

Bryan Funk

ETEC522
Assignment #3.

Castle Rock Research Corp

*Executive
Summary*

**Date: November
23rd, 2008**

Our Mission— to develop quality educational resources and to deliver innovative educational solutions—all with exceptional value.

Value Proposition:
We provide a high degree of curriculum specificity in our assessments and the assessments are adaptive to the unique learning

Computer Adaptive Assessment

Is an innovative online form of assessment which provides a unique set of test items based on the students correct or incorrect responses to the previous question.

Market Problems

- 1) All students are currently assessed using the same questions. They are not adapted to what a student knows.
- 2) The need for a bank of assessment items that are engaging to students through the use of images, audio and video has not been addressed.

Solution—Computer adaptive assessment provides highly engaging assessments that adapt to the learner abilities. These assessments are based completely on the state or provincial curriculum.

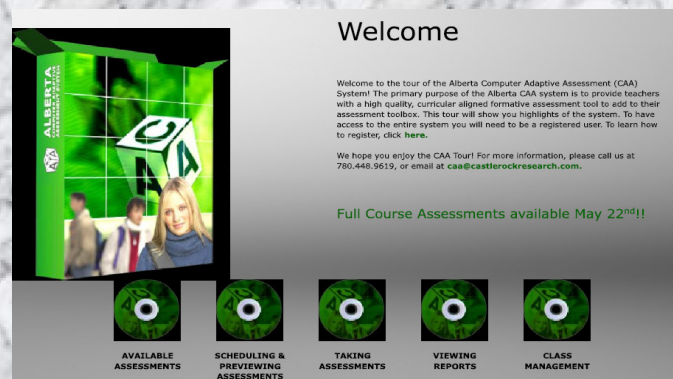
Business Model—We make money by charging a user access fee on a per pupil basis to Schools, School Districts or Provincial Education Ministries.

Market Area—Our target market is the K-12 assessment market in Canada and the United States. We currently have products in both markets and seek to expand our newest product, Computer Adaptive Assessment in to those markets.

Funding Summary

We are seeking to raise \$3 million in venture funding to bring the CAA system to the provinces of British Columbia and Ontario.

Click on the image below for a tour of The Alberta Computer Adaptive Assessment System



Welcome

Welcome to the tour of the Alberta Computer Adaptive Assessment (CAA) System! The primary purpose of the Alberta CAA system is to provide teachers with a high quality, curricular aligned formative assessment tool to add to their assessment toolbox. This tour will show you highlights of the system. To have access to the entire system you will need to be a registered user. To learn how to register, click [here](#).

We hope you enjoy the CAA Tour! For more information, please call us at 780.448.9519, or email at caa@castlerockresearch.com.

Full Course Assessments available May 22nd!!

AVAILABLE ASSESSMENTS SCHEDULING & PREVIEWING ASSESSMENTS TAKING ASSESSMENTS VIEWING REPORTS CLASS MANAGEMENT