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Venture Pitch: Glogster VUE Created by Glogster

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Mock CEO & Founder

Glogster
present yourself

VUE

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Greetings!

My name is Kimberlee Noel, and I am the (mock) CEO and Founder of Glogster, and a Learning Resources/Technology teacher. First of all, allow me to express my appreciation for your time and attention as I present to you Glogster's newest venture – Glogster VUE.

Glogster initially began as a unique social network that allowed users to create online, interactive multi-media posters known as glogs. The introduction of Glogster EDU in 2009 quickly saw glogs become the “leading platform for the creative expression of knowledge and skills in the classroom” (Glogster, 2012). Due to demand from teacher-users, and as a natural extension to Glogster EDU, we now introduce Glogster VUE – the first ever repository of peer-reviewed, curriculum-correct educational glogs. Glogster EDU contributors are masters in the art of creating motivating, interactive glogs within a tremendous number of educational areas. To be able to share this wealth of knowledge is instinctive to educators – why re-invent the wheel?

Should you, at any time, have any questions or require further clarification, please do not hesitate to contact us directly at ir@Glogster.com, or call direct at +1 888-456-4748. We look forward to discussing this venture with you further.

Sincerely,

Kimberlee Noel

CEO & Founder, Glogster

Current Educational Issues

As a Learning Resource/Technology teacher with ten years' experience in both primary/elementary and middle/senior high school, I can attest to the dedication, care and concern that the overwhelming numbers of teachers devote to their students. I also feel assured in stating that these teachers share common interests and desires to:

- create lessons that address curricular demands and outcomes,
- motivate and engage their students in learning,
- integrate technology into teaching/learning such as to motivate and encourage meaningful learning,
- develop 21st century literacies, and
- address multiple modes of learning styles and introduce multiple representations of concepts.

Unfortunately, these dedicated educators often face a number of challenges which prevent them from achieving these goals. Chief among these challenges are:

- lack of funding – teachers are expected to do more with less, including integrating technology into the classroom, often without having adequate funding,
- lack of resources – parallel to the above, teachers often have to work with limited and outdated technologies and resources,
- lack of time – teacher demands in every area is so great that time to learn or create new materials or skills is often unavailable.



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We at Glogster believe that our new venture, Glogster VUE, offers a unique solution to these problems.

Our Solution: Glogster VUE

Glogster VUE offers a unique solution to each of these challenges. In terms of cost, VUE offers very reasonable licences which can be tailored to meet specific needs. Teachers already owning Glogster EDU licences need not pay additional, as access to the VUE Educational “Glogary” (glog + library) is included with a Glogster EDU licence. However, educators not requiring an EDU licence for student-created glogs can still access and use the multitude of high-quality, educationally-sound glogs located in the Glogary through purchase of a Glogster VUE licence. Teachers can purchase a single classroom-use licence, or multi-licences can be purchased for multiple teachers, schools or districts.

The Glogster VUE Glogary contains thousands of interactive, multimedia glogs on a wide variety of content and subject areas. Each glog utilizes the latest in multi-media, interactive applications - the perfect way to integrate technology into your classroom. The recent, relevant and up-to-date information makes those staid and static textbooks out-dated.

Finally, time-strapped educators will find Glogster VUE to be an answer to their educational prayers. A quick search through the VUE Glogary yields a plethora of subject-specific, motivating, interactive, multi-media based glogs available for use with the click of a mouse. No need to spend time and energy creating your own glog for each topic.



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The Product & the Platform: Glogster VUE

Glogster VUE is a library-type application consisting of thousands of glogs, with content relevant to a wide-reaching number of subject areas for grade levels Kindergarten to 12, post-secondary, government, business and beyond. There is no limit to the range of glog topics that can be submitted, or accessed within the Glogary. Finding appropriate glogs within the Glogary is quick and easy, as all glogs are cross-referenced by topic, content, subject area, author, date and alphabetically. Suggestions for related glogs occur with each selection.

To maintain a high standard of educational reliability, glogs are user-created and peer-reviewed for content accuracy prior to posting for public access. A rating scale and feedback system is attached to each glog, enabling users to post feedback on the suitability and quality of the glog. Higher rated glogs appear first within a search, further providing incentive for glog authors to create glogs of impeccable quality and educational value. Glogster VUE's slogan "present yourself" capitalizes on this aspect.

Much the same as our Glogster EDU Ambassador program (Glogster, 2012), glog authors and peer-reviewers who reach incremental levels within the "Glogster VUEers" program receive a plethora of benefits, ranging from free technology and training for themselves and their school/place of employment, to educational media recognition, to percentages of sales of Glogster VUE licences.

At Glogster, we believe that students learn best when they are motivated, actively engaged with the content, and communicating and collaborating with others. We also believe that technology for the sake of technology adds nothing. In creating VUE, we believe we have



taken the best of what 21st century technology has to offer, and combined it with the highest standards of informational content.

Glogster History

The brainchild of three internet designers in Prague, Czech Republic, Glogster was launched in 2007. An immediate success due to its multi-media, interactive nature and unique format (Wikipedia, 2012), Glogster EDU was begun in 2009 as teachers and students recognized the educational value of the application, but required a safe, secure, and private environment for the creation of online, educational posters (Hillyer, 2010). Glogster EDU retained all of the original features of Glogster, but incorporated a learning management system whereby teachers could create projects, presentations, and assignments, as well as grade student work, and communicate with students (Wikipedia, 2012).

The launch of VUE in early 2013 represents our commitment to recognizing the needs of educators as they endeavor to keep abreast of the ever-changing needs and challenges of preparing students for life in our 21st century world. Our vibrant, active online community ensures that Glogster remains at the forefront in meeting the technological needs of our members and users.

Glogster Products

Glogster VUE is the third venture for our company. The table below gives a brief illustration of the products/applications offered by Glogster, as well as their function, intended market and revenue sources.

PRODUCT	RELEASE DATE	FUNCTIONS	MARKET	REVENUE
Glogster	2007	- Interactive, online multi-media graphic poster	Everyone	Free
Glogster EDU	2009	- Interactive, online multi-media graphic poster - Secure, online educational environment - Class management system	Education Business Government	-Single Free -Multi-user Licence Options
Glogster VUE	2013	- Online repository of user-created educational glogs	Education Business Government	Licence Options

Strengths & Challenges

As with any product, there are strengths to be celebrated and challenges to overcome.

Our strengths include:

- glogs are user-created and peer-reviewed to ensure educational applicability,
- rating scale and feedback abilities help ensure high quality,
- Glogster VUE licences are reasonably priced, with EDU licence holders being free,
- Glogster's reputation and products.

Our main challenge was the initial creation of our Glogary. To launch VUE, our goal was to have a set minimum number of glogs in the core subject/content areas of science, math, literature, geography, history and health to act as the base, and starting point, of our Glogary. These glogs had to meet essential requirements in terms of quality, content, multi-media inclusion and design prior to selection. To address this issue, we contracted the exceptional set of



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educators who form the Glogster EDU Ambassadors to create both the glogs and the criteria for inclusion. The result was an outstanding base of high quality glogs on which to launch VUE.

Market Competitors

Glogster VUE has no current market competitors. There simply isn't anyone else offering a learning technology such as VUE, because there is no competitor for the online, multi-media poster application that is Glogster.

Our dedicated team will not sit on their laurels however. We are committed to ensuring that our products remain in a class and league of their own. VUE's solitary uniqueness, coupled with our impeccable track record ensures that an investment with Glogster VUE is always an incredible opportunity.

Local and Global Markets

Glogster VUE is an application best suited to educators, for use with learners. While we may focus largely on the educational sector, as the natural default for such a product, VUE can be used in any situation where a presenter desires to purvey information in an online, multi-modal, interactive manner. Not limited to education, this can include all levels of government, healthcare, and business of all sectors and sizes. All that is required is a created glog. VUE's creation team is currently at work with all of these sectors introducing to them the unlimited potential of contributing to, and using VUE.

Glogster and EDU are currently in use in over 200 countries worldwide (Wikipedia, 2012). The teachers and students currently using Glogster EDU are largely located in countries with quality internet service, and are English-speaking, or have readily available translation skills



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(Webworth, 2012). We anticipate that these same educators, together with the introduction of the new industries, will provide a solid foundation for continued success upon VUE`s release.

Future Potential

Our company is aware of the needs and challenges represented in today`s learners and educators. Glogster turned the classic poster assignment into an interactive, multi-media experience. VUE takes that same interactive experience, and gives educators the opportunity to turn instruction into a multi-media teaching and learning experience.

What lies ahead? Glogster has the products to create; now we look towards products that help us to use that creativity. Our research team understands the need to create from anywhere, using inspiration as we see it, and is currently working on applications for android and iPhones that allow users to capture images, sounds, etc. that can be used in creation of glogs.

Your Investment

Glogster and EDU are common to both local and global markets, with a dedicated subscriber base. We anticipate a similarly warm reception with the introduction and release of VUE. Investing in VUE is an Once-In-A-Lifetime opportunity to strategically place yourself within the centre of a unique, yet proven, venture offering global learning technologies that teach, learn and inspire.



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Reflection

Writing this venture pitch and creating my elevator pitch for my “faux” application, Glogster VUE, was quite enjoyable because I believe in the product application Glogster EDU. Glogster took the simple and classic school assignment of creating a poster, and turned it into a stimulating, interactive and fun multi-media experience (that didn’t need to be carried on the bus!) I have used Glogster extensively, and am constantly amazed at the creativity and knowledge that it inspires in elementary students.

To me, VUE represents a natural extension of what Glogster currently offers. As an educator, I wouldn’t hesitate to subscribe to such a repository of glogs. The biggest challenge that I see with actualization of this application would be promoting the cross-industry nature of the product. VUE is inherently educational, and while there are no reasons why it could not be used successfully within business and government sectors, it would require aggressive promotion.

My biggest challenge with this assignment was keeping within the time and word limits. Much information had to be omitted, and much more could have been discussed. With the elevator pitch, I attempted to “hook” the investors and spark their interest in VUE. Then, using the venture pitch, show how VUE makes sense as an investment based on Glogster’s management, and strong history as a leader in unique educational technologies. My aim was to leave potential investors with a positive and secure feeling about investing with Glogster, and I hope that my pitches for VUE portrayed that feeling.

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