



EDUTAINMENT

a new educational tool

INTRODUCTION

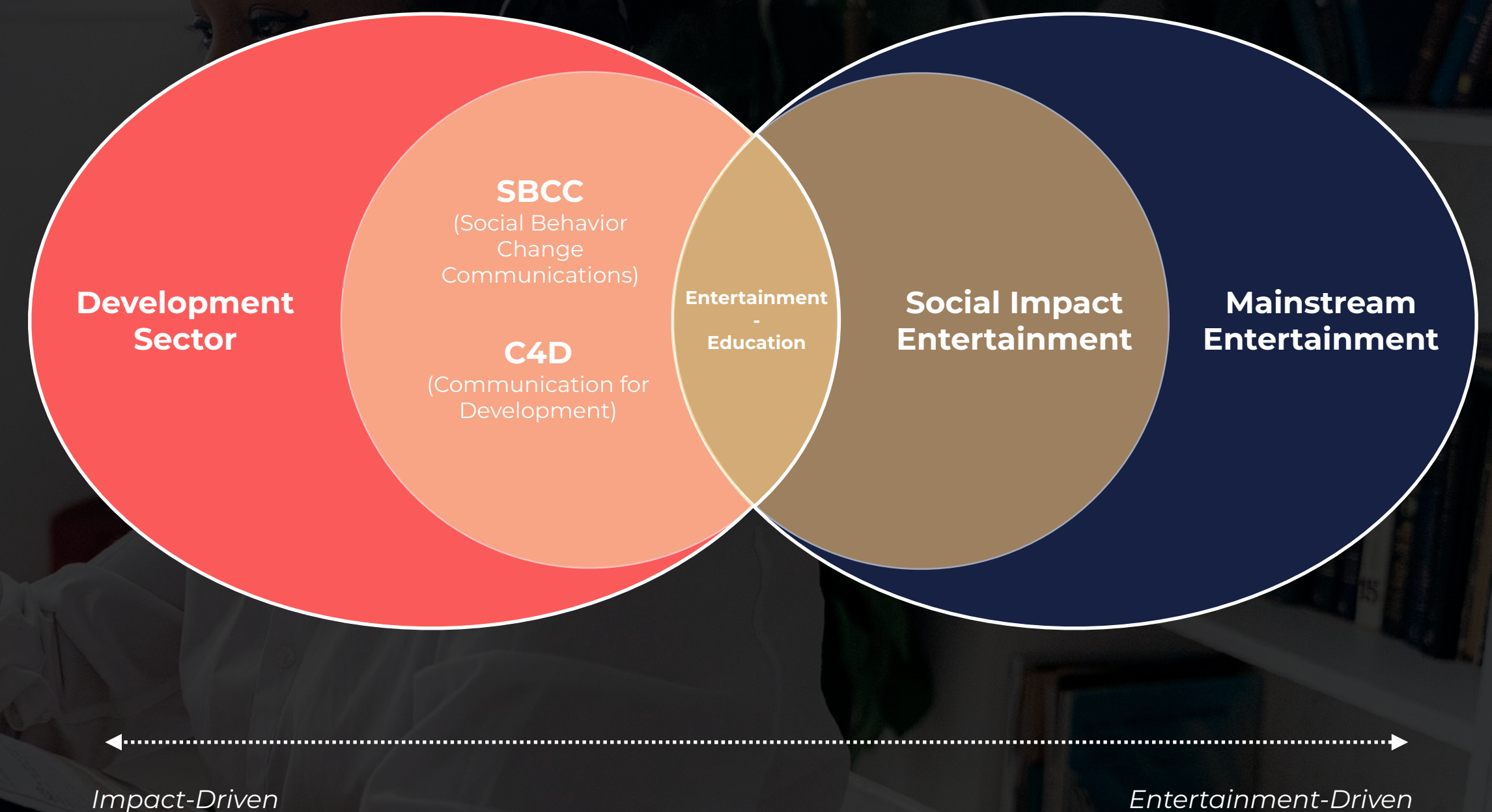
Edutainment (education + entertainment) is a compound concept that means *"learning through entertainment."* Edutainment introduces gaming practices to traditional study strategies.

This approach has two main benefits:

- Allowing to maintain students' interest and involvement;
- Providing opportunities to create a direct experience through the use of games.

The modern word *school* comes from the ancient Greek *σχολή* which means *"leisure, recreation, time, free from duties and tasks."* One can thus argue that edutainment returns to the initial understanding of the learning process, which was founded by the ancient Greeks.

(Source: Proceedings of INTCESS 2020 - 7th International Conference on Education and Social Sciences)



TASK

Your team is invited to incorporate the above-mentioned concept of edutainment into a **new educational tool** and present it to **potential sponsors**.

Your project will be considered for funding under the condition that it is cost-effective, feasible, sustainable, and has a sufficient positive social impact.

You can come up with a game, a podcast, a course, a book, or any other tool that may be used by individual learners as well as schools in your country.

Your presentation should include:

- 1** Business plan for this project
- 2** Analysis of the relevant business environment
- 3** Description of the benefits and risks of using your idea, comparison to existing tools, demonstration of the added value it offers. Do you recognize any social impact?
- 4** Plan for incentivizing teachers and students to use your tool (specific target audience and approach to advertising)
- 5** Estimation of the resources needed (human, network, technological, capital)
- 6** Estimation of the financial flows: cost and revenue projections. A clearly defined break-even point.
- 7** Suggestions of national and international organizations that could become partners/ sponsors or support your project? Why?

GRADING PARAMETERS

Those are the grading parameters that everyone will use to peer-grade the solutions:

1

Has the team identified the problems/causes and goals/issues of their assignment?

2

Has the team demonstrated the ability to effectively synthesize the information?

3

Do you recognize a broad perspective, deep analysis and inclusion of different stakeholders' interests?

4

Is the model of analysis complex and adequate? Has the team presented a clear structure of thoughts and arguments?

5

Are the underlying assumptions reasonable and realistically backed by the evidence? Do you recognize a high level of business sense and the ability to apply economic concepts?

6

Has the team presented a well-developed strategy and made realistic recommendations? Do you recognize complete coverage of key issues?

7

How precise were the calculations and projections? Are they convincing?

8

Has the team demonstrated the ability to think outside of the box? Do you recognize imagination and creativity?

9

Is the presentation simple to follow? Was communication professional and proper, supporting their recommendations?

10

Did the team follow the instructions for the presentations, especially time limits? Is the contribution of every team member visible?

SCHEDULE & INSTRUCTIONS

Business Case video and presentation files upload **deadline: 12th of February 2023, 23:59 UTC**

Upload [HERE](#)

Restrictions

- 1** The presentation video length limit is 10 minutes.
- 2** The video should be submitted in a commonly accessible format (*.mp4, *.avi or *.mkv), its size should be under 1 GB.
- 3** There are no restrictions on editing the video and on the number of slides of your presentation
- 4** Presentation slides are to be submitted in .pdf format.
- 5** Names of all the files should be the same as the code of your team. (e.g.: "1234.pdf", "1234.mp4").
- 6** Keep in mind that it will take time to upload the video, so do have it ready in advance.
- 7** The video can be captured by any available means. For example, you can use the recording option in Zoom.

PEER GRADING

Deadline for peer grading: **17th of February 2023, 23:59 UTC**

Submit [HERE](#)

Penalty for late replies

25 if peer-grading submitted 0-2 hours late **%**

50 if peer-grading submitted 2-4 hours late **%**

75 if peer-grading submitted 4-6 hours late **%**

EXCLUSION

if peer-grading isn't submitted 6 hours after deadline

Ask **questions**: https://t.me/Eleni_Kisiri or <https://t.me/+oVo-J0n5dQNmMzk0>

SOCIAL NETWORKS

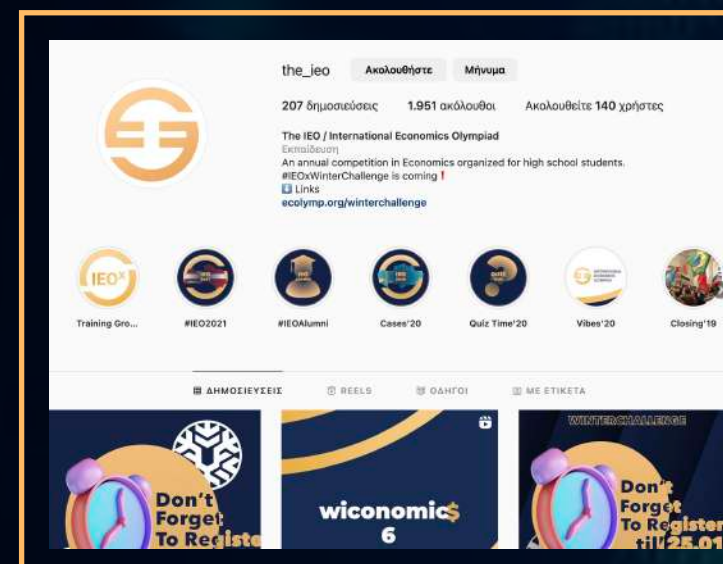
IEO official site: <https://ecolymp.org/>

IEOx official site: <https://ieox.ecolymp.org/>

FaceBook



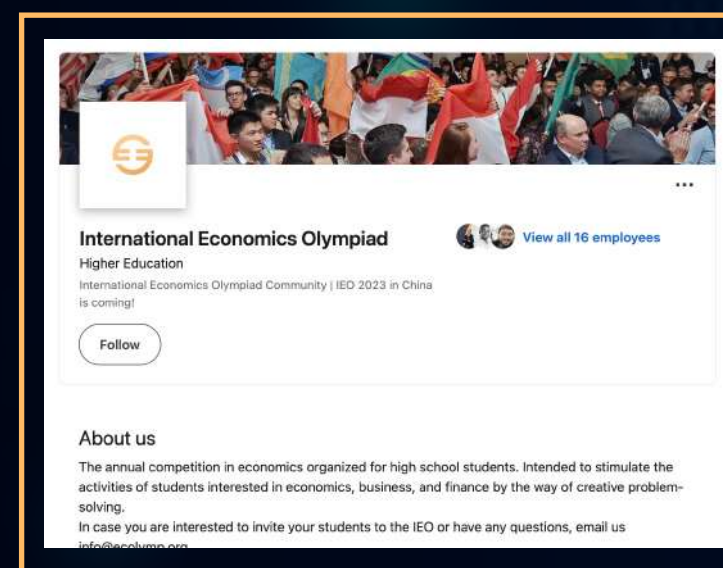
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