Project proposal

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# Project proposal’s name and short name

**Eddie** – small step for the students, big step for the education!

# The problem

We are convinced, and the kids’ standpoint is that the learning process can be more interesting, more experiencing, and more interactive with the help of the modern technologies. For the newer generations the presence and the usage of smartphone is obvious, but it’s potential is not fully used by the educational institutions, and their most important people: the teachers. 720.000 students study at the moment in Hungary, and 86% of them have some kind of smart device. Still only 10% of the schools take advantage of it.

# Product/service

Our product would contain two parts. One part is **a picture, which can be shown on a digital screen or can be printed**, and the other part is **a smartphone application**, and together these would complement each other. The picture would be a visualization surface, behaving as a special target which the smartphone could recognize. With the help of a web platform the user could create lists, where he/she could connect the surfaces (pictures) with the 3D object which would be displayed. By opening (downloading) the created list on the platform in the application the user would be able to reach the connected 3D content, which the application would show in AR (augmented reality), based on the scanned code. The shown content would be a 3D object, animation, video, or any kind of digital content. The student will see a real time (for example:) 3D skeleton, which he/she can study.

The application can be optimized for other subjects as well, such as mathematics (3D shapes, graphs, calculations), geography (geographical territories, relief maps), history (contemporary battle representations, old buildings), etc.

We are targeting the teachers and the parents also. With the created augmented reality, the content will be easier to interpret, 3D visualization gives easier understanding, and it gives an educational option as well, next to the entertaining functions.

# Target market, key users

The target audience is private, and governmental primary school students, so the international governmental and private schools are the primary target market. Also, the different experience centers, educational centers.

Based on data from 2015 there are 29 million primary school students who go to school worldwide. Most of them are from UK, France, Germany, Spain, and in Poland. The first contents which would be created will be visualised objects/illustrations, which don’t require translation, so it would be quicker to apply in different countries.

The mobile AR (augmented reality) market’s price will reach 79,77 billion USD by 2022. The CAGR growth will be 69.86% typically, mostly in the USA, in Canada, and in Germany.

Most important areas:

* North America
* Europe (Germany, Spain, France, Italy)
* United Kingdom
* Scandinavian countries
* Hungary

# Competitors and competitive advantages

On the market there are some bigger competitors, who are using AR (augmented reality) technologies for education as well:

* **Pop Up Book** by ITCraft**:** 3D application tool, which helps the learning process in different areas, with the combination of a mobile application and a printed book. At the moment they are expanding in the USA, Canada, and in Germany.
* **HP Reveal** (earlier Aurasma)**:** they mainly recommend it for project-based learning (PBL), it gives the opportunity to the teachers and the students to create and share their own augmented reality content.
* **Blippbuilder** by Blippar**:** 3D smartphone application tool, which combines the printed content and the 3D visualization. They are expanding in the USA, UK, India, and in Singapore.
* **Lara:** application for iOS and Android devices, based on augmented reality, to promote platforms, products, services, and marketing activities. They are expanding in the USA, Germany, and in Hungary.

There are also some 3D mobile applications, which are specializing on different subjects (e.g.: anatomy of the human body, physics, dinosaurs: *Star Walk, Quiver, Layar, Dino Park, Anatomy 4D, Elements 4D, Google Translate, AR-3D Science*).

Advantage over other competitors:

* **Dynamic platform:** teacher and student can create their own list, upload own models in commission system.
* **Offline work**
* **Multiple subjects on the platform:** there are no different applications for every subject, everything can be found in one place.
* **No extra tools required, and no hidden expenses**

# Team

**Founders:**

* **Alexandra Apró:** founder, software engineer student at University of Novi Sad
* **Kristóf Muhi:** founder, development leader, studies at Neumann Janos University as an IT engineering student, and works as an intern at Andrews IT. in Budapest

**Developers:**

* **Konrád Kávai:** web-developer, PR, IT engineering student at Neumann Janos University
* **Petar Opačić:** developer, IT student at FIMEK University
* **Károly Bicskei:** 3D modeler, engineering student at Engineer College in Subotica(SRB), responsible for creating 3D models in augmented reality
* **Csaba Juhász:** 3D modeler, engineering student at Neumann Janos University, works with Károly Bicskei
* **Krisztián Székely:** customer service, sales, IT student at Neumann Janos University

**Missing competences:**

* 1 person with business degree

Team milestones

Competitions:

* **Microsoft Imagine cup:**
  + **National Finals:** 1st place
  + **Middle-East European Finals:** best of 4
  + Currently preparing for World Finals, which will be in Seattle (USA)
* **Startup Campus University Competition:**
  + **Middle-East European Finals:** best of 8
  + **Pioneers Festival (2018.):** presenting our idea on Startup Campus stage
* **Women Startup Competition:** 1st place
* **Idea Challenge:** 3rd place and Special Award
* **HackBudapest:** 2nd place

# Business model

We are selling the smartphone application, and the web application (together the platform), which is targeting the private and governmental schools, education centers. Furthermore experience centers focused on technologies and science, such as *Digital Adventures* (USA), *California Science Center* (USA), *Orlando Science Center* (USA), *Alba Innovár Digitális Élményközpont* (HU), *Agóra Tudományos Élményközpont* (HU), *Futura and Andrássy Élményközpont* (HU). At the moment there are ongoing consultation with *Csodák Palotája* (HU), about permanent exhibition.

Eddie would be available in subscription-based payment system. The product would be free for the end users, for parents and teachers. There will be promotions also.

The first phase of the educational content creation will start with our own (made by us) pictures, animations, video, etc., and later everyone will be able to upload their own content, in commission-based system.

# Go to market strategy

We would like to focus on the markets in the USA, UK, Canada, Germany, Hungary and in the Scandinavian countries, then later on other European countries. In the USA there are close to 90.000/35.000, in Canada 12.100/1.940, in Germany 5.800/2.200, in Finland 3.700/30 and in Hungary 1.200/870 primary/private schools.

There are 150 scientific experience centers in the USA, in Asia 158, in United Kingdom 63, in Middle-East 36, which are targeting the students, and these numbers are growing.

At the moment we are consulting with *Szabadság Sugárúti Általános Iskola* in Budapest, with *Lauder Javne Iskola* in Budapest also and with *Tampere Christian School* in FInland, who are already indicated their interest towards using the application. We are reaching out towards other schools also, and different marketing campaigns, promotions are taking place at the same time.

Needed tools for marketing:

* Strong social media presence (Facebook advertisements, professional LinkedIn groups) with virus marketing and/or paid advertisements
* Google, YouTube online marketing
* Personal requests, promotions, advertisement content, video creation

# Investment

For the smartphone application and web application development required investment is 30.000 EUR, which contains:

1. Platform development (finished by July of 2018.) – 20.000 EUR
   * Software licenses’ cost
   * Server usage cost
   * Demo-book upgrade and multiple prints
   * Cloud system between the mobile application and the web application
   * Creating and managing a cloud-based database
   * Shaping and testing a proper authentication system
   * Base 3D models for different subjects
   * Marketing and PR costs
2. Prototype launch in multiple countries from September of 2018. – 20.000 EUR

The platform’s prototype, demo version will be finished by the end of July 2018. and the testing starts in September.

# Contact

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