

scope
learn everywhere

The Business Plan

Executive Summary

Scope is a curriculum-integrated mobile app that enables high school students to gain a deeper understanding of new concepts.

The Challenge

The current educational model in the United States relies heavily on standardized tests, papers, and exams to demonstrate students' ability to learn new concepts. However, these methods often focus on rote learning and fall short. Teachers have no way of knowing whether their students have grasped and internalized new concepts or whether they have simply memorized the answers. Scope provides this assurance.

A gradual rise in academic pressure has created an environment in which achievement is valued over learning. While digital tools such as Google Classroom and Canvas help teachers manage their grading and let students submit their work, they don't help students learn. Year after year, many high schoolers question the real-world value of what they are taught in school.

This brings us to our opportunity statement:

“How might we enable classroom learning to be applied in the real world?”

Our Solution

Scope is a tool that encourages students to learn everywhere. We see it as the future of education, helping to create the next generation of lifelong learners who have understood how to learn, rather than what to learn. Teachers monitor their students' growth and evaluate them on the real-world connections they make to what they learn in school. This accounts for a specific percentage of their grade.

Who We Serve

This project was born out of a design research class, focused on uncovering and responding to the wicked problems faced by high school teachers in the Bay Area. Through a series of in-depth interviews, surveys, and qualitative research, we learned that a teacher's problems were inseparable from their students' performance. Scope will be adopted by schools at an administration level, advocated for by teachers in their classrooms, while students are ultimately the primary beneficiaries and users of the platform itself.

“Teachers are noticing more and more students disinterested in learning and more interested in simply achieving for the sake of getting into a top-tier university.” —Rachelle Dene Poth, Educator & Advocate

Our Competition

There is a spectrum of specialized applications in the space of education for high school students, ranging from platforms that help facilitate feedback (Learning Management Systems) to ones that conduct remote classroom discussions. But while these help educators in various aspects of teaching, there is no direct competitor for Scope in the market today. In other words, none of these tools help students gain a model of understanding the world based upon the concepts taught in school.

Business Model

Our business runs on a subscription model, with high school administration being our primary customer segment.

Milestones

Our primary and secondary research has proven that this problem exists and affects many high school students. We have visualized our idea, developed a prototype, and presented it to current high school teachers to positive feedback. We have defined the cost structure, and decided on specific grant giving institutions, and fundraising platforms that are education focused.

As a product, our primary milestones will be when an increase in students' in-class participation will increase and eventually grades that reflect an understanding of a subject.

Challenges

Our biggest challenge will be to convince our customers (school boards and administrators) that our solution is the way forward, due to the bureaucracy and politics that are an inherent part of our education system.

Company and Team Overview

"I hear and I forget. I see and I remember. I do and I understand."

—Confucius

Vision: To create the next generation of lifelong learners.

Values: Learning should be prioritized over achieving.

Mission: To enable students to connect their classroom to the world.

Our Core Team

Debanjana (Co-Founder, Chief of Product): My 4+ years of experience includes leading teams in product design and business in design. A diverse background in startup and MNC evolved my design lenses through close collaboration with teams and clients, resulting in delivering value and real meaning to my designed products. I am determined to build inclusive experiences at the intersection of technology, meaning & ethics.

Shivani (Chief of Innovation): As a graphic design graduate, I've worked in advertising and brand consulting for five years—designing visual systems and communication collaterals for businesses large and small, local and global—in teams and independently. My inclination towards the interactive has led me to

pursue my Masters in interaction design. An assorted team and well-defined processes bring out the best in me.

Shervin (Co-Founder, Chief of Operations): My background in storytelling and film have led me to explore various areas of interest, such as human connection, mental health, nostalgia, and humor. I'm a big believer in the Time Well Spent movement, and my outlook on interaction design reflects a future when humans use technology to improve humanity rather than profit.

What makes us uniquely fit to solve this problem together?

Despite our different geographic and cultural backgrounds, we have each been affected by the world's educational emphasis on achievement over learning. A rise in academic pressure has given way to an abandonment of exploration, and our individual experiences as high school students have illustrated this. When we began our research, we found that we weren't alone and that high school teachers themselves acknowledge this epidemic. As design entrepreneurs, we feel uniquely qualified to solve this issue because of our own backgrounds as students and our skills as interaction designers.

Our Market Opportunity

Through our extensive primary and secondary research, we came up with a variety of design opportunities.

Due to the rise in school safety issues, teachers are expected to **take on responsibilities** that they didn't have to before.

Students seem to have **shorter attention spans**, which makes them difficult to engage in the classroom.

The **advent of technology** has increased the expected availability of teachers outside the classroom.

Students seem to be less interested in **learning and more interested in achieving**.

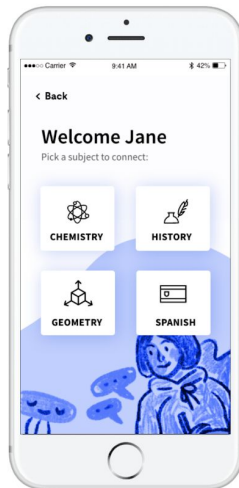
Because of large class sizes and hectic schedules, teachers often find it **difficult to spend one-on-one time** with their students.

Students seem to desire **instantaneous learning** that is digitally available to them, rather than spending time to learn in person.

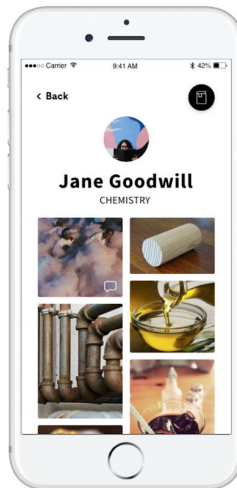
How Scope Works

1. At the beginning of the school year, teachers add various topics they plan to cover in class.
2. Students have boards for each one of their classes, and they are required to capture a variety of connections to what they learn in their lives outside of school.
3. Teachers are able to get a glimpse into their students' learning and continually assess whether their students are successfully grasping new concepts.

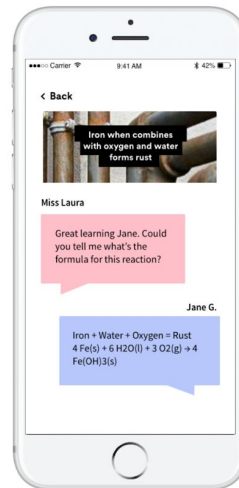
4. The amount of connections that students make and how insightfully they tie them back to their work make up a portion of their final grade.



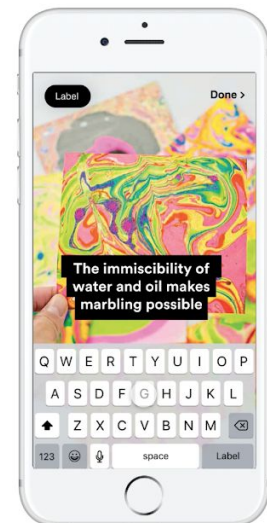
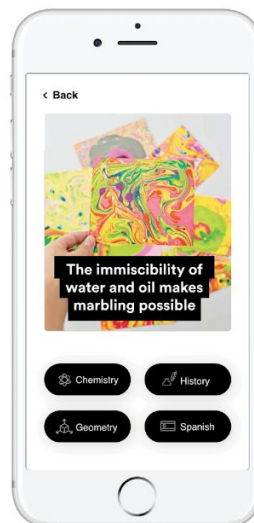
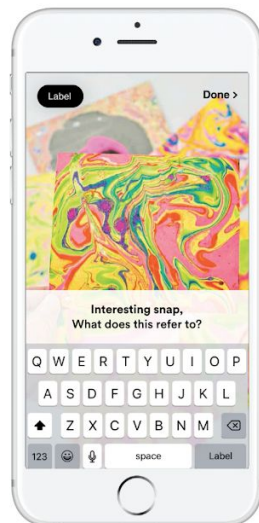
Quick selection of subject



Face view of subject boards



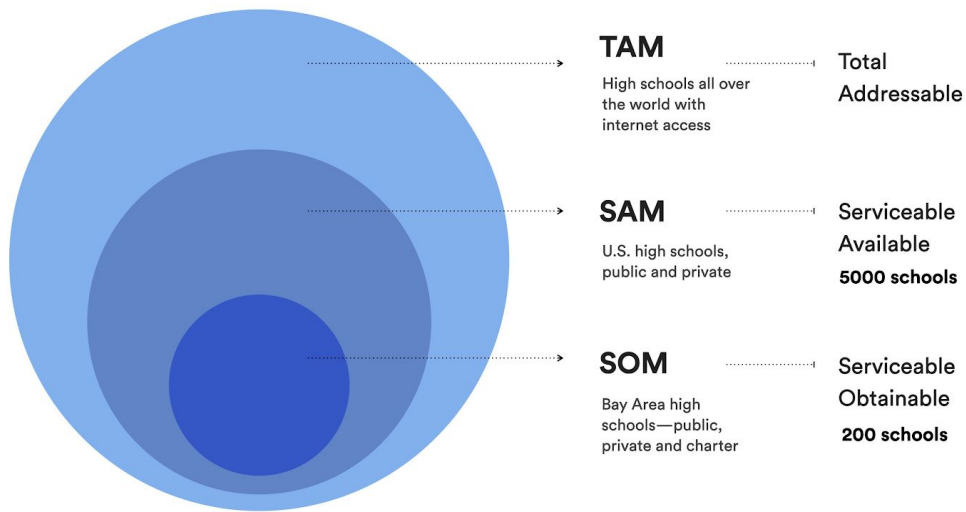
Converse with teachers in real time



Our Market Size & Growth Rate

Assuming that 100 high schools in the Bay Area adopt Scope by the end of our fifth year, we will enter the next steps towards expanding statewide, nationwide and one day, worldwide.

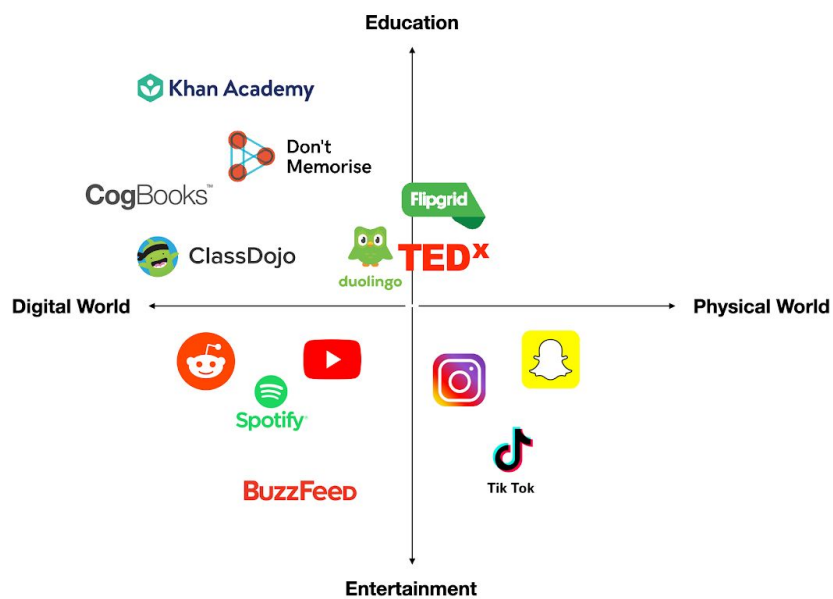
Considering the current circumstances, remote friendly learning will be more widely used than ever before. Scope incorporates this understanding and the value of the product isn't affected by these market fluctuations.



Value Proposition

Scope provides an active learning experience for high school students and allows them to take their education beyond the classroom. It bridges the gap between learning and achieving while building a culture of lifelong learning. Scope prepares students for a qualitative experience of higher education.

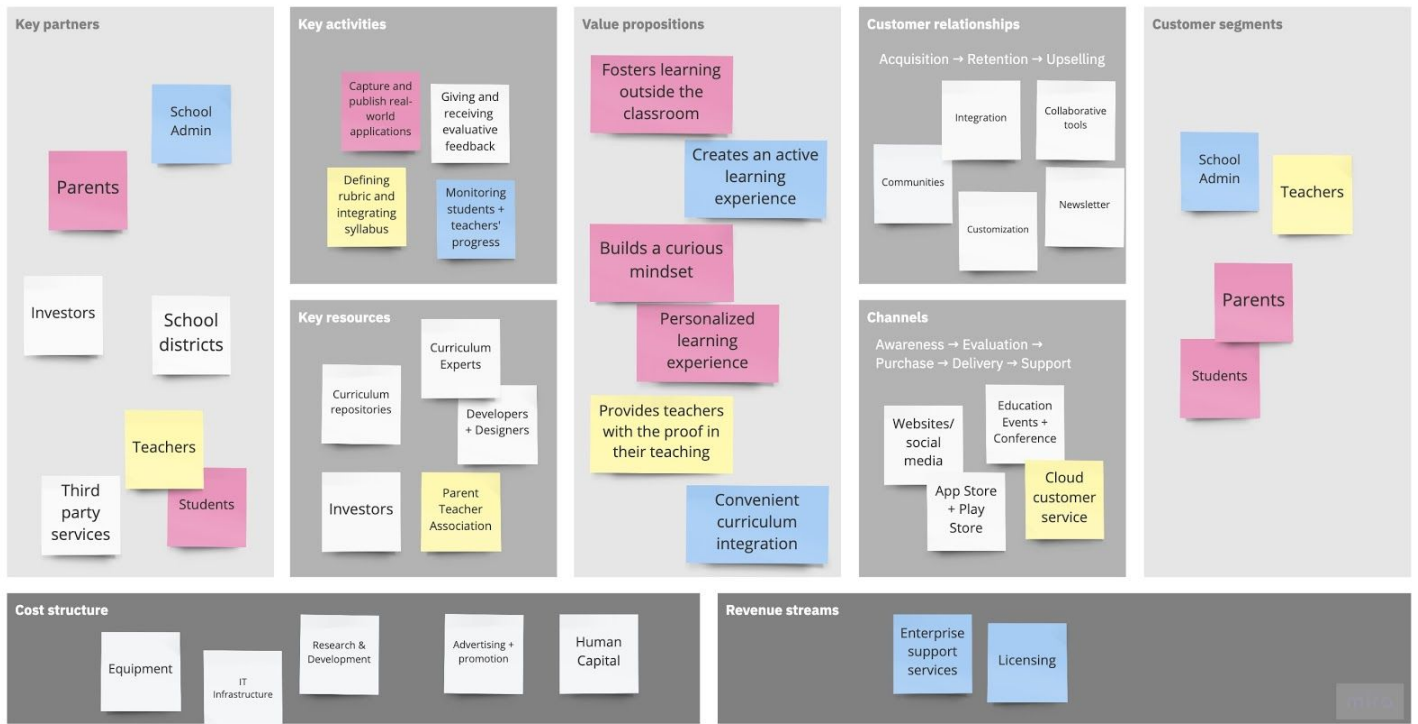
Competitive Analysis



Barriers to Entry

- Cost disadvantages independent of scale
- Government policy

Business Model Canvas



[Five-Year Cost Structure and Revenue Streams →](#)

We intend to fully invest the prize money into developing the prototype of Scope. The next steps will be to pitch it to potential grant-giving organizations and investors.