# Upgrades report

# InteracTeach (18/05/18)

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

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| CONTENT | |
| ✓ | Shorter application video. |
| ✓ | Separate video contents for different roles. |
| ✓ | Show the income soon in the demo. |
| ✓ | Change the application name for a better defining one. |

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| ADVERTISING | |
| ✓ | Focus on private schools. |
| ✓ | Ask public schools to buy the application for €0. |
| ✓ | Segment target audience for the marketing campaign. |
| ✓ | Show the advertising means (Social networks, …) |
| ✓ | Show the advertising elements. |

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| FORMAT | |
| ✓ | Short presentation (5 min) |
| ✓ | Improve effective start. |