Developing our idea!

Our initial idea centralized on the communication problem between group members, which was partially solved by the combination of Dropbox and Facebook groups.

However, as University Students, we realized that every group work asks for not two, but a great number of different tools!

Hence, our concept changed in order to integrate all those tools in one single platform. This way, we could customize and accompany students from the teacher's assignment description and initial research, all the way to the bibliography! As a consequence, efficiency would be maximized, boosting student's team work performance.

We will explore and leverage the following dynamic of network externalities:

The higher the number of students in the platform, the higher the value of this solution for each student. If all the group members, except for one, are in the platform, the former will not be able to effectively communicate, share and review documents with the team. Hence, he/she will have a stronger benefit in joining the platform as more students use it.

The higher the number of Universities, the more students will be in the platform. On one hand, the value proposition of the platform will be much higher through the integration of knowledge and automatization of some functions (form groups, know who is already in a group or not…). On the other hand, as the teachers will use the platform to share documents and upload assignments, the students will feel the need to subscribe.

The higher the number of students in the platform, more attractive it is for the University to subscribe it. In fact, this integration would increase group's efficiency, so, as much students use it, the more benefit the University will have from the integration (assuming the University's goal is to enhance the students' performance).

The higher the number of students in the platform, the higher the value for the advertisers. Two reasons lie before this relation. On one hand, the number of students the advertisers can reach is greater. On the other hand, the knowledge regarding the segment is much superior, bringing the capability to customize and personalize adverts.

The higher the number of Universities subscribing, the more Universities will want to subscribe. If in fact the platform improves team work efficiency, Universities that do not use it will find themselves in a disadvantaged position.