# Upgrades report

# InteracTeach (01/06/18)

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

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| CONTENT | |
| ✓ | MVP revisited and detailed description of work team |
| ✓ | Viability study: Competitors and SWOT. |
| ✓ | Short, medium and long-term plans. |
| ✓ | Update of the marketing plan. |
| ✓ | Cost, financing and breaking point analysis. |
| ✓ | Update of conclusions. |
| ✓ | Emphasis on why the client should buy our services. |
| ✓ | Update financing sources. |
| ✓ | Add slide with the costs of the project. |

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| ADVERTISING | |
| ✓ | Shorten promotional video. |
| ✓ | Correct/modify banners. |
| ✓ | Update promotional video. |
| X | Use LinkedIn and StackOverflow to find programmers.  The work team has rejected this idea, as they consider it is too restrictive on the target public and means, as these platforms focus on professionals and our platform seeks to find programmers that look for an additional activity. |
| X | Show the business model in the promotional video.  The work team has rejected this feedback for lack of resources. |

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| FORMAT | |
| ✓ | Standard presentation length (15min.) |
| ✓ | Improve effective start with the new promotional video. |
| ✓ | Refer to the exercises in the licenses as “included exercises” instead of “free exercises” |
| ✓ | Reorder the firsts slide to show earlier how we earn money. |
| X | Customize the schools experience modifying the colors and logos shown.  The work team has rejected this feedback for lack of resources. |
| ✓ | Reorder the 5th slide to respect reading order. |