

Planboard

Business Summary

At Vetica, we want to change education. Technology designed for teachers can empower them to be the best they can be. Helping teachers harness the power of technology that is tailored specifically for them is at the forefront of our vision.

Customer Problem

Teachers are the single most important factor in student success, empowering teachers to be the best they can be will directly result in increased student success. Teachers do not have a good way to create and organize their lesson plans. 37% of teachers want more time for lesson planning to teach better. 44% of teachers want more time collaborating with other teachers. Planboard solves this problem by taking the work out of collating and organizing information to create lesson plans. Using lesson plans as the main content, we have developed a platform that administrators can use to help teachers by giving them feedback on the lesson content, ensuring teachers follow the curriculum and for teacher evaluation.

Solution

Planboard has been created for teachers to directly benefit them. Teachers can use Planboard to create their lessons easily using an intuitive user interface. The aim is to help teachers save time and make it easier to create and teach amazing lesson plans. Users have told us they have reduced the time spent on creating and organizing lesson plans by close to half.

Planboard Campus is designed for school districts, school boards, and faculties of education at universities and colleges. Planboard Campus provides a layer of added functionality over Planboard for administrators. Administrators can monitor their teachers lecture content to provide feedback. They can also conduct teacher evaluations easily through Planboard. Features that are developed as part of this project will closely align with the results of the MET (Measures of Effective Teaching) project that is being conducted by the Bill and Melinda Gates Foundation.

Revenue Model

Planboard Campus is sold on subscription bases recurring annually. The cost for a school or district depends on the features required. The average cost per license for Planboard campus is \$75 per teacher per year.

Target Market

The market for Planboard worldwide is substantial. There are over 50 million educators worldwide as of 2009, around 375 school boards in Canada, and over 17,000 public school districts in the USA. The market identification is very straightforward since Planboard and Planboard Campus are designed for educators and education administrators. Educators and institutions around the world can use Planboard with no restriction on language or access. Currently, the focus will be to make sales of Planboard Campus in Canada and the USA.

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Competitive Advantage

Our biggest competitive advantage is that we are the few companies building the product from teacher perspective using feedback from over 6000 educators. Our relationships with academic institutions teaching pedagogy ensures that at every stage, the product reflects teacher needs. This combined with a team capable of building stable and intuitive products gives us the edge we need to become market leaders.

Milestones

Since our launch in 2012, Planboard has gained over 6000 users and school wide licenses from Texas and Canada with more in the pipeline. Our biggest unfair advantage is the amount of data created by teachers. From 50,000+ lesson plans written, to shared files and standards, teachers are invested in our platform. Our next major milestone is to reach 10,000 users by the July 1, 2013.