

CodeSpells

An Educational

Game

E-Sport



Stephen Foster
(EL)



Sarah Esper
(PI)



Jennifer Arguello
(Mentor)

(101 Interviews)

The Beginning

Value Propositions

★ Accessible Computer Science Education

★ Modding Minecraft

★ Immersive Video Game Environment

★ College (prep) Credit

Customer Relationships

★ Automated tutoring

★ Person-to-person instruction

Channels

★ Schools

★ Online platform

Customer Segments

★ Parents who pay for out-of-school activities for their elementary and/or middle schoolers.

★ Middle and elementary schoolers whose parents pay for out-of-school enrichment opportunities.

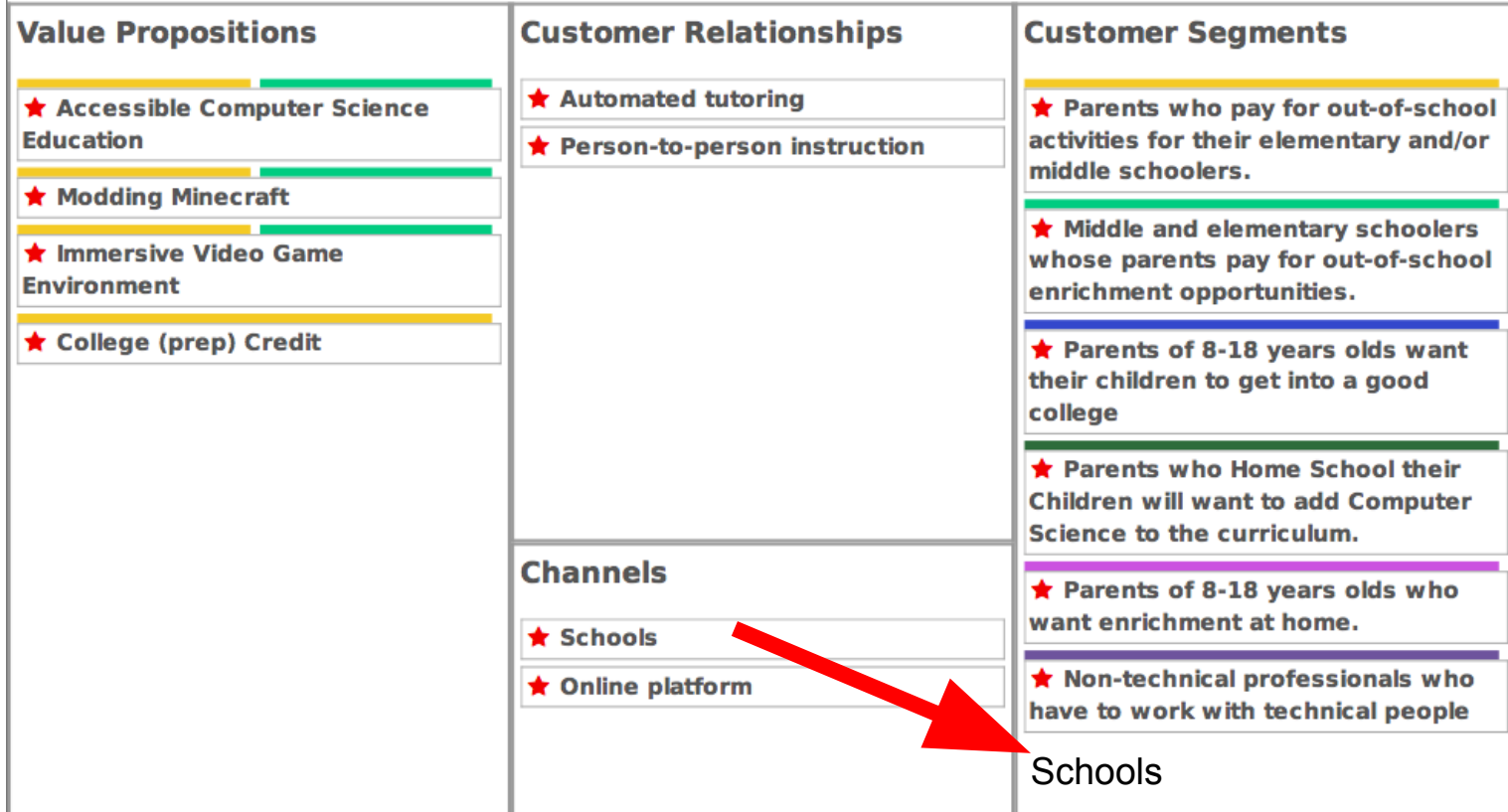
★ Parents of 8-18 years olds want their children to get into a good college

★ Parents who Home School their Children will want to add Computer Science to the curriculum.

★ Parents of 8-18 years olds who want enrichment at home.

★ Non-technical professionals who have to work with technical people

The Beginning



Pivot...

Parents?

or

Schools?

Pivot...

Parents?

*Not buying
educational
games*

or

Schools?

No money
Bureaucracy
Math and reading

Pivot...

Parents?

*Not buying
educational
games*

After-school

No money
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Math and reading

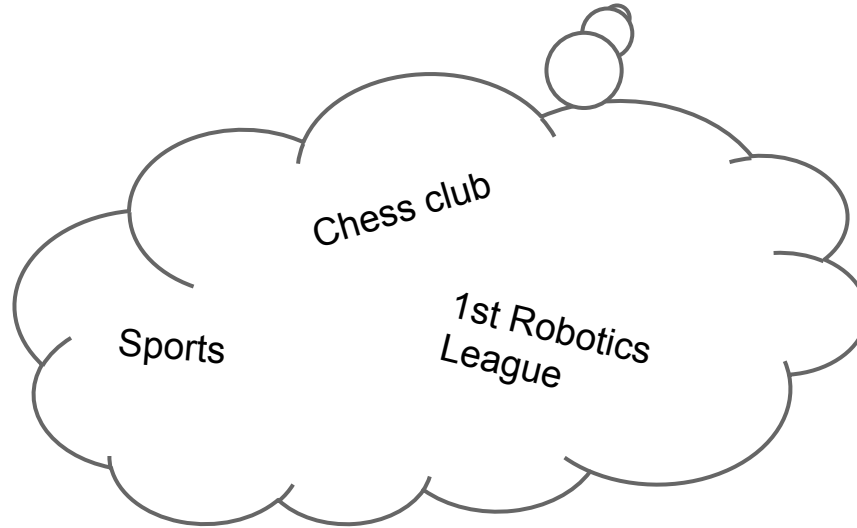
Schools?

Pivot...

Parents?

After-school

Schools?



Pivot...

Parents?

After-school

Schools?



Pivot...

Parents?

After-school

Schools?

Coaches



Rankings

Teams

Players

Tournaments

Pivot...

Parents?

After-school

Schools?

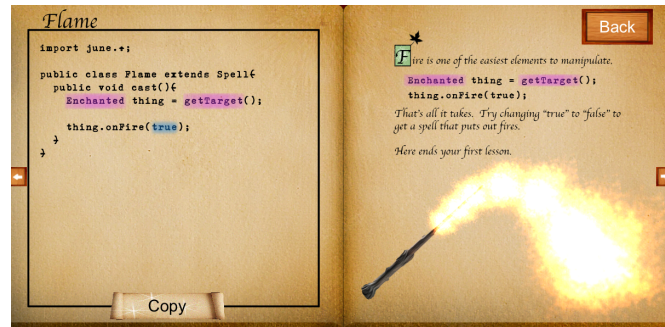
Coaches

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Teams

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Tournaments



After Pivot

Value Propositions	Customer Relationships	Customer Segments
Accessible Computer Science Education	Coaching	Parents who pay for out-of-school activities for their elementary and/or middle schoolers.
Fun computer science education	Interscholastic competitions	
Modding Minecraft		Middle and elementary schoolers whose parents pay for out-of-school enrichment opportunities.
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Team competition environment		
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Cognitive development		
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After Pivot

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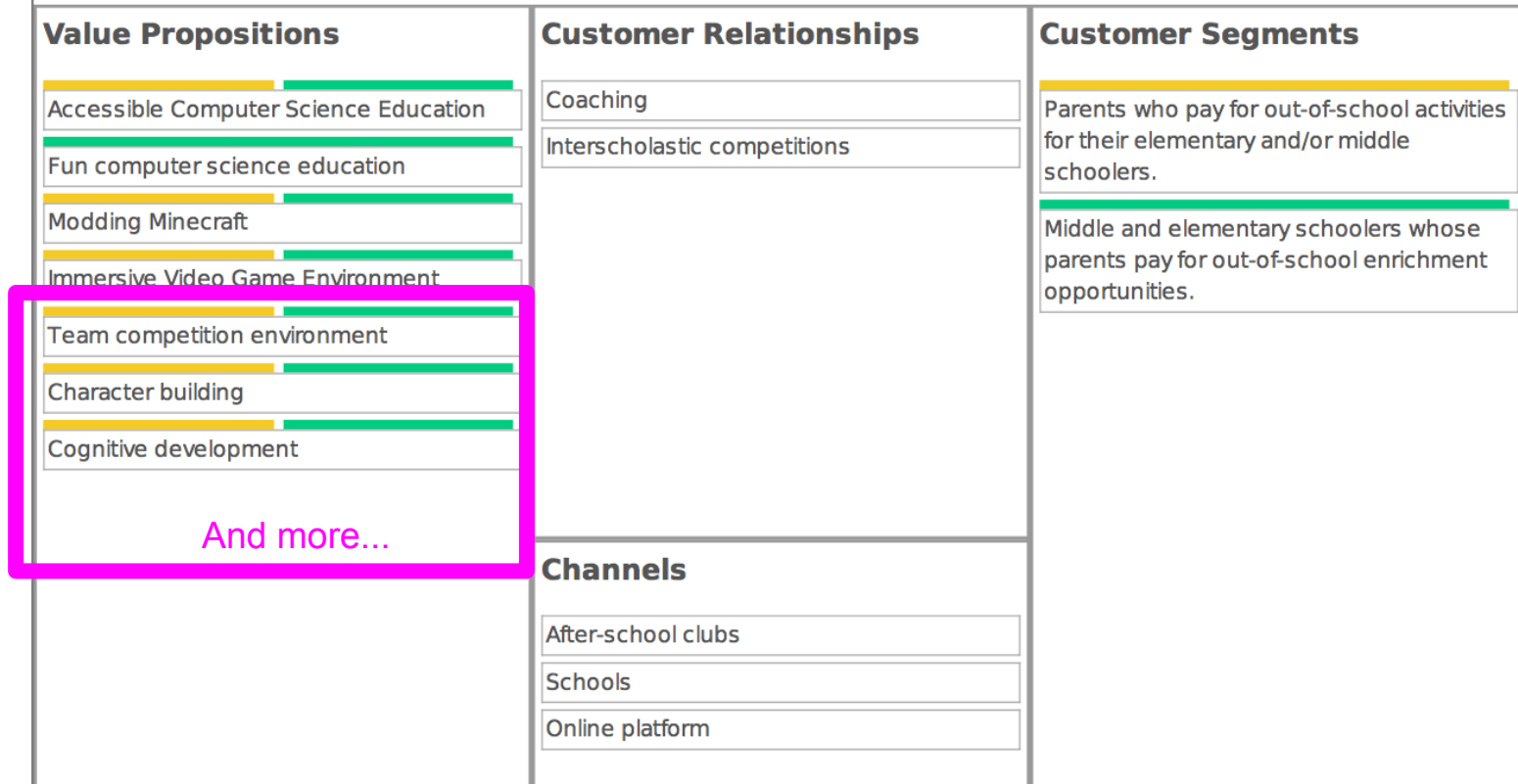
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After Pivot



Customer Archetypes diagram



“Balance” parent



“Techie” parent



“You decide” parent

Customer Archetypes diagram



“Balance” parent



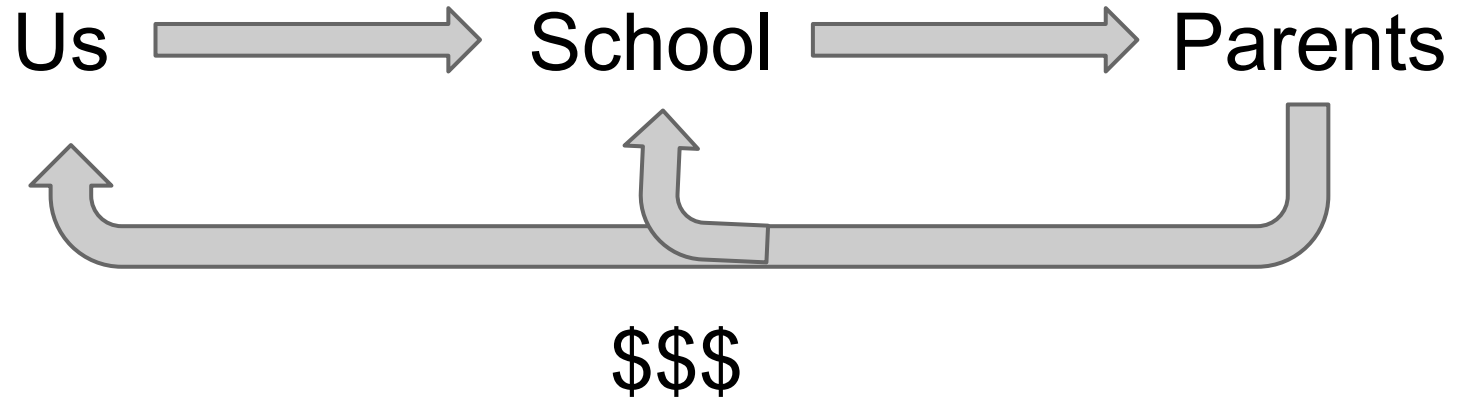
“Techie” parent



~~“You decide” parent~~

Child
decides

Distribution Channel diagram



Competitive Players

(Depends on the Archetype.)

For “Balance” parents, we have to compete with piano lessons.

For “Techie” parents, we have few competitors.

Week 1

Key Partners <ul style="list-style-type: none">★ School teachers★ UCSD Extension★ San Diego Schools	Key Activities <ul style="list-style-type: none">★ Software development★ Curriculum development★ Offering classes for kids Key Resources <ul style="list-style-type: none">★ Proprietary software★ Curriculum	Value Propositions <ul style="list-style-type: none">★ Accessible Computer Science Education★ Modding Minecraft★ Immersive Video Game Environment★ College (prep) Credit	Customer Relationships <ul style="list-style-type: none">★ Automated tutoring★ Person-to-person instruction Channels <ul style="list-style-type: none">★ Schools★ Online platform	Customer Segments <ul style="list-style-type: none">★ Parents who pay for out-of-school activities for their elementary and/or middle schoolers.★ Middle and elementary schoolers whose parents pay for out-of-school enrichment opportunities.★ Parents of 8-18 years olds want their children to get into a good college★ Parents who Home School their Children will want to add Computer Science to the curriculum.★ Parents of 8-18 years olds who want enrichment at home.★ Non-technical professionals who have to work with technical people
Cost Structure <ul style="list-style-type: none">★ Pay developers★ Pay curriculum developers		Revenue Streams <ul style="list-style-type: none">★ Offering classes locally★ Subscriptions to online platform		

Week 2

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Week 3

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
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Cost Structure		Revenue Streams		
<p>Pay developers</p> <p>Pay curriculum developers</p>		<p>Offering classes locally</p> <p>Subscriptions to online platform</p>		

Week 4

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<p>School teachers</p> <p>UCSD Extension</p> <p>San Diego Schools</p>	<p>Software development</p> <p>Curriculum development</p> <p>Offering classes for kids</p>	<p>Accessible Computer Science Education</p> <p>Fun computer science education</p> <p>Modding Minecraft</p> <p>Immersive Video Game Environment</p> <p>College (prep) Credit</p> <p>Customized education</p> <p>Mathematics education</p>	<p>Automated tutoring</p> <p>Person-to-person instruction</p> <p>Channels</p> <p>Schools</p> <p>Online platform</p>	<p>Parents who pay for out-of-school activities for their elementary and/or middle schoolers.</p> <p>Middle and elementary schoolers whose parents pay for out-of-school enrichment opportunities.</p> <p>★ Directors of "alternative" educational institutions</p> <p>Elementary and middle school teachers with high performance variance among their students.</p> <p>Public school district-level decision makers (often volunteer teachers).</p> <p>★ Private school directors/principals.</p>
Cost Structure		Revenue Streams		
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Week 5

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<p>School teachers</p> <p>UCSD Extension</p> <p>San Diego Schools</p>	<p>Software development</p> <p>Curriculum development</p> <p>Offering classes for kids</p> <p>Key Resources</p> <p>Proprietary software</p> <p>Curriculum</p>	<p>Accessible Computer Science Education</p> <p>Fun computer science education</p> <p>Modding Minecraft</p> <p>Immersive Video Game Environment</p> <p>★ Team competition environment</p> <p>★ Character building</p> <p>★ Cognitive development</p> <p>College (prep) Credit</p> <p>Customized education</p> <p>Mathematics education</p>	<p>Automated tutoring</p> <p>Person-to-person instruction</p> <p>Channels</p> <p>★ After-school clubs</p> <p>Schools</p> <p>Online platform</p>	<p>Parents who pay for out-of-school activities for their elementary and/or middle schoolers.</p> <p>Middle and elementary schoolers whose parents pay for out-of-school enrichment opportunities.</p> <p>Directors of "alternative" educational institutions</p> <p>Elementary and middle school teachers with high performance variance among their students.</p> <p>Public school district level decision makers (often volunteer teachers).</p> <p>Private school directors/principals.</p>
Cost Structure		Revenue Streams		
<p>Pay developers</p> <p>Pay curriculum developers</p>		<p>Offering classes locally</p> <p>Subscriptions to online platform</p>		

Week 6

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
School teachers	Software development	Accessible Computer Science Education	★ Coaching	Parents who pay for out-of-school activities for their elementary and/or middle schoolers.
UCSD Extension	Curriculum development	Fun computer science education	★ Interscholastic competitions	
San Diego Schools	Offering classes for kids	Modding Minecraft	Automated tutoring	Middle and elementary schoolers whose parents pay for out-of-school enrichment opportunities.
		Immersive Video Game Environment	Person-to-person instruction	
		Team competition environment		
		Character building		
		Cognitive development		
	Key Resources		Channels	
	Proprietary software		After-school clubs	
	Curriculum		Schools	
			Online platform	

Cost Structure	Revenue Streams
Pay developers	Offering classes locally
Pay curriculum developers	Subscriptions to online platform

Week 7

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Go or No-go?

Go!

(Going)

Thanks

Videos

Lessons Learned

<http://www.youtube.com/watch?v=K8jQ2B2pGil>

Tech

<http://www.youtube.com/watch?v=TsIR9CG6yKI>