Assignment #3:

# *Wizard Portfolio*

Venture Pitch

Reflection

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**Reflection**

Last year, my school district changed our emailing system from FirstClass to Microsoft Office 365. For assignment #1, I did my EVA analysis on Microsoft Office 365 so I could discover what components of Microsoft Office 365 would be helpful to me and my classes. For assignment #3, I decided to keep with Microsoft Office 365 and delve a little deeper into one of its products, SharePoint.

I teach Science, Math, and Teacher Advisory (TA) at the middle school level. Many middle schools in my school district are going away from subject final exams and are instead leaning towards having the students give "Presentations of Learning" (School District 23, British Columbia). As a teacher I struggle on how this will look like for our students. I see a need for there to be a platform in which students can not only store their projects and assignments, but also be able to create an e-portfolio (whether a working or showcase portfolio). As an educational technology entrepreneur, I think that students need a way to be able to present their learning to their peers, friends, parents, teachers, post-secondary schools, and future employers. In addition, it is stressed that we teach our students 21st Century skills which ultimately future schools and employers want our students to have. Many post-secondary institutes already have established platforms for students to create e-portfolios but there is little at the K-12 level where there is storage of artifacts throughout students' elementary and secondary school career. Hence *Wizard Portfolio* was born.

So how did I do with my *Wizard Portfolio* venture pitch? I found it hard to distinguish between selling my product to the consumer and selling the pitch to investors. I do not have enough background knowledge to know how much money I would initially need to go forwards with this venture or how much would be needed to keep it afloat. As well, I hoped that I touched upon as many marketing plan ideas that I thought would be needed to promote this product or who would be interested in buying my product, but in reality, I'm not sure how well I answered those questions (hence needing an investor?). I kept my video fairly simple so I'm not sure how I did on the "wow" factor. I did my best to follow the guidelines of a venture pitch and I do think that *Wizard Portfolio* did have some strong attributes for investors to be interested in my product. They are as follows:

* Using an established company as the main platform to run *Wizard Portfolio*. Microsoft Office 365 for education is making gains in the educational world and *Wizard Portfolio* would be an extension of their SharePoint product.
* There is a need for organized artifact storage for K-12 students throughout their whole school career.
* School districts may be interested in purchasing *Wizard Portfolio* because it has the capabilities for school boards to create and post reflection questions that can aid in things like "Presentations of Learning".

Some of the weaknesses of the product could be the following:

* Cost – for school boards to have access to *Wizard Portfolio* they will need Microsoft Office 365. Although there are free versions, *Wizard Portfolio* would be an upgrade and cost school districts money.
* Cost – if teachers are going to have their students do regular blogging, answer school district guided reflection questions, store their artifacts more often, and use *Wizard Portfolio* to create working or showcase e-portfolios, there will be a need for more computers in classrooms. School districts may not have the money to provide for this or be able to support a BYOD program.
* Cost and time will be needed to train teachers and students on how to use Microsoft Office 365 ®, SharePoint®, and *Wizard Portfolio*. The question will be if school districts willing to put money into this product and training.

My elevator pitch may have been geared too much towards consumers than for investors. I was trying to sell them on the idea that there was a need to store or archive student artifacts from grade 1 to grade 12 and students needed a way to showcase their 21st century skills and learning. What I did not do was ask for anything (like money or assistance) or provide an answer as to where I was going with the product. Although my elevator pitch may have been a little too long (over by 14 seconds), I do like how it turned out.