Competitor Landscape & Analysis

Business	Remind	Bloomz	Pupil Assets
Problem / Need	Allowing parents, students, and teachers to stay in touch	Allowing parents and teachers to stay in touch	Allowing parents and teachers to stay in touch
Product / Service Provided	Send messages through app to students regarding class announcements, quick reminders regarding tests, events	Facebook stream: post pics, "like pics", post reminders, events. Also includes class calendars, sign-up sheets	Allows parents to review attendance information, behaviour levels, current and historic school reports and progress in the core subjects.
Delivery Method (i.e., Schools, Home, etc.)	Texts/alerts	Inside the app	Parents must log into the app
Geography Served	U.S.	U.S.	U.S.
Business Model / Revenue Streams	$59.5 M	Unsure, just received $2.3 M investment	?
Age of Business	2011	2016?	?
Strengths			
What are their business advantages? (3-5)	1) Can share videos, photos, documents 2) Simple to use 3) Each students has a private, personlized code	1) Many parents are already familiar with facebook, making the app easier to use 2) Managing parent volunteers 3) Parent users can chat with one another	1) Parents can review student attendance 2) Parents have access to student's grades 3) Parents will know if students are struggling with core subjects
User sweet spot?	Teens like texting, so this works well for communication between students and teachers	Parents, who regularly use facebook, will emjoy interacting with other parents	Parent's have full knowledge of students' academic progress
Weaknesses			
Known challenges?	One-sided conversation	More geared towards early education K-5	Parents can only see data

User blind spots? (How would you address this blind spot differently?)	What if parents have follow-up questions or would like to communicate with the teacher? We will allow a text-back feature	Parents who are not technologically saavy may have more trouble using the app	Parents may not know how to help students if they are struggling. Our app would also send tips
Opportunities	**YOUR IDEA**		
Market Gaps?	Our app would be a combination of the three: taking the texting idea from Remind, the connectivity of parent usage of Bloomz, and providing information in Bloomz. We would address the market gap of middle school students by combining these three ideas		
New technologies?	Having a "reply" feature that is not too similar to facebook		
New / expanded needs of customers?	Considering that many schools have begun parent advisory boards, I tfind it wise to find an application that connects the boards to other parents with less time		
Barriers for Your Idea			
Marketplace?	Is there a large loss of interest from parents once students finish elementary school?		
Environment/Policy/Regulations?	Does Brazil have the capacity to encrypt information?		
Timing?	Do teachers have the time to input infomration, and how reliable/recent will this information be?		
Organizational Assets?	Does Brazil have parent advisory boards?		
Other?			