

## Question & Answer

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### Product/ Idea:

#### Q1. What is the problem you are trying to solve?

A report by KPMG estimates that by 2021, the online education market in India is going to be around \$ 2BN. The learning experience still has full of distractions. Also, the attention span of youth is decreasing continuously. So to improve the learning experience, the online education websites should have a mechanism to monitor and measure the attention span of the learners in the online sessions.

#### Q2. How does your idea address the problem?

Our proposed solution is a browser extension that measures the attention score of the learner on the basis of several parameters like facial expression, background noise, other activities in his laptops and participation during the online session and provides a complete report to the instructor as well as to the learner. We will give pop-ups when the learner is inattentive or in case of sub-optimal participation. Also, our extension will also monitor the type of stuff on which he/she is paying more attention. It will serve as a feedback for both instructors and learners.

#### Q3. Who are the target customers?

Our target customers are all the online learning hubs and MOOCs (Massive Open Online Courses) such as Great Learning, Udemy, Coursera, Open-Edx, etc.

#### Q4. What makes your idea unique?

To the date, best of our knowledge, any of the online learning sites or MOOCs don't have such type of mechanism which monitor and measure the attention span of the learners.

#### Q5. Do you have any revenue generation models?

Yes, we can generate revenue from websites like Udemy, Coursera, etc.

#### Q6. What are the geographies, do you think the idea would be suitable for?

It is suitable for students and online course instructors throughout the world.

**Q7. What are the risks associated with your idea and how can you mitigate it?**

No such major risk is involved in our final product. The only major risk with our project could have been the exploitation of the hardware consent that we have asked from the user. This consent could be used by a person to exploit the camera and microphone usage of another person through our platform. But this problem will be handled by our final product which will be a chrome extension. We are calculating our parameters on the user side (individually for each user) and then sharing the parameters over the network through our extension. Thus there is no case of data theft as the server doesn't get access to the camera or microphone or any other hardware that we are using.

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**Intellectual Property Assessment:****Q1. Is your idea patentable or patented?**

To the date, best of our knowledge, any of the online learning sites or MOOCs don't have or had tried such type of mechanism which monitors and measures the attention span of the learners. The proposed solution is original and we can have a patent for it.

**Q2. Is your idea built existing work? If so how is it different?**

No, as per the best of our knowledge there is no such type of work exists for online learning. It's totally unique.

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**Prototype/ Proof of Concept :****Q1. What is the nature of the prototype/ proof of concept, you would be able to submit?**

We are a mechanism that can either be converted into a browser extension or the website could integrate our source code into their website. Currently, we have developed a small website that integrates our original source code into its javascript file.

**Q2. Have you completed pilot tests for your prototype/POC? If so please share.**

Yes, we have completed the first test for our prototype. We

**Q3. What is the approximate cost of developing the prototype?**

Our proposed solution is completely software oriented and it wouldn't require any developing cost.

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## **Supporting details :**

### **Q1. What is the rough estimate of manufacturing/operational costs?**

This is a software solution so, there are no manufacturing/operational costs.

### **Q2. What is the volume of products/ amount of revenue do you expect to make in the first year?**

We have proposed a software solution. To generate revenue, all it needs a good marketing strategy.