Name: Olhares
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OLHARES

Mission:
Providing teachers with the tools to strengthen inclusive education

Problem/Opportunity

•Teachers aren't properly prepared to address the diversity within their classrooms

•Teachers do not work together or communicate with each other about their students

•Teachers have to fill out hours of paperwork

Solution

Olhares is an app that:

•Provides teachers with strategies on how to address an array of learning styles

•Encourages collaboration amongst teachers so that they can best support their students

•Is an easier and more dynamic version of the Individual Education Plan

Customers/Beneficiaries

Clients: Brazilian education districts

Users (& beneficiaries): 1.7 million teachers in the public system

Beneficiaries: 800,000 students with special needs and their families. They usually come from low-income background and depend on public services

Operating Plan

Milestones of the for-profit company:

   1. Finding investors and partners (year 1)

   2. Launching MVP and piloting in public schools (year 1)

   3. Iterating and selling to districts (year 2/3)

   4. Scaling - by the end of year 3, we expect to reach 16,000 special needs students

Budget

Profit/Loss Summary (in US$)

164,474

Year 1   Year 2   Year 3
-85,644   -47,597

•US $140,000 of investments needed

•Price: monthly fee of US$3 per student

Team

•Our team brings together experts in special education, entrepreneurs, and individuals who work closely with the Brazilian education system

•We are also connected with people working with the districts, inclusion experts, and other edtech companies

•The board will strengthen our technology and business skills

Social Impact

Measured by five indicators:

   1. Number of special needs students served

   2. Usage frequency

   3. Teachers' sense of support and readiness

   4. Teachers' assessment of the learning strategies

   5. Parents' perception of their children's education

Competitors

•Brazil: no organizations are providing the same service

•Benchmarks: US companies like Education Modified

•There is some overlap with other organizations if we consider the training, communication, and management aspects separately

Risks

•Clients are education districts, which means slow cash flow

•We will depend on our clients' willingness to replace the paperwork with our app

•They might prefer a school management system

•Teachers might be resistant to change