Assignment 4. Final Project
Big Data, Education, and Society
Spring 2020

Due Wednesday, April 29 in Class
Please note that class will run an extra hour long.

If your group cannot present during class, please email Ryan, Aaron, and penn.learninganalytics@gmail.com (email all three) to set up a different time.

If your team needs to present in the first two hours of class, please email Ryan and Aaron to let us know.

You should do this assignment in the same group you worked with in the first assignment (or you should do this assignment alone, if you did that assignment alone).

In this project, you will submit a bid for funding for your project. Assume that you are speaking to an angel funder who is highly intelligent but not an expert in the area you want funding, or is not an expert in learning analytics more broadly (you can, however, assume that they know what learning analytics is).

Your proposal will take the form of a *12-minute* (no longer) presentation to the class, via BlueJeans.

Your proposal should consist of the following elements, an abbreviated and edited version of the NSF's requirements for a Small Business Innovation Research Grant, with significant redactions and edits. Your professor does not claim either to own these materials or that they are represented in their original form – these materials are used under Fair Use for educational purposes.

The Innovation (30/100)

- o The Innovation: Succinctly describe your innovation. What aspects are original, unusual, novel, disruptive, or transformative compared to the current state of the art?
- o What is the potential societal value of your innovation?
- o At what stage of technical development is the innovation?
- o Describe the key technical challenges and risks in bringing the innovation to market.
- o Briefly describe your plan and expected timeline for developing, refining, and (as appropriate) testing your innovation.

The Commercial Opportunity (30/100)

- o The Customer. Describe the expected customer for the innovation. What customer needs or market pain points are you addressing? What are the

benefits to the customer of your proposed innovation? What is your business model?
- o Describe the competition.
- o What are the key risks in bringing your innovation to market?
- o Describe your commercialization approach.

The Team (20/100)

- o Describe the company founders or key team members in this proposed project. [You may include both yourselves and additional key members who you could realistically bring onto your team].

Presentation and Not Going Over the Allotted Time (20/100)

You may write the proposal as if you were proposing this system today, or as if you were proposing it at some future time of your choice (2023? 2028? 2044?). Please state what your future time is, however, if you choose a future time, do so at the beginning of your presentation.

No citations are required for this assignment.

You are not required to provide feedback on your classmates' assignments.