Form B

**MIT School of Engineering**

**Department of Computer Science and Engineering**

**Viability Analysis Report**

(Filled by student and verify by guide)

**Date: 02/11/2023**

**Class: SY CSE-10**

**Project Group ID:07**

**Project Title:** Kidectual app

**Project Title Evaluation Parameters:**

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| **Sr. No.** | **Parameters** | **Description About Project** |
| 1. | Business Ideas and Implementation from project Marks(10) | Online educational platform: Kidtellectual could be an online platform where kids can access interactive lessons, games, and activities that teach them about digital citizenship and safety. The platform could be subscription-based, with different tiers offering different levels of access and features.  Kidtellectual could also partner with other organizations, such as schools, libraries, and museums, to offer its educational content and resources. |
| 2. | Market Survey (competitors, substitute products, potential market, etc.) Marks(10) | The market for educational field is quite big and huge. But the only thing that makes the difference is the “content you provide and the quality you maintain”. By providing the best education for todays generation will lead for the best outcome in the future. |
| 3. | Market Acceptability of Product Marks(5) | The market acceptability of Kidtellectual's educational app is high. This is due to the following factors:   * The app is designed to address a real need: helping kids become more informed and responsible digital citizens. * The app is based on sound educational principles and research. * The app is engaging and interactive, which will appeal to kids of all ages. * The app is targeted at a large and growing market: parents, educators, and schools |
| 4. | Emerging Trends about Project and Product Marks(10) | The emerging trend of personalized learning, gamification, and collaboration in digital education is changing the way kids learn.  Personalized learning uses technology to tailor the learning experience to each child's individual needs and interests. This can be done through adaptive learning software, which adjusts the difficulty of the material based on the child's performance, or through individualized learning plans, which are created by teachers or parents to meet the child's specific learning goals.  Here is a short example of how these trends could be applied to Kidtellectual's educational app:   * Personalized learning * Gamification * Collaboration |
| 5. | Income Generation ideas through Project Marks(5) | Here are some income generation ideas for the Kidtellectual educational app:   * Subscription fees * In-app purchases * Advertising * Partnerships * Data licensing |
| 6. | Project Profitability Marks(5) | The profitability of the Kidtellectual educational app will depend on a number of factors, including the following:   * The number of users: * The cost of developing and maintaining the app * The competitive landscape |
| 7. | Cost Benefit Analysis Marks(5) | Costs:   * Development costs * Marketing and advertisement cost * Ongoing maintenance and support costs   Benefits:   * Subscription revenue * In-app purchase * Advertising revenue |
| 8. | Any Other Point |  |
| **Remark:** | | |

Commercial Feasibility of project is evaluated based on the above parameters.

**Project Approval Status:** Approved / Not Approved

(Name & Designation of Examiner)

Signature with Date.