OPPORTUNITIES AND CHALLENGES OF DIGITAL EDUCATION FROM AN EDTECH ENTREPRENEUR PERSPECTIVE

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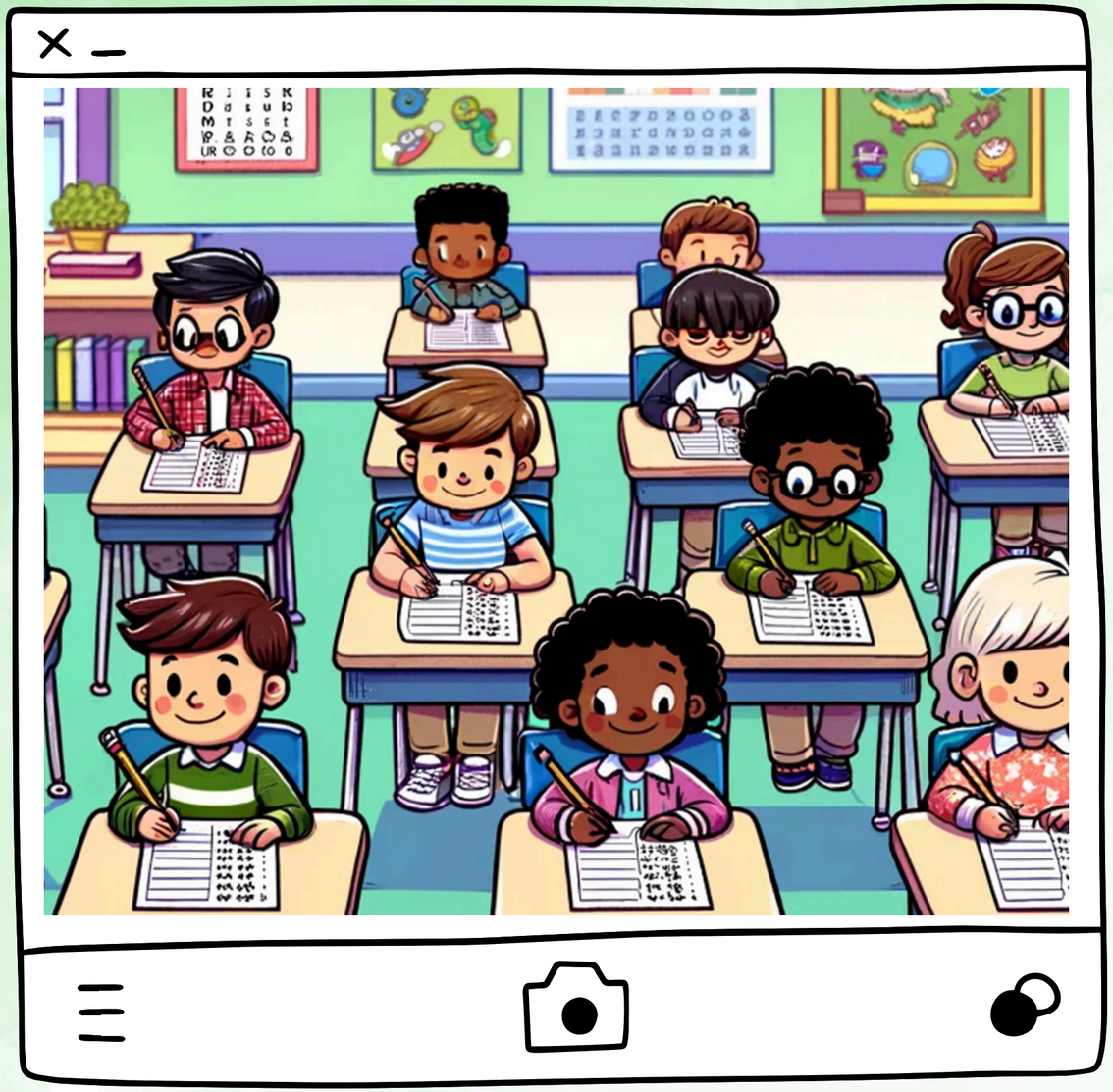
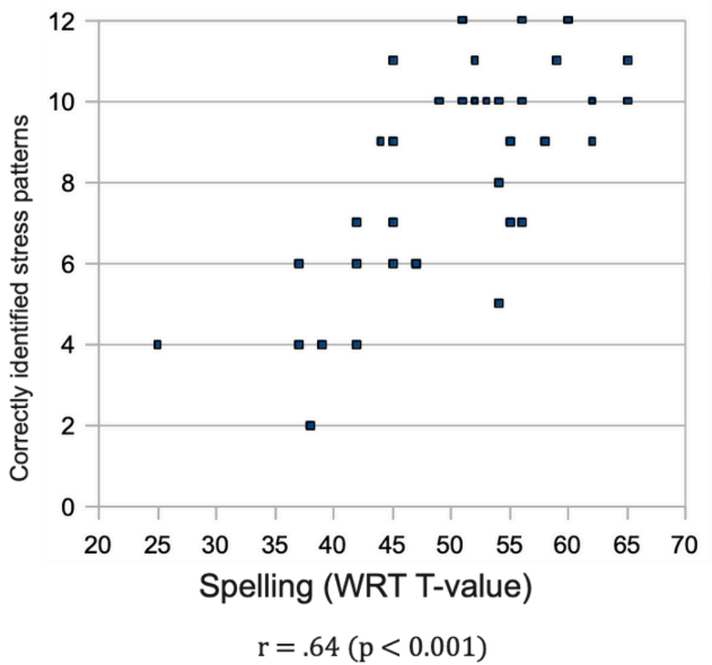
STRENGTHS

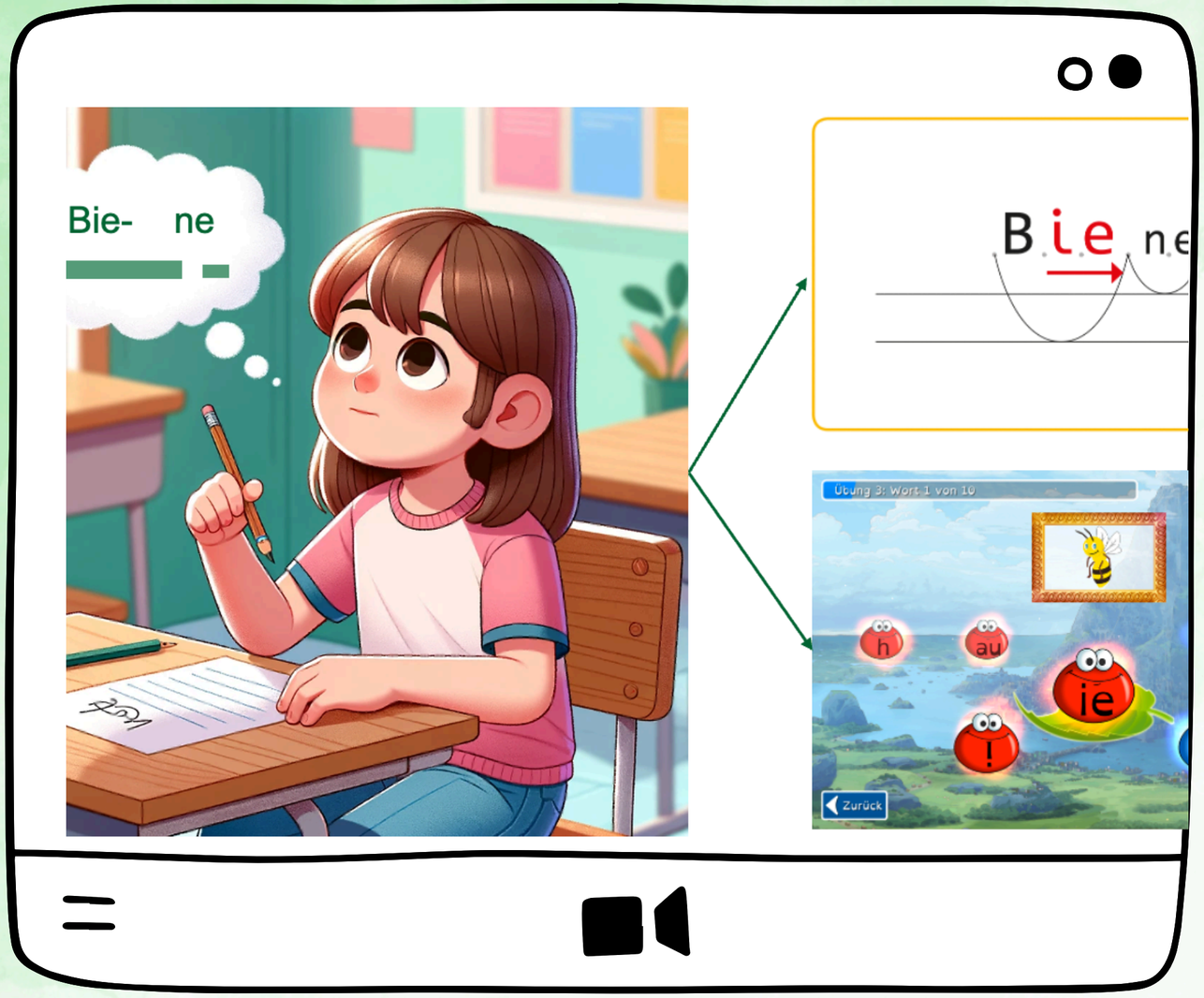
What do we do well? What unique resources do universities bring?



EVIDENCE-ORIENTED RESEARCH

INNOVATIVE RESULTS





INNOVATIVE RESULTS

turn into ideas

TEAM

highly skilled, cross-functional and interdisciplinary

ACCESS TO TARGET GROUP

WEAKNESSES

What can we improve? Where do we have fewer resources than others?

NO PROFESSIONALS

Software engineering,
assets (graphics, sounds, ...)

INNOVATION HAPPENS IN PHD/POSTDOC PROJECTS

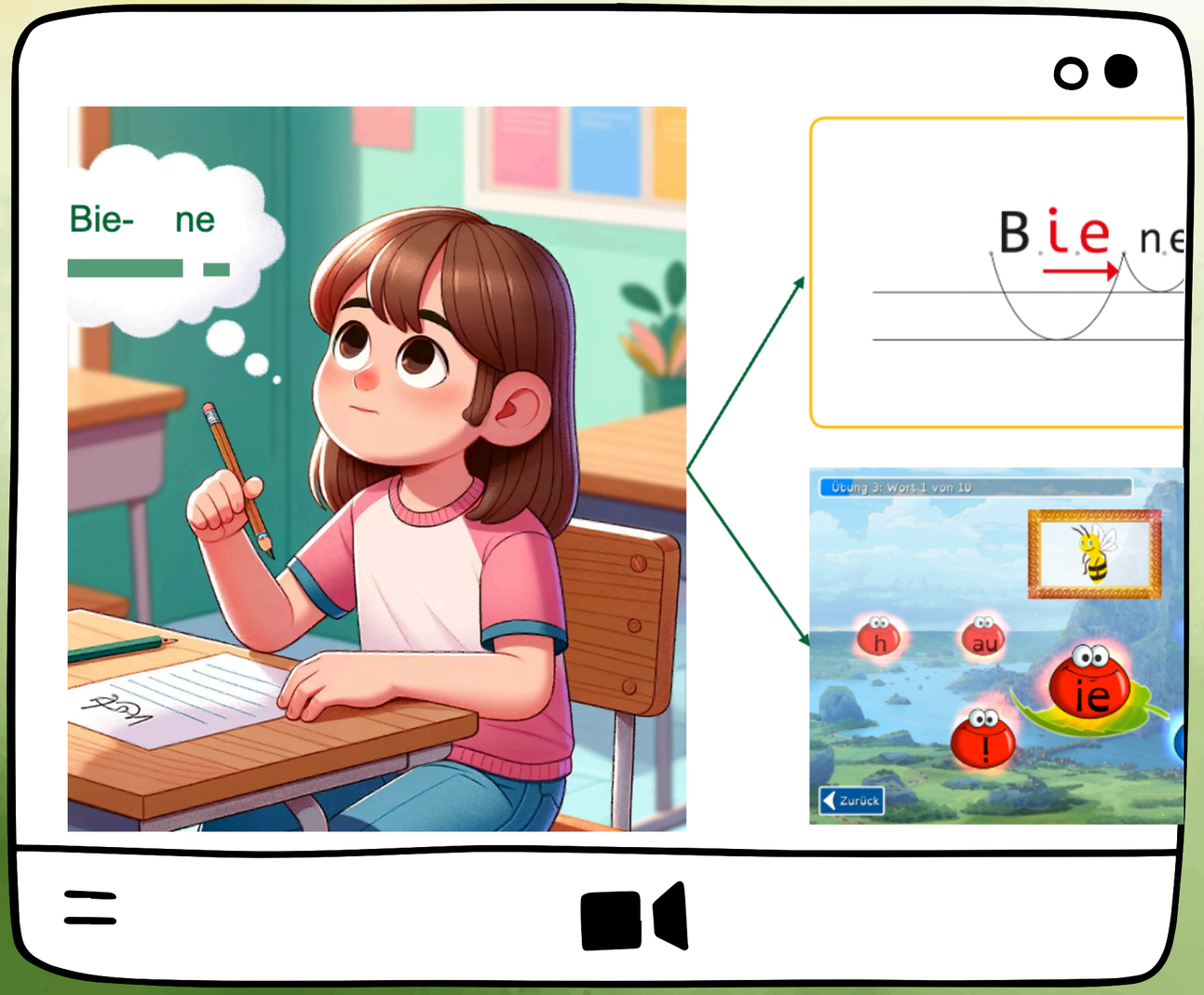
with non-permanent positions

LIMITED FINANCIAL RESOURCES

compared to industry

OPPORTUNITIES

How can we turn our strengths into opportunities?



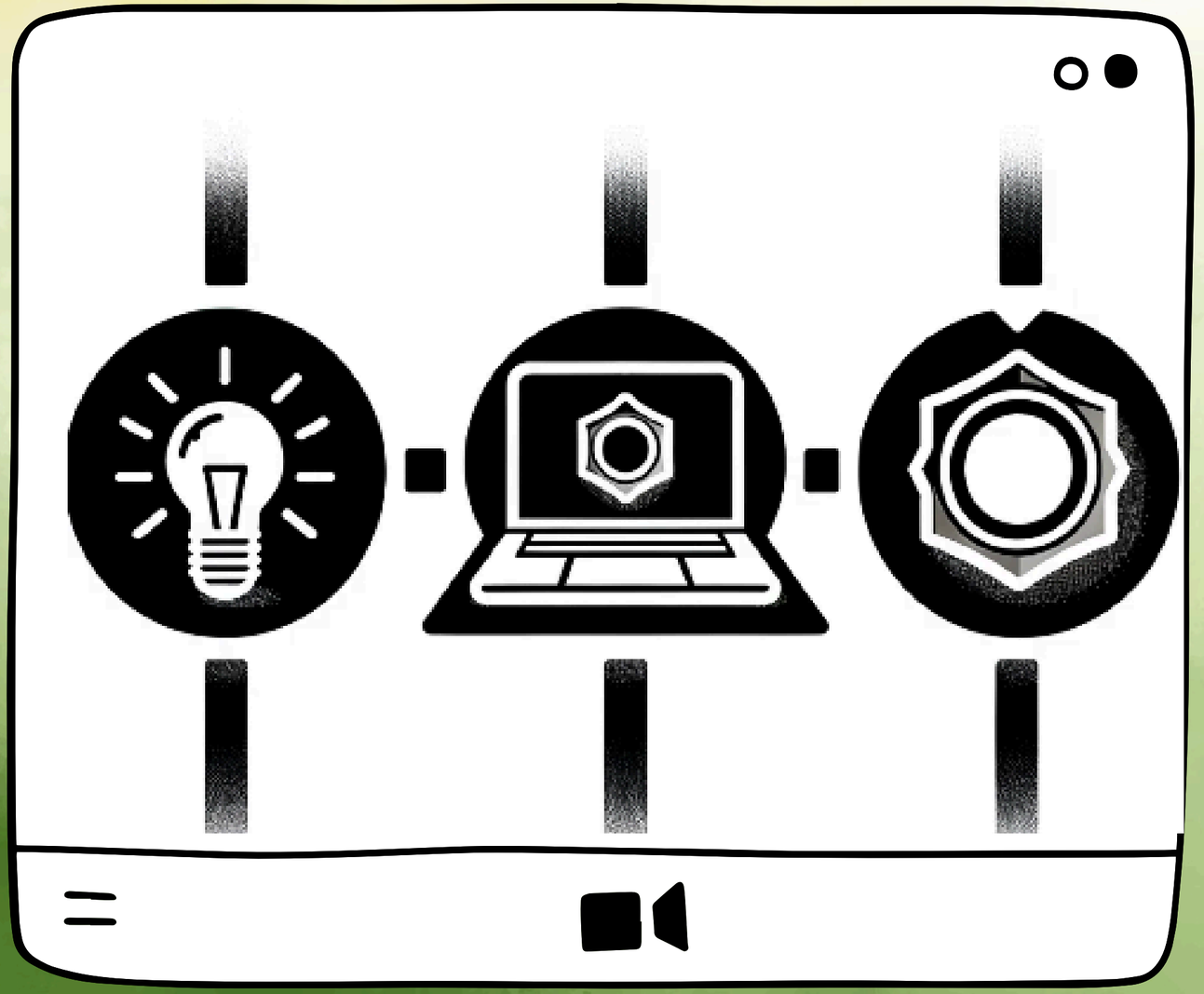
EVIDENCE-ORIENTED RESEARCH

turns into

EVIDENCE-BASED DEVELOPMENT

CROSS-FUNCTIONAL TEAM

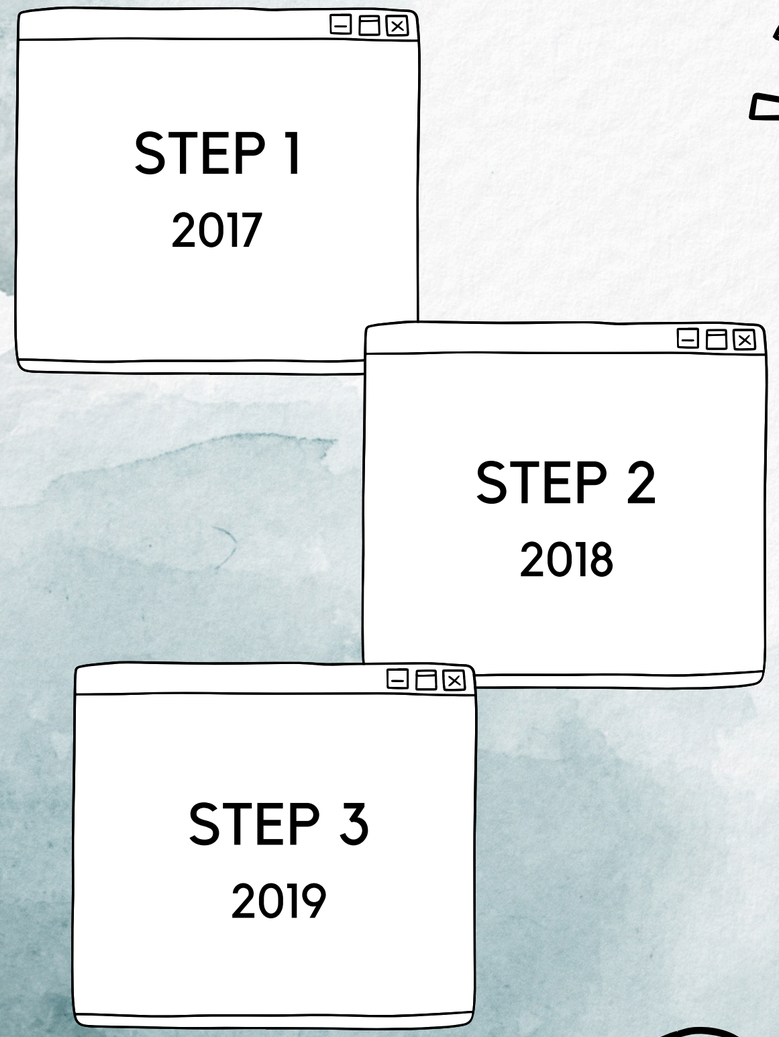
enables



FAST PROTOTYPING

EARLY ACCESS TO TARGET GROUP

enables early testing with target group



THREATS

what threats do our weaknesses expose to us?