

# Competition Analysis

## Direct Competition

### Roblox

Basic description: Roblox is a versatile platform that caters to users of all ages, providing a safe space for social interaction, learning, and play. With millions of user-generated experiences, it offers a diverse range of activities, some of which are tailored to specific age groups or grade levels.

#### Baseline features :

- **Roblox's Strengths:**

- Offers powerful game creation tools, immersive virtual reality experiences, and a vibrant 3D gaming world.
- Provides a dynamic platform for creativity, learning, and interactive entertainment.

- **Introduction of Lua:**

- Roblox introduced Lua, a child-friendly programming language.

- Designed to simplify complex concepts and enhance understanding of programming principles.

## **Minecraft: Education Edition**

Basic description: Minecraft: Education Edition is a version of Minecraft designed for education in a classroom setting. Education Edition allows teachers to offer a fun and interactive lesson for their students by playing Minecraft.

### Baseline Features :

- Multiplayer mode enables collaboration in-game across platforms, devices, and hybrid environments
- Code Builder supports block-based coding, JavaScript, and Python with intuitive interface and in-game execution
- Immersive Reader helps players read and translate text
- Camera and Book & Quill items allow documentation and export of in-game creations
- Integration with Microsoft Teams and Flipgrid supports assessment and teacher controls

## **Category Competition**

### **Local schools providing online education**

Basic Description: Online schools for kindergarten in the USA offer comprehensive digital education experiences tailored to the unique needs of young learners. These institutions utilize advanced technology to provide a rich learning environment where children can acquire foundational skills and knowledge from the comfort of their homes.

#### **Baseline Features:**

- Highly trained teachers specializing in early childhood education who facilitate virtual lessons and provide individualized support.
- Tailored curriculum designed to meet developmental milestones, including literacy, numeracy, social skills, and more.
- Opportunities for parents to actively participate in their child's education, with regular updates on progress and access to resources.
- Smaller class sizes or personalized attention to ensure each child's unique learning needs are met.
- Open communication channels between parents and teachers, allowing for a collaborative approach to a child's education.

## Online Learning Platforms

### ABCmouse

#### Basic Description:

**ABCMouse.com Early Learning Academy** is a digital education program for children ages 2–8

#### Baseline Features:

- The general idea is to capture and maintain the child's interest with engaging content so that they won't just click off the app. The program does this pretty well and the content is actually of pretty high quality.
- Animations are entertaining animated activities that explain various subjects.
- Parents have access to a dashboard that summarizes learning activities and progress, and offers support.

	<u>Our Business</u>	<u>Roblox</u>	<u>Minecraft Education</u>	<u>Schools providing online education</u>	<u>Online learning platforms (ABCMouse)</u>
<u>Basic Description</u>		Roblox is a versatile platform that caters to users of all ages, providing a safe space for social interaction, learning, and play. With millions of user-generated experiences, it offers a diverse range of activities, some of which are tailored to specific age groups or grade levels.	Minecraft: Education Edition is a version of Minecraft designed for education in a classroom setting. Education Edition allows teachers to offer a fun and interactive lesson for their students by playing Minecraft.	Online schools for kindergarten in the USA offer comprehensive digital education experiences tailored to the unique needs of young learners. These institutions utilize advanced technology to provide a rich learning environment where children can acquire foundational skills and knowledge from the comfort of their homes.	<b>ABCmouse.com Early Learning Academy</b> is a digital education program for children ages 2–8
<u>Baseline Features</u>		<ul style="list-style-type: none"> <li>• <b>Roblox's Strengths:</b> <ul style="list-style-type: none"> <li>• Offers powerful game creation tools, immersive virtual reality experiences, and a vibrant 3D gaming world.</li> <li>• Provides a dynamic platform for creativity, learning, and interactive entertainment.</li> </ul> </li> <li>• <b>Introduction of Lua:</b></li> </ul>	<ul style="list-style-type: none"> <li>• Multiplayer mode enables collaboration in-game across platforms, devices, and hybrid environments</li> <li>• Code Builder supports block-based coding, JavaScript, and Python with intuitive interface and in-game execution</li> <li>• Immersive Reader helps players read and translate text</li> <li>• Camera and Book &amp; Quill items allow documentation and export of in-game creations</li> </ul>	<ul style="list-style-type: none"> <li>• Highly trained teachers specializing in early childhood education who facilitate virtual lessons and provide individualized support.</li> <li>• Tailored curriculum designed to meet developmental milestones, including literacy, numeracy, social skills, and more.</li> <li>• Opportunities for parents to actively participate in their child's education, with regular updates on</li> </ul>	<ul style="list-style-type: none"> <li>• The general idea is to capture and maintain the child's interest with engaging content so that they won't just click off the app. The program does this pretty well and the content is actually of pretty high quality.</li> <li>• Animations are entertaining animated activities</li> </ul>

		<ul style="list-style-type: none"> <li>• Roblox introduced Lua, a child-friendly programming language.</li> <li>• Designed to simplify complex concepts and enhance understanding of programming principles.</li> </ul>	<ul style="list-style-type: none"> <li>• Integration with Microsoft Teams and Flipgrid supports assessment and teacher controls</li> </ul>	<p>progress and access to resources.</p> <ul style="list-style-type: none"> <li>• Smaller class sizes or personalized attention to ensure each child's unique learning needs are met.</li> <li>• Open communication channels between parents and teachers, allowing for a collaborative approach to a child's education.</li> </ul>	<p>that explain various subjects.</p> <ul style="list-style-type: none"> <li>• Parents have access to a dashboard that summarizes learning activities and progress, and offers support.</li> </ul>
<u>Common Features</u>		Leveraging virtual methods such as animations, augmented reality, and virtual reality to enhance educational experiences.	Leveraging virtual methods such as animations, augmented reality, and virtual reality to enhance educational experiences.	Leveraging virtual methods such as animations to enhance educational experiences.	Leveraging virtual methods such as animations, to enhance educational experiences.
<u>Win/loss</u>		While incorporating technologies like Augmented Reality (AR) and Virtual Reality (VR), there exists a need for a structured curriculum tailored for kindergarten children to effectively guide their learning journey.	While incorporating technologies like Augmented Reality (AR) and Virtual Reality (VR), there exists a need for a structured curriculum tailored for kindergarten children to effectively guide their learning journey.	It falls short in delivering the immersive hands-on experiences that technologies such as AR and VR are capable of providing.	It falls short in delivering the immersive hands-on experiences that technologies such as AR and VR are capable of providing.