Market Research for Education Industry Software Parents Teacher Communication platform

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CONTENTS

OBJECTIVES

Basic objective of this report is to introduce the software product ideas related to Education industry covering following audiences:

- ➢ Clients who might buy our products
- ➢ Investors who might want to put their money in this product(mainly from USA/Europe)
- ➢ Partners who want to join hands for mutual business needs with us in long term product vision strategy. (mainly from USA/Europe).

INTRODUCTORY PITCH

Market Problem

The foremost goal of any institution is to provide a platform for the students and parents where they can excel and use that platform in their lifestyle. Our education industry is collapsing day by day as the medium of communication is not being catered the way it should be. Teachers and parents are lacking the proper medium of communication. Students' psychological assessment, teacher – parent and administration coordination is not proper which is hindering the actual and productive growth of the students just because parents and teachers are not sharing the equal and efficient means of communication. Administration is failed to audit or track the teachers on the basis of their instructional methodologies and strategies, their psychological acceptance towards the delayed learners and their coordination with the parents at the hour of need.

There are several complaints monitored with respect to the parents and teachers that they are unable to connect with the teachers when required. This problem is hindering the productivity and Transparency of the relation of parents-teacher and administration. This is just because of the fact that our education industry is lacking the main source of communication and coordination.

Our Solution

Our Parent Teacher Communication Platform is one of the way by which the educational sector can improve and can build a bridge between parents and teachers. It will not only constructs the way for the better communication but also helps the both parents and teachers to work more appropriately and efficiently on the respective child. Administration of the school will have a full audit and track of teachers so that the coordination can work effectively and efficiently.

As our educational industry is evolving rapidly, there has been a lot of technological intervene. This technological intervene is of great importance and impact. It not only enhances the input of the educational institutions but also helps to polishes the relationship between educational sector and students.

Our Parent Teacher Communication Platform will be a package of all those techniques and tools that accelerates the student's development not only at school but also at home. This Parent Teacher Communication Platform excels in achieving the maximum result with the positive support of parents and teachers.

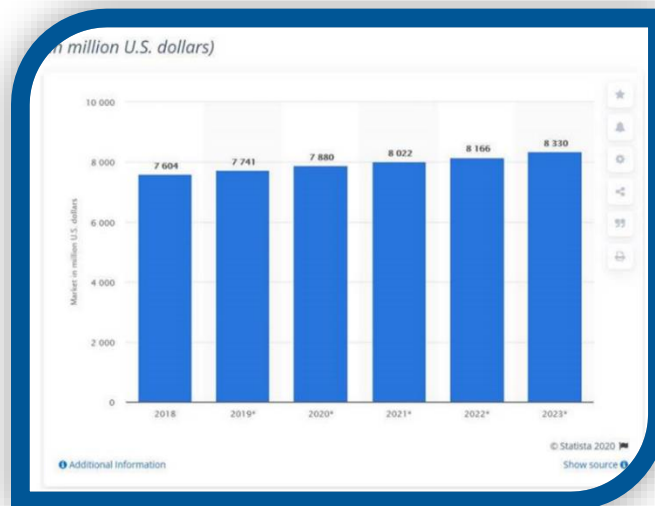## EDUCATION SOFTWARE INDUSTRY

Education Industry Software is important for not only the institutions but also for the students and their parents. It not only provides benefits for the institution but also for their faculty and for the ones who are associated with it.

- ➢ Education Industry Software can help the institutes to manage their expenses, costs and budgets efficiently.
- ➢ For better organization of their respective data instead of maintaining a file for it.
- ➢ For automate administrative tasks.
- ➢ For keeping online records.
- ➢ For maintain students profile online.
- ➢ For immediate academic operations.
- ➢ For time and money. It will help in consuming less time and money.
- ➢ Time and money efficient.
- ➢ For better teaching and learning process.
- ➢ Make teaching and learning goal oriented.
- ➢ Easier for parents and teachers to communicate.
- ➢ Quick and easy access for both parents and teachers.
- ➢ Fewer rates of error and mistake.
- ➢ Improves teaching standards.
- ➢ Improves teacher's standards.
- ➢ Attendance automation.
- ➢ Student tracking.
- ➢ Grades and performance management.
- ➢ Once implemented will reduce the workload for teachers and the administration of the school.
- ➢ Maintain efficient grade book.
- ➢ Maintain as a tool for accurate evaluation.

MAIN MARKET LEADERS IN EDUCATION INDUSTRY SOFTWARE

Education domain software industry, will be **8.3 Billion dollar market by 2023**. So there is a huge potential for creating great business in Education Software domain.


(Source: Statista 2020, see below)

In 2018, the top 10 Education software vendors accounted for nearly 43% of the global Education applications market which grew 5.9% to approach nearly $7.6 billion in education license, maintenance and subscription revenues.

Last year Oracle was the market leader with 6.6% market share in education license, maintenance and subscription revenues, followed by SAP, Microsoft, Blackboard and Ellucian in that order.

Education (K-12 schools, colleges and universities, technical and vocational, distance learning) – Student Information System, Learning Management, Fund Accounting System, Higher Education Administration, Financials, HR, Procurement.

Large-scale projects to implement new student information systems continue unabated as the global education market embraces the convergence of mobile learning, international testing standards as well as online instructions.
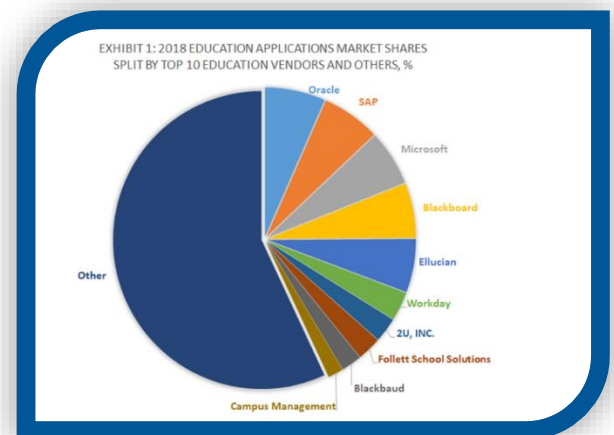
PROPOSED IDEAS FOR EDUCATION INDUSTRY SOFTWARE

Education software industry is evolving rapidly. It is paving way to cater the huge management span. Its rapid evolution is making education industry work more efficiently and more effectively. The software industry is not only adding help to the education industry in fact it is introducing a way to channelize the school, student and parent relation in a more efficient and poignant way. Education software industry is promising to manage all the particular school affairs on a digital level. This whole category of Education Industry has all grown up precisely to assist all the educational affairs whether its classroom teaching, administration affairs, teacher student communication, parent teacher communication platform, student performance management system or in easy words you can say handling a school through software digitally.

PARENT TEACHER COMMUNICATION PLATFORM IDEA

Parents play a second vital role in educating their children. If the two most important roles are amalgamated together they will bring out a massive change in the students education. Parent's teacher communication is really important when it comes to their child's learning and development. As of now not only student's grades are catered in fact their mental and behavioral development is also catered. 21st century parents really need to be a part of classroom culture. Education software industry is also paving a way for this fundamental idea. Today parents really need to be a part of their child's education. The manner in which school interacts and communicate with the parents will augment the parents quality of involvement in their child's learning. Parent's play an active role in their child's learning if they are getting right ideas and guidance from school and teachers.

To make the parents active participant of child's classroom activities, his/her accomplishments, weekly and monthly reports to boost child's positive learning and increase their motivation for learning education software industry is planning to finally boost this platform to make parent teacher ends meet.

RELATED MARKET TRENDS IN USA AND EUROPE

USA and Europe is one of the most advanced, innovative and radical software industries in the world. They are competent in manufacturing fundamental software. They possess the most advance software and information technology services (IT) in this world. They have accentuated the most important idea of Parent Teacher Communication Platform to make a difference in the Education Software Industry. They have launched numerous products like this in order to boost this significant idea to reach the ultimate goal of Education Software Industry. More than 40 percent of the $5 trillion global IT market is in North America, primarily the United States and setting the software trends in the market.

U.S. software firms in reference to these two specific platforms operate an established, coherent market and have a reputation for manufacturing reliable and active solutions that fast-track quickly to the marketplace. USA and Europe lead the world's packaged and custom-software markets, and are competitive in nearly all other market segments with a stable overseas market share.

PARENT TEACHER COMMUNICATION PLATFORM IDEA– MARKET TRENDS

JOIN OUR CLASS

Company Location: Austin, Texas, USA
Company Web site: https://joinourclass.com/

It is administrative software which includes various features. It tends to cover almost every aspect of parent teacher communication. It is a platform which accentuates the basic necessities of the parent teacher communication. It bridges up the gap between parents and teacher. It consist of various features which helps both the school and the parent to stay in touch and to be alert about upcoming events and short comings also. Being a personalized parent-teacher communication portal. It confers three simple plans Free Directory, Sign Ups, Messaging and Parents Portal.
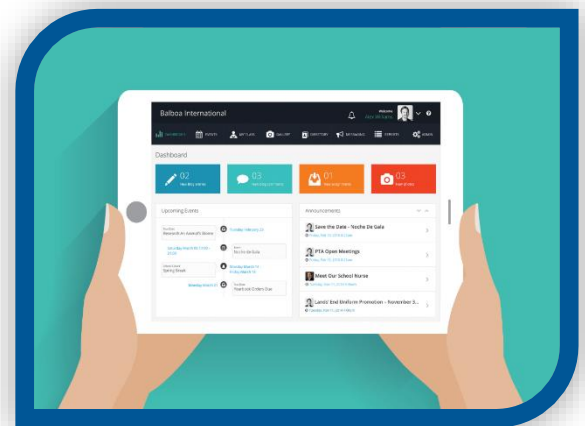
Features

It consist of following features which bridges a gap between parents and teachers

> ➢ Free Directory
> ➢ Sign-up Messages
> ➢ Dashboard

This platform provides a consolidated space for school directory, classroom blogs and student gallery, wide school communication and volunteer sign-ups so that parents can have track on their children.

CLASS DOJO

Company Location: San Francisco, California, USA

Company Web site: https://www.classdojo.com/

It is yet another platform for parent's teacher communication. It connects teachers with students and parents to build amazing classroom communities. It confers the classroom culture. Parents can also be a part of classroom culture. It accentuates a great and an incredible school community. It provides an access to classroom portfolios. Class Dojo toolkit helps in making student groups to turn on background music. It effortlessly keeps parents in loop. This platform instantly sends updates, replies and reminders to all the parents. It also seems like a Facebook private where you can post share and comment. Parents like the friends which you have on Facebook can comment and like.
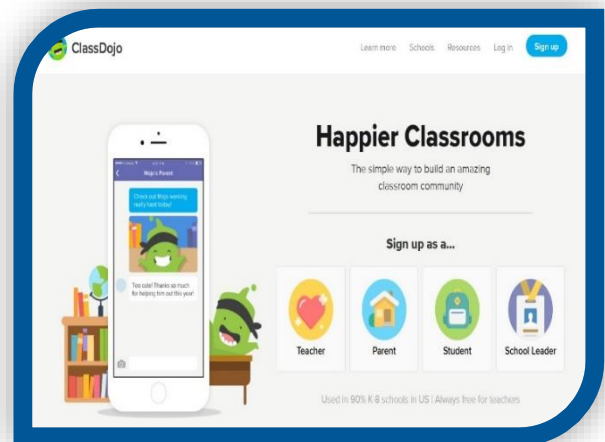
Features

This software has various features like;

> ➢ Classroom
> ➢ Portfolios
> ➢ Class Story
> ➢ Messages

This parent's teacher communication platform is integrated with the classroom culture so that their child's behavioral management and overall development can get maximum results. Online class culture gives parents an honest view so

that they can avail the opportunity to be a part of their child's culture of studies and can have a two way communication with their teachers. This is yet another software which promotes the positive student behavior and atmosphere digitally as it enhances team work, perseverance, and participation like other competent platforms of parents teacher communication.

REMIND

Company Location: San Francisco, California, USA
Company Web site: https://www.remind.com/

This software is for educational domain. It is working as a direct source of communication between teachers and parents. Remind actually makes sure that all the necessary information required by the parents is provided to them in no time, right on their phones. Remind is yet another tool for parent teacher and student communication. It also plays a poignant role in connecting the teachers, students and parents. It paves the way for teachers and students to stay in touch through this app. This tool covers a large area of communication and is quite regular among teachers, students and parents.
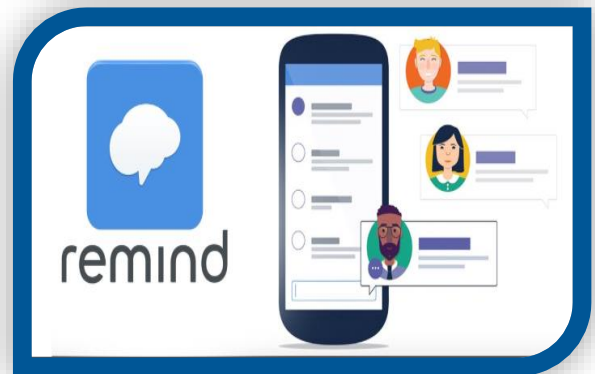
It allows teachers to pass on the notifications to the students and parents about specific meeting, task or about the deadline of the submission of the assignment. Teachers can select the particular class with which he/she needs to interact and then can send the notifications. Tasks can also be assigned through this app. Teacher can assign the task and can attach relevant photo, audio, video to the task for better understanding of the students. Students and parents can relatively be attached with the strings and this app turns out to be that thread. Contacts of the parents can be saved with their phone numbers and email id's along with the secondary email id or phone number. Parents and students can also send messages to address the issues or queries. This tool helps to invite the students and parents there and then through their email ids'.

SIMPLYCIRCLE

Company Location: San Francisco, California, USA
Company Website: https://simplycircle.com/

This is another tool for parent teacher communication. It is also specifically designed for parents and teachers to interact. This tool is divided into several features in which a teacher can maintain her respective classes. This tool consists of

➢ News Feed
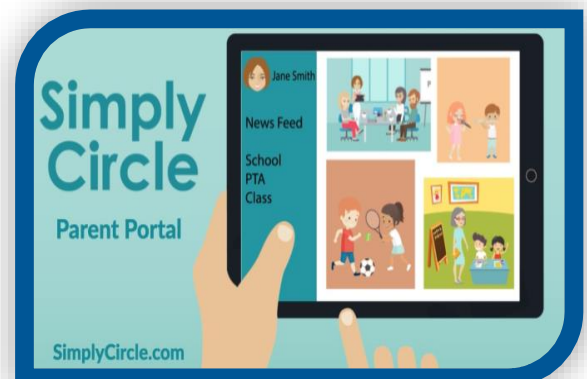
> ➢ Messages
> ➢ Calendar
> ➢ Photos
> ➢ Files
> ➢ Manager Tools
> ➢ Invite Members

It also consists of different circles in which you can opt and maintain your classes. It is platform for administrators, teachers and parents who enhance behavior management, communication pitch and feedback loops. It provides parents with endless replies. It shares the content of classroom activity and important school events and posts.

TALKINGPOINTS

Company Location: San Francisco, California, USA

Company Website: https://talkingpts.org/

It is yet another communication tool because of its simplicity in design. Like other tools it also helps in maintaining the two communications between parents and teachers via text messages. This app is a means of communication between school and parents to let parents aware of their child's report and development.

Sole teacher can maintain his/her classes and can add more if he/she requires to by adding the title. Teacher can also add the students and their parents through their email ids' and can text them anytime. Scheduled meeting notification can also be drafted and can be sent with one click. Delivery notifications can also be catered. It's a multilingual texting tool for school-home communication to make the learning effective at both home and school.
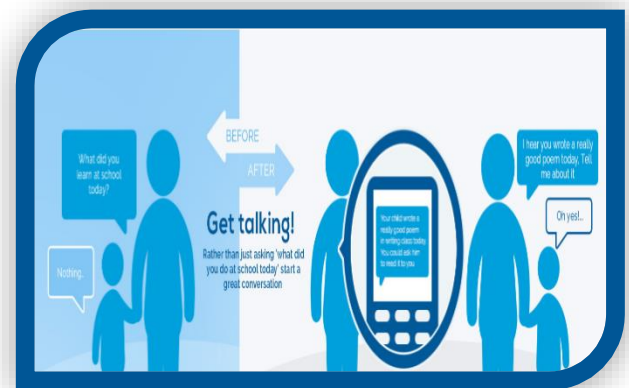
Messages consist of open-ended and specific terms. It's up to the sender how he/she is going to compose the message. You can even attach the files, pictures, videos or PPT slides to it. This tool can also translate the messages in the desired language of parents.

Teachers can also schedule the message for later use. It is also very helpful in terms of notifying the parents. Teachers can also use the emojis' to compensate the message and can also use the reports and polls to make the parents aware about their child's performance and development.

This software allows the school to reach out their students' parents in no time. It is being used in over 2000 schools. It bridges between schools, parents, teacher and students. This software provides an active learning platform and multilingual messages.

GROUPME

Company Location: New York, NY, USA

Company Website: https://groupme.com

It is yet another tool for communication. It is a way to communicate with large number of groups of students and parents. It is a form of a texting machine like SMS. You can add to contacts and then make groups, add people into it and can start chat.

The description of the meeting or the scheduled event can be written so that the parents can be aware about the purpose of the meeting or the specific event that is to be held. It is easy to create group on this app and add or connect to as many people as you can or want. Class groups can be made by just adding the titles of the class and then later parents can also be added to that respective group. Each class group can add member, has its own gallery, own calendar so that the pools and events can be updated accordingly.

It is a messaging app that allows teachers to update the parents regarding every single activity being performed in the class. It easily works on every device to make the discourse among teacher-parent easy. It can message to the relevant parents or students in real time and can get real time responses. Multiple users can interact at one time.

This tool can add the others students, parents or co-teachers to have a healthy interaction with each other about the respective student's development. It tends to be simple texting software used for communicating about the agendas you want to create in no time.

OUR COMPETITIVE EDGE TO CURRENT MARKET PRODUCTS

COMPETITIVE EDGE FOR OUR PARENT TEACHER

COMMUNICATION PLATFORM

Parents and teachers play a poignant role when it comes to educating children. Parents are children first teacher who develop their children emotionally, mentally, and provide them support to develop them healthily. When teachers partner their support to this education by cultivating their thoughts of creativity and knowledge to inspire the children with foundation of the parents, students are better prepared for the globalized struggles. At the point when guardians and instructors share great associations, students tend to build up a solid

and exceptional feeling of trust in the school. To build these alliances strong it is important that parents should have a complete and definite faith and regard towards teacher. This faith and regard can only be obtained when parents are satisfied with the teachers' performance towards teaching their students.

This is the market edge of our product to ensure that parents are duly satisfied with the teachers' instructional methodologies and strategies. To ensure that parents are satisfied, school administration should circulate reports on teachers which should be filled in by the parents in order to determine the teachers' efficiency and his/her ability of teaching. Moreover, it will present an overall view about the teachers' performance in the class and their behavior towards the domain of effective learning. These survey reports will give an actual picture of teachers' role in educating the children and will also provide an insight that how well they are going along with the children and parents.

These survey reports will cater teachers' behavior, their usage of instructional methodologies/strategies, how often they implement those resources in the class, how activities are induced and how well their children are responding to them and are they helpful and encouraging enough to make their children an effective learner. The corpus of this survey report will definitely depend on the attitudes, responses, interests, planning and scaffolding of the teachers' towards students interest.

VISION STATEMENTS FOR OUR CLIENTS

Our Education Software will make top-notch programming frameworks in a methodical, controlled, and productive way. It will include the utilization of building ideas, strategies, and techniques to the structure, improvement, sending, and supports the instructive area frameworks of our educational domain and above all it will bridge the gap of parent teacher communication. The assimilation of two way communication between parents and teachers will provide a positive platform for both of them to satisfy each other queries. Our educational solution will also give a platform to the in-charge, head, coordinator, or administrator to have a track of teachers' performances on the basis of their teaching. The in-charge or the administration of the school can have a direct access to the information of students and they can have a discrete communication with parents in order to track the teachers' performances. This process of tracking will tend to conduct and audit of teachers performance.

Our Educational product develops a positive sign of alliance between parents and teachers which can be linked with just a "click". This solution will help the parents and teachers to escalate their ability of communication in order to make the children effective and efficient learner. Moreover, it will also have a way for teachers' ability to flourish and to be rewarded. Our educational software will basically inculcate among parents, teachers, and administration a strong sense of civic, professional and ethical responsibility which will result in developing extra-ordinary students.

Our educational solution will realize the full potential of internet and will pave a way for parent and teacher to communicate on an effective and efficient note. It will prove a way to have an audit of the teachers by taking parents into consideration. It will give an insight of universal access to the research, parents' teacher communication and

education. It will provide full participation in culture to drive a new era of development growth and productivity. Not only the communication relationship will be accelerated in fact the overall communication management solution will be catered. We will ensure that the transparent and productive relationship should be offered in order to maintain the efficiency in educational domain.

The Vision of our educational software is to develop an efficient and world class education platform that will engage parents-teachers queries in just a "click". It will create a resourceful platform where the interests of the parents will be catered and teachers' performance can be tracked. In doing so the aspirations of our clients and educational sector for growth and productivity will be realized and will be enhanced in achieving the value for educational software industry. It will boost the education software industry in achieving all the values which are required for the producing productive global citizenship.

VISION STATEMENT FOR OUR PARTNERS

With globalization and digitalization of world, there is huge potential in making business partnership works across geographical boundaries. We are currently located in Lahore, Pakistan but planning to have strong bonds with education software development companies in USA and Europe. We can offer services as offshore development backend partners so that our partners are working a front end – sales/marketing/business strategy defining organization. Partnership can be of many nature and level. Let's join hands for a strong, solid and progress partnership for mutual benefits of both parties.

We have special plan for California and Washington US states-the mother land of software industry, to have strong business affiliates there. We are open for any discussion that can define road map for our future road map.

VISION STATEMENTS FOR OUR INVESTORS

For our tech startup growth, different sources of capital can be more advantageous and valuable to fueling that next level of growth. Understanding these possibilities, we are putting extra efforts for an efficient fundraising campaign and targeting the right investors at each raise. We are looking for all types of investors, specifically as:

  ➢ Banks & Government Agencies
  ➢ Angel Investors
  ➢ Angel Groups
  ➢ Accelerators & Incubators
  ➢ Venture Capital Firms
  ➢ Corporate Investors

CORPORATE STRATEGY AND ECONOMIC POLITICS

To make things clear, we are learning, following and evolving corporate strategy based on the bright and visionary ideologies of Arthur C. Brooks. See details here:
https://en.wikipedia.org/wiki/Arthur_C._Brooks

It is always good idea to learn, mature and evolve corporate strategy based in Arthur C. Brooks philosophies. He is a real genius in corporate strategy and economic politics.

CONCLUDING NOTE

Our educational solution will be world-class software in delivering a pitch to parents and teachers to have proficient communication in a "click". It will also promote by conducting and audit or keeping the track of teachers' performance for their intellectual and professional growth. Our product will be socially and financially viable in determining and providing extra ordinary experiences, high growth, and opportunities for parents and teachers to excel through personal and professional medium.

CONTACT US

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