Why most edtech fails...
and
3 tools to survive & thrive!

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(ieee - lan)

Ezekiel
(easy - key - L)

@ eylanezekiel
Help organisations create more engaging learning through the use of effective digital technology.

Teaching → Publishing → Awarding bodies → Startups → Funders → Research
Key Performance, Q1-2011

Sales

Resources and Tasks

Customers

New Customers

Budget

New Customers
Making things for yourselves, not the users.
Anyone completed The Workload Challenge yet?

Just need to finish this report...

When I've completed this risk assessment...

When I've analysed this assessment...

I'll do it after half term.

Wasn't half term last week?

Stan in @schoolsweek
EDUCATION TECHNOLOGY ACTION GROUP

LEARNING IS
A LOT MORE
GLOBAL

ONLINE LEARNING
IS AN
ENTITLEMENT

2020?

2025
LOOKS LIKE THIS

SERVERS & SERVICES
CLOUD BASED

BETTER MEASURES OF
PERFORMANCE

NEW EMERGING
TEACHING &
LEARNING

TECH WILL BE
PERSONAL, WEARABLE,
ETC

STUDENTS
WITH SIGHT &
CONTROL OF THEIR OWN COMPLEX
LEARNING DATA

WE WILL KNOW A LOT
MORE ABOUT
HOW WE LEARN
"...imagine an early nineteenth century engineer concerned with the improvement of cross-continental transportation. Someone comes to him with a design for a jet engine. 'Great,' the engineer says 'we'll attach this to stagecoaches to assist the horses.' When they try they soon see that there is a danger that the engine would shake the vehicle to pieces. So they make sure that the power of the engine is kept down to a level at which it would not do any harm. (It is not on record whether it did any good.)"

-Seymour Papert

Technology in the Schools: to support the system or render it obsolete. Milken Exchange on Education. July 1990.
THE LEARNING BLACK MARKET

THE BRIDGE OF DISSONANCE

FORMAL LEARNING

INFORMAL LEARNING

WIKIPEDIA

YOUTUBE

MOOCS

CATHARTIC CRONIN  @ ALTC
BLAH BLAH BLAH

OH... YES...
I GET IT...
Cost vs Value
THE RE'S NO SILVER BULLET
Why enter into education work?
To broaden reach.

Why broad reach (not narrow, local)?
Because we are a national organisation.

Why be national (instead of local)?
It is in our remit which we set ourselves.

Why did you make that remit?
Because that's how the funding works.

Why go after the funding?
Because funding equals clout and respect which enables us to put (insert arts focus here) into the national conversation.
Business Model Canvas
TeachMeet
EDUCATION TECHNOLOGY ACTION GROUP

NO CHILD LEFT BEHIND

NO TEACHER LEFT BEHIND
Meeting around a table

Meeting around a document

Innovation
Thank you

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THANK