

Problem

The challenge

Students consider learning as a boring, overwhelming and meaningless burden. Education prioritizes factual repetition over skills. This prevents students from becoming full-citizens, eager of immersing in a long life of learning and develop personal and professional development

CONTEXT

What is the problem you are trying to solve?

Students and Educators
Student are not interested on learning from factual repetition. This generates a strong refusal to learn, trying education as a burden. Teachers are exhausted and frustrated. They don't have time, neither resources to plan meaningful learning.

Schools and training programs
They have to compete on an ever growing market, positioning themselves and differentiating from other to get clients

Government and International organizations
The responsibility to educate citizens rests mainly on their hands. Education is a priority goal for them. They have to reach the minimum levels of learning. They face the high cost per student of new educational programs and policies that are adopted by learners due to the extra work hours necessary to apply it in the classroom.

Corporations
They need to increase human resources capacity and increase productivity. They have to do it at a lower cost, communicate it and reach their audience

Hexar Team
They are not happy with the current educational systems and want to do something about it

Who is your key audience? And their necessities?

Students
Amusing and meaningful learning experience. Deep understanding of ideas and skills.

Educators
Support material, easy to implement, specifically oriented to the curricula and focused on reducing their burden.

Families/Community
stimulating and accessible learning experiences

Schools
Easy to implement and accessible value proposition

Training programs
Easy to implement and accessible value proposition

International organizations
Scalable and replicable proposal, easily adapted to different context

Government Agency (e.g. ministry of education)
Low cost, teacher friendly solution

HRRR department
Engaging learning experience for employees on key areas. Replicable in foreign headquarters

CRM department
Low cost, broad impact. Scalable proposals to enhance their social impact. Sponsor multiple schools in a region

Staff
creative work, with social impact to make a living

Volunteers
Feeling that they are helping to improve our society

THEORY OF CHANGE

What steps are needed to bring about change?

Community engagement
Hackathon
Internships
Recruiting

Product development
Pedagogical content
Software and game development
Distribution
Translations

Support services
Administration
Finance
HRRR
Accounting
Legal

Impact management
Data Analysis

Biz Dev
Managing
Sales and Marketing
Public relationships - Networking
Fundraising
Grants

What is your entry point to reaching your audience?

External Enabling Factors
Trust
Context with cellphones or computers, or basic DIY material.
Stakeholders identifies a need for educational content of engagement and quality)
Funding
Wifi connection for the download process
Network

Internal Enabling factors
Credibility
Technical skills, 4 experts (software development, education, marketing and sales, Accounting) and volunteers
Material and non-material compensation
Platform and games with friendly interface and UX

What is the measurable effects of your work?

Generate creative resources
Gather volunteers

Provide educational videogames to learn specific content (School curricula, and business training).
Provide a performance analysis platform to track individual and group learning

Administrative and accounting support
Finance support (forecast)
Legal support
HRRR support (motivation, roles, goals)

Issues preventing learning and learning problems are identified
Trust increased because of tested results

Feedback
Business Plan
Gather Users
Client acquisition
Strategic Partnerships
Funds

Data-driven games development and improvement
UX feedback
Content feedback
Business Growth

GOAL

Our goal

Increase population knowledge and capacity through meaningful learning, engaging them on an amusing life long learning experience