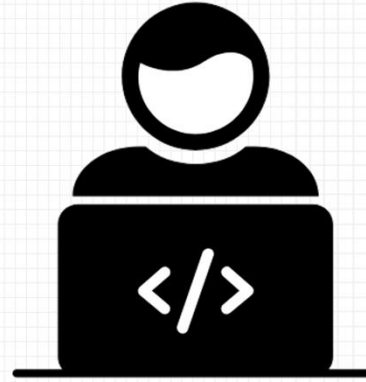
Our platform is focused in two main groups of users: The first is formed by independent programmers between 18 and 35 years from spain, with superior studies and interested in software, engineering and development.

The other one is private 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: €4250

12

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 €4250, €100 than expected.

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

Adv. Plan: Banners (Programmers)

•WANTED•

FOR PROGRAMMING SKILLS IN JAVASCRIPT

JS

REWARD: 3.00 €/SALE

WWW.INTERACTEACH.TK

14

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

And one last for investors. The banners we've used are these ones, and we've spent a total of €57 in their creation.

Banners:
- https://image.ibb.co/mZB6BJ/Make_teaching_fun.png
- https://image.ibb.co/c8kzWJ/interac_Teach.png
- https://image.ibb.co/hYbjyy/Brown_Paper_Western_Wanted_Poster.png
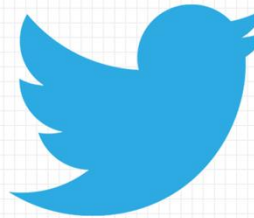
We've also decided to start advertising ourselves in social networks. In order to do so we've created and managed our accounts in Twitter (@interacteach) and Facebook (@interacteach), and spent €3473 in the placement and maintainance of our advertising campaing with our banners.

We decided to invest more money in facebook because we know that we can reach a higher amount of programmers and teachers there.

Advertising Plan: Meetings

Advertising Meetings: €160

17

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.

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/

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.