

ICS Videos



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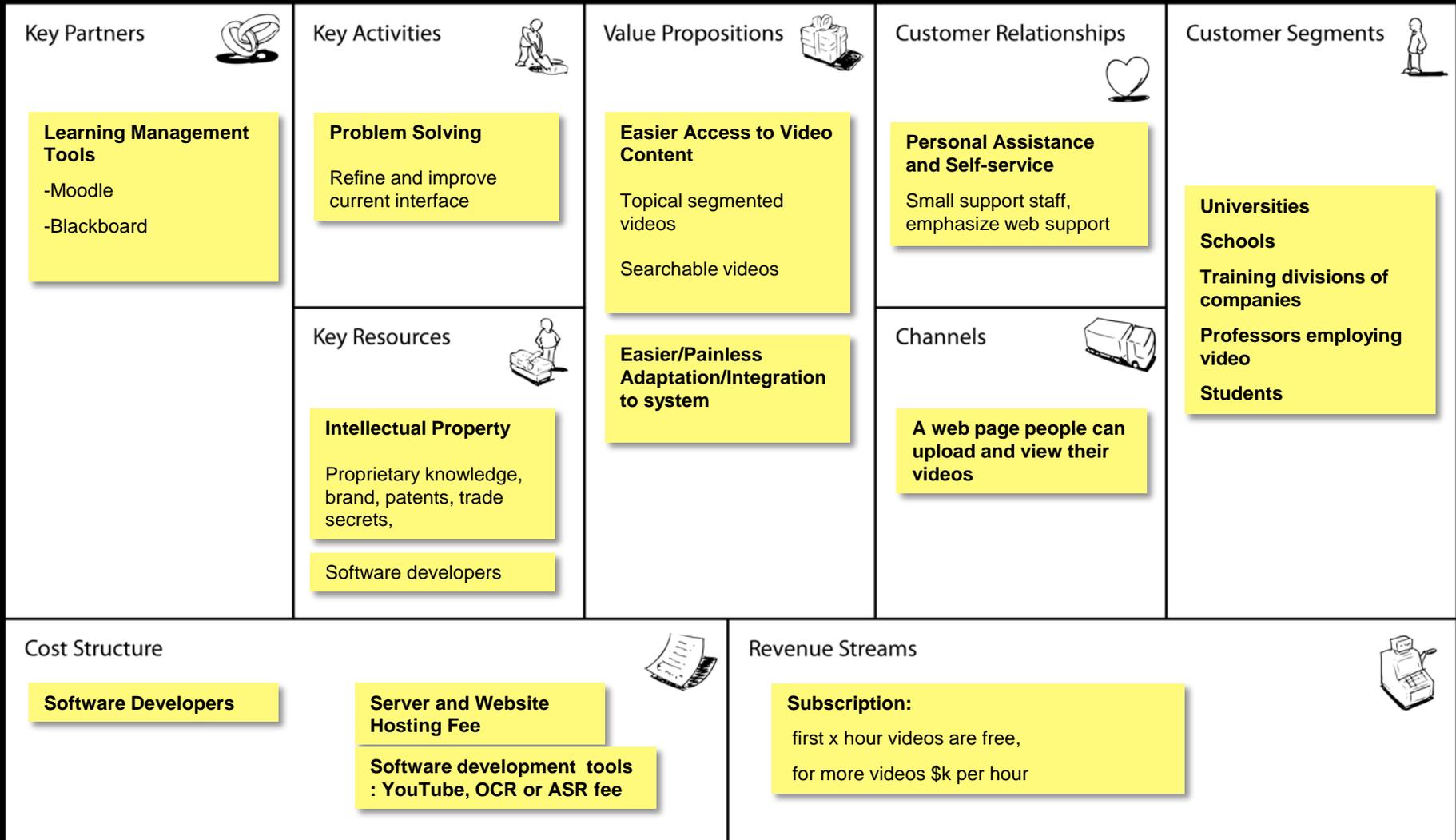
Core

Technology/Product/Service :

**More Accessible Lecture
Videos by Indexing and
Keyword Search**

**Number of Customer
Interviews Total: 21**

Instructions: *Show Your Initial Canvas (before making customer contacts)*



Learning Management Tools

- Moodle
- Blackboard

Problem Solving

Refine and improve current interface

Easier Access to Video Content

Topical segmented videos

Searchable videos

Personal Assistance and Self-service

Small support staff, emphasize web support

Key Resources 

Intellectual Property

Proprietary knowledge, brand, patents, trade secrets,

Software developers

Easier/Painless Adaptation/Integration to system

Channels 

A web page people can upload and view their videos

Cost Structure

Software Developers

Server and Website Hosting Fee

Software development tools : YouTube, OCR or ASR fee

Revenue Streams

Subscription:

first x hour videos are free,

for more videos \$k per hour

Instructions: *Focus on Customer Segments & Value Propositions*

Value Propositions



Customer Relationships

Customer Segments



What is **VALUE** provided by your product from customer's perspective?

- Easier Access to Video Content
- Topical segmented videos
- Searchable videos

What customer *problems* are you helping to solve ?

- Current Lecture video format is limited to play/scroll for content retrieval

What customer *needs* are you satisfying?

- Videos should be segmented into topics and should be searchable for
- Convert videos to a versatile learning resource that can be easily used as reference or review material.

Who are your most important customers?

- Universities (Buyers)
- Schools(Buyers)
- Training divisions of companies (Buyers)
- Professors employing video (Users/Buyers)
- Students (Users/Influencers)

What we *thought*...

Note: List key hypotheses that you tested with potential customers.

- Segmentation of lecture videos
 - Search inside a video
 - Search inside all videos
- } *useful and valuable*
- Most of the videos have more than hour length
 - Integration of competitor's products is painful
 - Subscription based revenue model is simple and feasible

What we *did*...

Note: List “tests” you performed (e.g., we talked to 10 people at a trade show). Just be clear what you did to test your business model hypotheses.

-Interviewed 21 People: Asked directly does search and indexing has value?

-3 Instructional Designers at UH

-3 students at UH

-2 students at Conference

-12 professors at conference

-1 Librarian at conference

-Visited the competitor’s websites

-Mediasite, Tele-Task, Echo360, Youtube, Blackboard Collaboration, Ensemble videos, Camtasia Player, Kaltura

What we *learned*...(I)

Note: Summarize key learnings and insights. These drive changes to your business model.

Did you find product-market fit?

Did you identify critical gaps that you will need to address?

- Segmentation of lecture videos valuable but not everybody has
 - Studies shows videos should be less than 10 minutes because of that people tend to create short videos
- Search inside a video and inside all videos have value but searching in all favored more.
- Integration of Competitor's products is not that much painful?
- Subscription based revenue model is possible
 - But introduction/ seminars / personal contacts needs be done to expend it to universities
- Features we provide has to be explicitly introduced
 - Keyword search inside a video, keyword search inside all videos
 - Increase speed , forwarding rewarding by short cut keys

What we *learned...*(II)

Note: Summarize key learnings and insights. These drive changes to your business model.

Did you find product-market fit?

Did you identify critical gaps that you will need to address?

- We need more team members to go further developments and to enter market*
- Embedding the ICS interface and features is important
 - blackboard, moodle, or professors website**
- For flipped classrooms alternative features should be introduced
 - prequiz, post quiz*
 - whole course conceptual mappings by keywords*
 - focus on search and feedback to instructors**
- People tends to have whole package: screen recorder, camera and streamer box*

What we *learned...*(III)

Note: Summarize key learnings and insights.
These drive changes to your business model.

Did you find product-market fit?

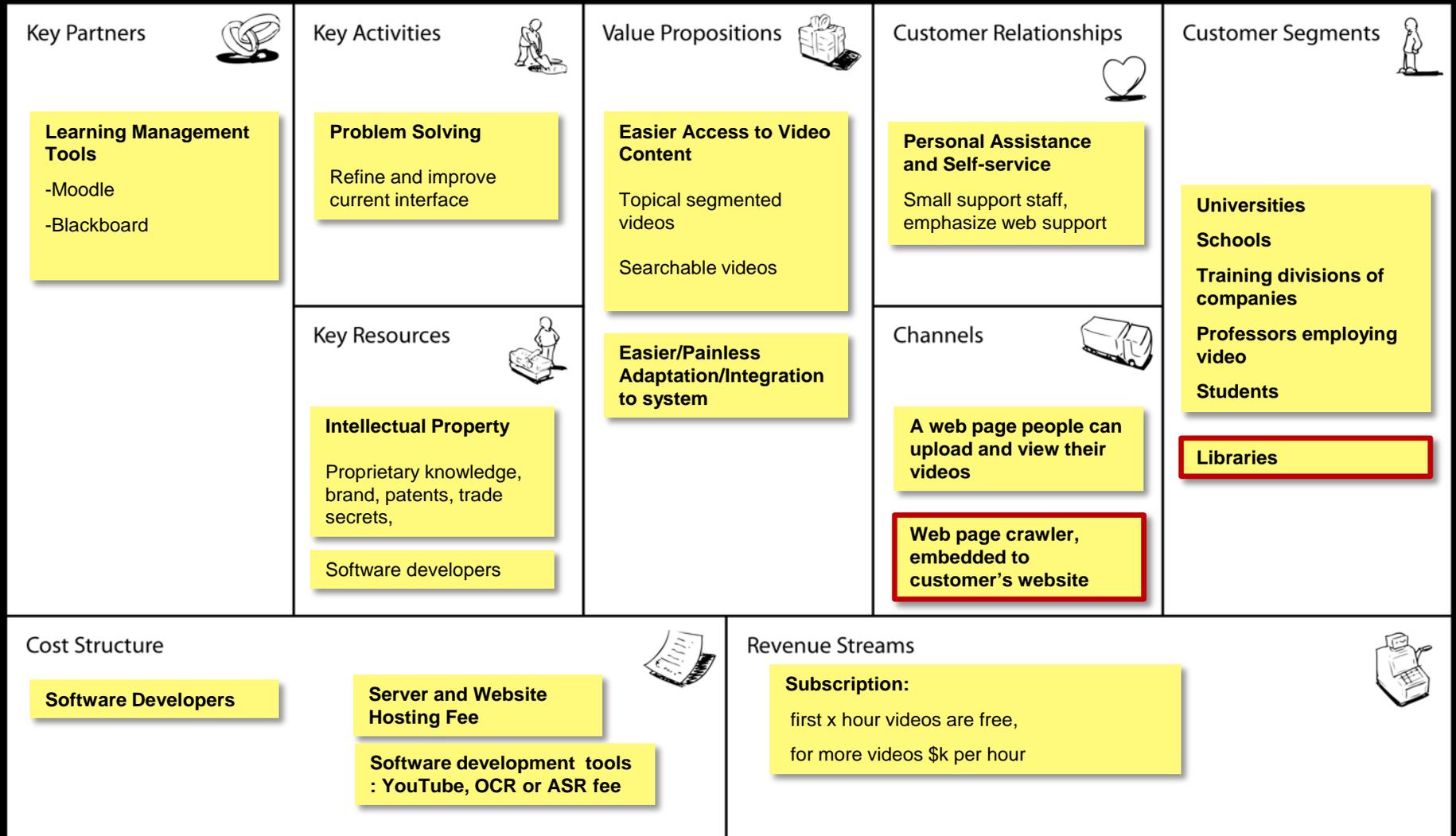
Did you identify critical gaps that you will need to address?

-A separate product that crawls web pages to index videos and make searchable

-libraries

-learn management software's: blackboard, open edu, edx, khanacademy, coursera,

Instructions: Show your Revised Canvas (after making customer contacts)



Instructions: Lessons learned on the customer discovery process

What worked?

-Asking more about them before telling about us

What didn't?

-Following the questions in the paper we prepared

What would you change going forward?

-Customized interfaces/features for different customer segments; find the customers

1) will benefit from search

2) have long lecture videos can benefit from indexing

3) have webpages needs to be indexed/searchable