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Business Summary

GroDigital's flagship product is a series of interactive children's books designed to make reading fun and engaging while evaluating essential reading skills for the 21st century. Our product provides children with instant feedback while helping with unfamiliar words and reading comprehension. What differentiates our product is that our reading system evaluates children's reading performance based on word and phoneme recognition and comprehension.

Customer Problem

Parents are finding it difficult to engage children in traditional "flatland text" when their lives are filled with digital technology. What's more, many parents have trouble knowing how to help their child learn to read. For example, parents often ask themselves "which sounds is s/he having trouble with?" and "It seems as though my child isn't comprehending anything that s/he reads!".

Solution

To solve this customer problem, GroDigital has created a series of interactive storybooks that engage the reader while providing parents with a detailed report of their child's reading performance.

Revenue Model

A one-time virtual goods purchase. Once more books have been developed, GroDigital will move to an in-app revenue model.

Target Market

Parents of young children (ages 3-8).

Competitive Advantage

Our collaborative expertise gives our company a competitive advantage. The founder of GroDigital is a PhD Candidate in Educational Studies, specializing in reading assessment and 21st century learning.

Milestones for the next year

- 1) Add recommendations to report
- 2) Optimize speech recognition system
- 3) Market & Product Research
- 4) Marketing plan

www.grodigitallearning.ca