

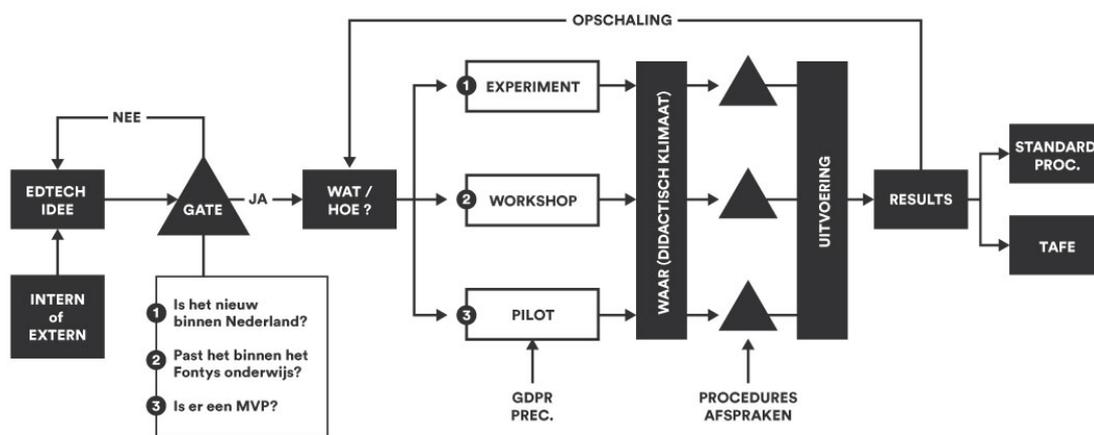
Introduction and background

Developments in educational technology (EdTech) have been important accelerators of innovation in teaching and learning in the last decades. With the aim of optimally using the possibilities that EdTech offers, it is the ambition of the Zone 'Acceleration of Educational Innovation with EdTech' (hereafter: EdTech Zone) to make the Netherlands a fruitful breeding ground, and preferably a leading European beachhead, for (starting) EdTech providers and their educational innovations.

At the moment, due to a variety of reasons, the adoption and scaling up rate of EdTech within higher education institutions is relatively low compared to other sectors (e.g. FinTech, Medtech). In order to change this situation and to be able to create strategies towards innovating effectively with EdTech, a thorough understanding of the barriers experienced by both the higher education institution side, as well as the EdTech provider side, is needed and provides a clear starting point for the development of such strategies.

Flowchart

To streamline the process of contact between a startup and an educational institute we have devolved this flow chart:



Zone Acceleration of Educational Innovation @Fontys EdTech

EdTech Idea - First point of contact

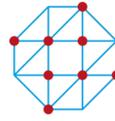
At Fontys we have opened the EdTech desk you can contact us by means of e-mail (edtech@fontys.nl). This desk is manned by the Fontys EdTech ambassador. Please contact us if you have an innovational idea for education and you want to check if this is really new. Or maybe you have built an app or platform for the educational market and you want to test it in a real live educational environment. More information on the EdTech team and goals can be found at: <http://fontys.nl/edtech>.

Gate

We have a few questions before you can enter our program:

1. Is your product sold at any educational institute (in the Netherlands)?
2. Do you have an idea that is new and innovative?
3. Do you have an MVP?
4. Do you have more than 5 employees?
5. Is your yearly turn over more than 50k?

If you have answered one or more questions with "Yes" please contact Mr EdTech@ edtech@fontys.nl to check if your idea/question fits the Fontys EdTech program.



What can you expect from our project

We can help you to develop and test your innovative educational product or idea by different means. We have three main streams, but we're open to any tailor made option:

Workshop

If (for example) you have a great idea about EdTech, but you have no idea if it will work or if there is any teacher that can use your tool/solution. We can do a workshop. This can be an interview or a questionnaire. A workshop will take a few hours up to an entire day.

Experiment

If you have an outlined idea, maybe even a technology framework or user interface design we can do an experiment. We can invite teachers and students and arrange this experiment that can take a day or a week.

Pilot

If you have an MVP that you want to test in a real live situation (classroom) we can organize a pilot. There are a few things we have to arrange for this. We have to write (one page) with the goal(s) of the experiment, the duration and the involved institute(s). A pilot can be for a week to a maximum of six months with five to maximum fifty students.

These different procedures can be run through fast and quick, this is due to the contract that we will make. Especially for a pilot. We will make a tailor made contract to make sure the privacy, AVG, security and purchase process are in place, without any delay in the project.

Results

The results of the previous phase will be evaluated. Based on this we can stop or we can do another cycle. For instance, if you did a workshop, and based on this you have developed a framework. We can do an experiment to test the framework.

If you have done a workshop that resulted in an MVP, we can start a pilot with the MVP.

Standard process

If the pilot was a success, you as well as the teachers are enthusiastic on your product. Then we can proceed and maybe even purchase your product. For this however you have to enter the regular purchase process of Fontys.

TAFE – Trip Advisor for Education

We are building a trip advisor for the EdTech program. This tool is free for all students, teachers and EdTech companies. In this tool we will register all experiments, workshops and pilots done at one of the EdTech zone partners. EdTech companies are free to register their products. The purpose of this is to share results and experiences between universities and companies. With the goal to help each other getting better, based on feedback from users.

What's in it for you?

The whole concept is a win-win. That means you should benefit on the participation on this project as well as Fontys. Pilots and experiments will be done based on mutual interest. We can provide you with a real live educational environment, with real teachers and students. We will set up an experiment of a pilot without any cost for you as start up.

What's in it for Fontys / EdTech?

We get to know what the developments are in the EdTech market, we can enhance our education by new ideas and we can help students that want to graduate on their own ideas. And we get a culture of innovation as a bonus.