



<p>Problem ?</p> <p>1. Top 3 Problems you face</p> <p>Student voices are not heard and their individual emotions are not recognized</p> <p>Student-teacher communication opportunities are scarce</p> <p>They spend so much time together in school, but don't connect with each other than over the class material.</p> <p>Adopting the social-emotional learning strategy is not standardized</p> <p>Schools are being urged to adopt the SEL system but there are no clear cut ways to do this, or tools specifically built to assist with this.</p> <p>Student-Teacher Communication</p> <p>Students sometimes find it uncomfortable and intimidating to approach their teachers about difficulties they are experiencing that are affecting their class performance.</p>	<p>Solution ?</p> <p>1. Top 3 Solutions to your Problems</p> <p>Emoji Submission for "How are you feeling?"</p> <p>Both teachers and students fill a form where they pick an emoji that best reflects how they are feeling at the start of class. Once a student submits their response, they see their teacher response, and teachers see a data breakdown of the class submissions.</p> <p>Messaging between teachers and students</p> <p>Since students have a difficult time approaching their teachers about outside factors that are affecting their performance, EduConnect allows students to send teachers messages and teachers can also message their students.</p>	<p>Unique Value Proposition ?</p> <p>1. Single, clear, compelling message that states why you are different and worth buying</p> <p>Raising emotional awareness between students and teachers, and between students and students</p> <p>Tool specifically designed for the efficient adoption of Social-Emotional Learning</p>	<p>Unfair Advantage ?</p> <p>1. Can't be easily copied or bought</p> <p>Data Synthesis algorithm</p> <p>Allowing teachers to analyze their classroom's emotional situations efficiently is unique to EduConnect</p> <p>One app is enough</p> <p>If EduConnect were to pick up steam, there would be no need for other competing apps in the field.</p>	<p>Customer Segments ?</p> <p>1. Target customer</p> <p>High Schools</p> <p>Public, Charter, Private, etc.</p> <p>Could expand to middle school as well, but cannot assume that all students have their own electronic device.</p>
	<p>Key Metrics ?</p> <p>1. Activity that drives retention/revenue</p> <p>Schools can compare trends to test scores</p> <p>Appropriately assisting outliers/students who need extra help</p> <p>Using the "Flagged Students", teachers are better able to identify students that may need extra attention (emotionally)</p>		<p>Channels ?</p> <p>1. Path to customers</p> <p>Teachers and school administrators</p>	

or academically).

Increasing student happiness and decreasing stress levels

Cost Structure ?

- 1. Customer acquisition costs, distribution costs, hosting...

Acquiring customers

Have to reach out to schools and could take a while

Marketing

Advertising through ads, commercials, etc

Development

Pay our engineers/designers

Revenue Stream ?

- 1. Revenue model, Life time value revenue...

Monthly subscription model

Teachers would pay (money provided from individual school)