

Team EDU — Innovation Intent

Peter CHINETTI

Soobin KIM

Younjoo Maggie KIM

Josh MOSER

Kevin ROEMER

Ben VARGHESE

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Original Intent

The Problem

College Students are not able to share most resources due to lack of central planning and coordination.

For Whom

College Students. They are centrally located, have similar needs and desires, and are open to experimentation.

Why

Reduces costs associated with college. Improves sustainability.

Why Have Others Failed

Inconvenience — until recently, the lack of ubiquitous connectivity has made sharing resources inefficient and time-consuming. Additionally, many recent product have failed to properly support the college student market.

Why Are We Different

We're college students! We know what we want. We also have a strong background in technology which allows us to take advantage of recent advancements in internet-connected devices.

Revised Intent

The Problem

Some college students learn faster than others giving them an advantage in schoolwork.

For Whom

College Students. They have a desire to learn and care about academic achievement.

Why

Failure is expensive. Students do not have time or money to waste on retaking classes.

Why Have Others Failed

Lack of Human Connection. Without empathy you cannot foster a relationship which promotes growth and learning.

Why Are We Different

We are our target audience, and we have the skills it takes to implement this idea in a productive way which will promote the spread of ideas.

Greatest Oppourtunities

More and more people are becoming college educated. With the continued growth of college market, there are more opportunities to provide our service to the market.

Greatest Risks

Competing services or lack of interest limiting our user base. Tutors leaving, taking our client base with them.