

Erasmus Copenhagen 2016

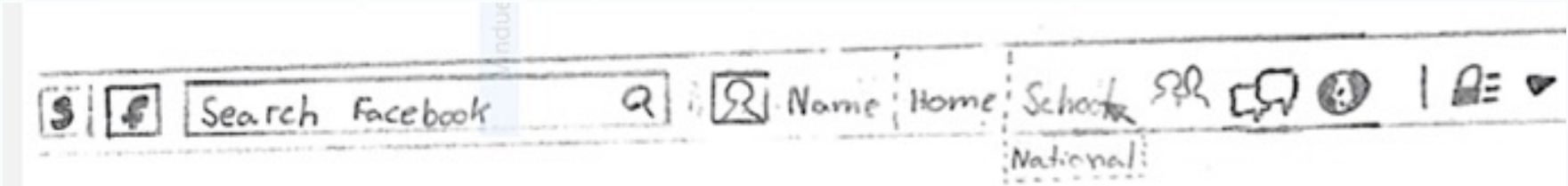
FaceSchool

Business-Plan

- Short intro
- Production/idea/campaign
- Know how
- Customer/user/target group
- Market
- Competitors

Short intro

- Further development
- International
- National
- Selected groups



- Name
- News Feed
- Messages

SHORTCUTS

International

- Math for beginners
- English for beginners
- Business
- History
- Science

National

- Matematik
- Dansk
- Engelsk
- Historie
- Fysik
- Kemi

Favourites ★

- Math
- Business
- Science
- Spanish

Photo/video | Photo/video Album

What's on your mind?

Post

M Math

Friendship

Fast Math Tricks

$2 + \triangle = 4$

Like Comment Share

Suggested Videos

▶

▶

Friendlist
and
add

Production/idea/campaign

- Benefits
- Knowledge
- Non-school based subjects
- Administration
- Plagiarism
- License
- New free knowledge

Know how

- Most popular social media
- Commercial on the front page
- Advertisement
- School – and educational system
- Test version

Customer/user/target group

- Our target group
- Teachers
- Students

Market

- No direct demand
- Optimize
- Future development and educational system

Competitors

- Unique way
- International
- Restudy
- Easy free access
- Facebook profile

SWOT-analysis

- Strengths
- Weaknesses
- Opportunities
- Threats

Strengths

- Already established
- Users
- International

Weaknesses

- Tone can be frivolous
- Need to be critical

Opportunities

- Simple way to share information
- Comprehensive opportunities for learning
- Interest from the students

Threats

- Other teaching websites
- Is Facebook even interested?
- Hackers
- Are teachers interested in creating free content?