Quality evaluation & Benchmarking

The following document provides information on the edtech product benchmarking studies we execute for various product categories in regular intervals. The document is referring to STEAM & STEAM educational kit benchmarking, which is executed during April–May 2019. For the schedule of benchmarking products in your product category, please contact info@kokoa.io

Market Study on STEAM Educational Kits

KOKOA STANDARD

*Get evidence of your product's **learning impact** and see **how it ranks against its competitors.***

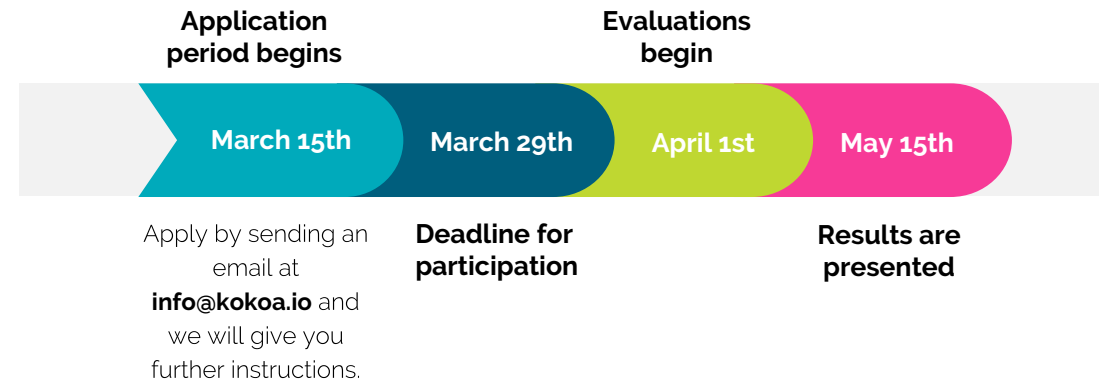**The products are evaluated and ranked based on the following:**

Pedagogical quality

Curriculum alignment

01 02 03 04

Overall score

Learning engagement & usability

EVALUATION REPORT
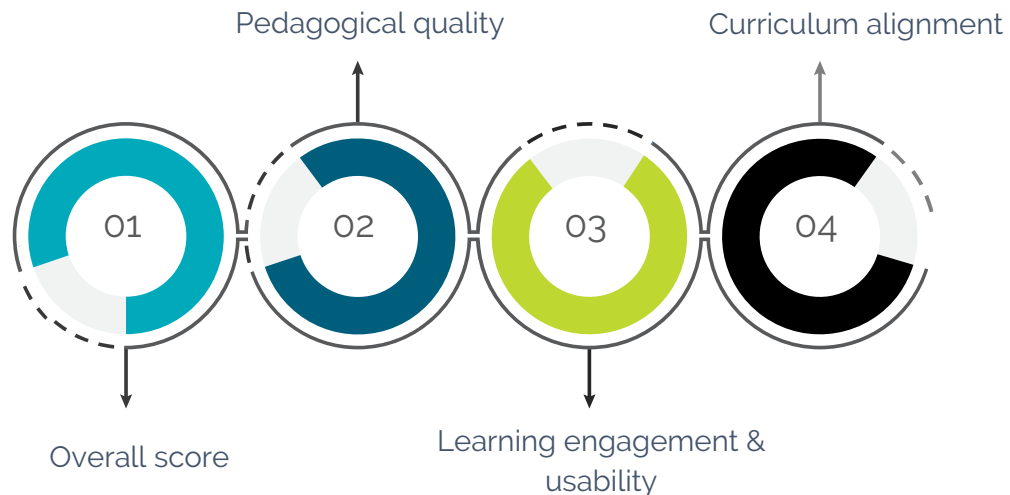
Participating companies receive a Tier 4 ESSA-Aligned* Product Efficacy Report.

For more information, see sample report.

*https://ed.gov/policy/elsec/leg/essa/guidanceuseseinvestment.pdf

Timeline

Application period begins

Evaluations begin

March 15th | March 29th | April 1st | May 15th

Apply by sending an email at **info@kokoa.io** and we will give you further instructions.

Deadline for participation

Results are presented

Why

Get support for sales and marketing — identify your strongest selling points and allow your product to truly stand out with evidence of its quality.

Buyers love to see a product's data, analysis, and impact summary and understand how it ranks against its competitors.

Improve your market knowledge and learn about your closest global competitors.

How We Evaluate Each Product

Participating companies receive a **Product Efficacy Report** which gathers the findings and addresses the product's strengths and development areas.

For more information, see sample report.

Subject area - Primary skills

Reading & Writing

1. Practicing correct spelling and grammar. — A
2. Practicing to plan a structure for a story by writing down ideas and/or keywords. — A
3. Designing and producing own written content and textual representations. — A
4. Practicing creative writing through writing narratives about personal experiences and those of others (real and fictional). — A
5. Understanding the value of proof-reading to check for errors in spelling, grammar and punctuation. — B
6. Develop positive attitudes towards and stamina for writing. — B

A = Primary goal: content is didactic B = Secondary goal: content is facilitative **Compared against**: UK National curriculum Department for Education (2013)

1. Curriculum mapping

Individual - Collaborative: 91/100 = Excellent

Individual ——— Collaborative

Strengths: The product complements school education and acts as a direct continuation of textbooks. It is easy to deploy regardless of the teacher's previous digital skills. Especially in the case of mathematics content, the teacher will first go through the content to be handled with the pupils, and the product will provide a large amount of exercise to support this. However, the teacher can tailor the content to suit different student groups or individual pupils. Students can also choose the level of difficulty they want in some tasks.

Suoritustasot

Tarra	Pistemäärä %	Pistemäärä pisteinä (max: 750)	Poista	Aseta maski
Pronssi	50 %	375 p		? Ikoni
Hopea	75 %	562 p		? Ikoni
Kulta	90 %	675 p		? Ikoni
Timantti	100 %	750 p		? Ikoni

+ Lisää suoritustaso   + Henk.koht. suoritustasot   Tallenna   Sulje

2. Pedagogy assessment

Safety — Score: 4.1/5 = Well supported

Feeling that the product is a safe environment for having fun and trying out things rather than feeling uncertain of the consequences or threatened by other users

Main strengths	Score
1. The product doesn't include content or advertising which would be harmful for the targeted users.	5
2. If the user shares content - their work, their comments or anything else - it is always clear, who has access to the shared content.	5
3. The user cannot make irreversible errors. Points that lead to restarting the use or re-doing things without a considerable effort should not be possible	5

Tuote on turvallinen käyttää eikä siellä näytä olevan tietoturvaan liittyviä ongelmia. Oppilaiden vastaukset jaetaan vain opettajan kanssa eikä toisilla oppilailla ole niihin pääsyä. Tiedot tallentuvat automaattisesti, joten vastauksia ja saavutuksia ei voi menettää.
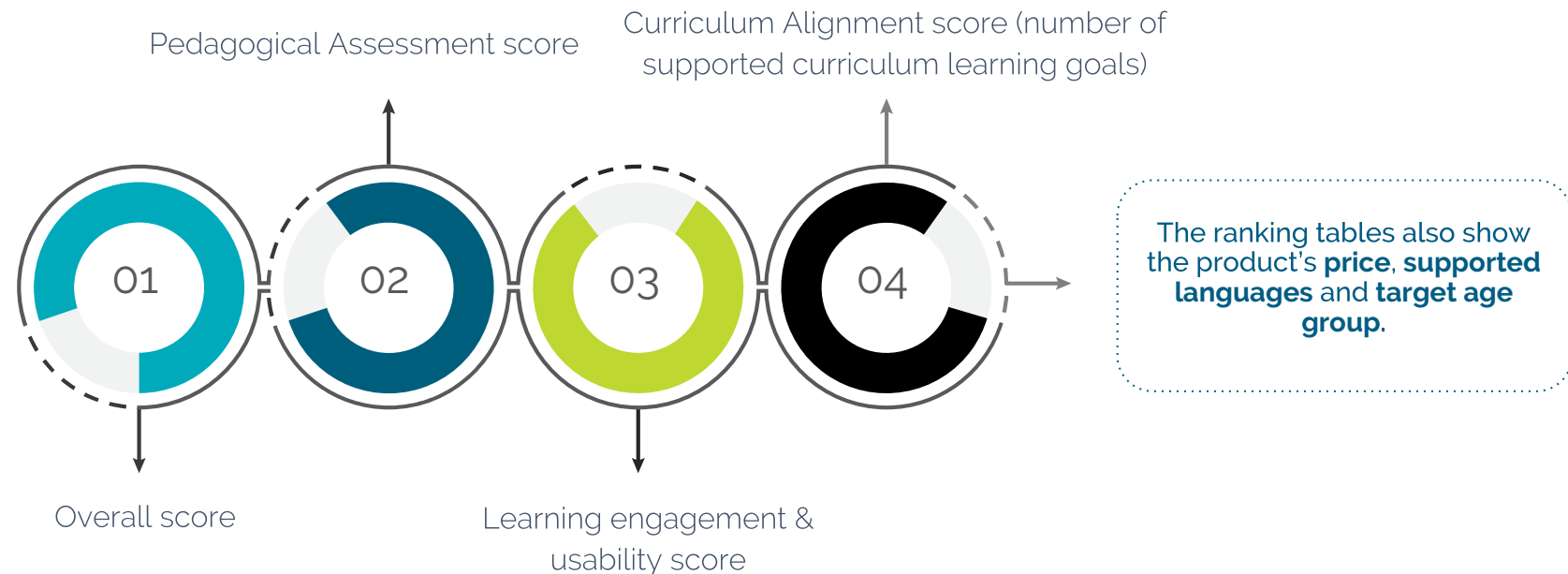
3. Usability assessment

Giant Alphabet – High Educational Quality Aspects

1. Increases **emotional engagement** in writing process.
2. Supports learning through **peer-feedback**.
3. Provides meaningful, **goal oriented** assignments.
4. Supports student's **autonomy** by leaving plenty of choices for learner.
5. **Feedback** of success is clear and comes immediately.
6. Requires student to **engage** with writing assignments in order to progress.
7. It is easy for students to **reflect** their own learning progress.
8. **Pleasant and safe to use** and respects all users equally regardless of user's age or gender.

Pedagogical Approach **88 %**   Learning Engagement **3.7**

4. Conclusions

How We Determine Competitor Analysis

Products are left anonymous in the rankings, but the categories' top-ranking products are named.

Each participant can see how their own product ranks in different categories.

Competitor ranking categories include the following:

Pedagogical Assessment score

Curriculum Alignment score (number of supported curriculum learning goals)

01 02 03 04

The ranking tables also show the product's **price**, **supported languages** and **target age group**.

Overall score

Learning engagement & usability score

Ranking category 1. – Overall score

The product's overall score is calculated based on its pedagogical quality score and learning engagement & usability score.
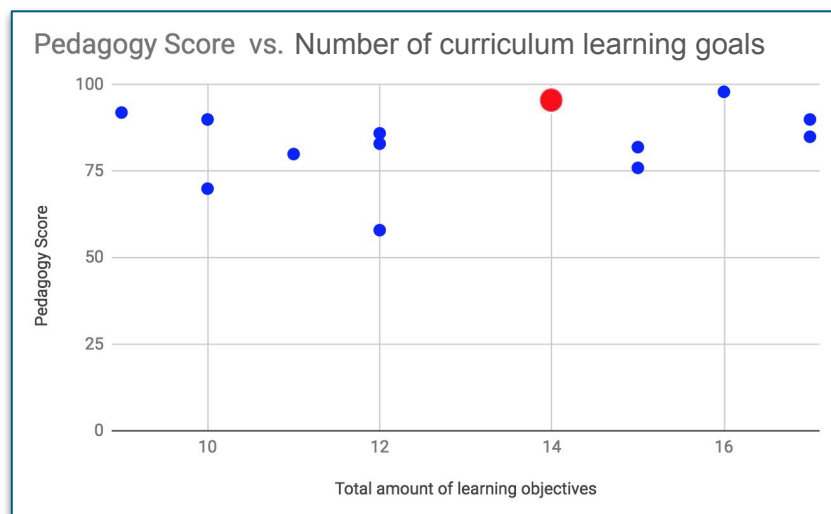
The ranking table also shows the product's price, supported languages and target age group.

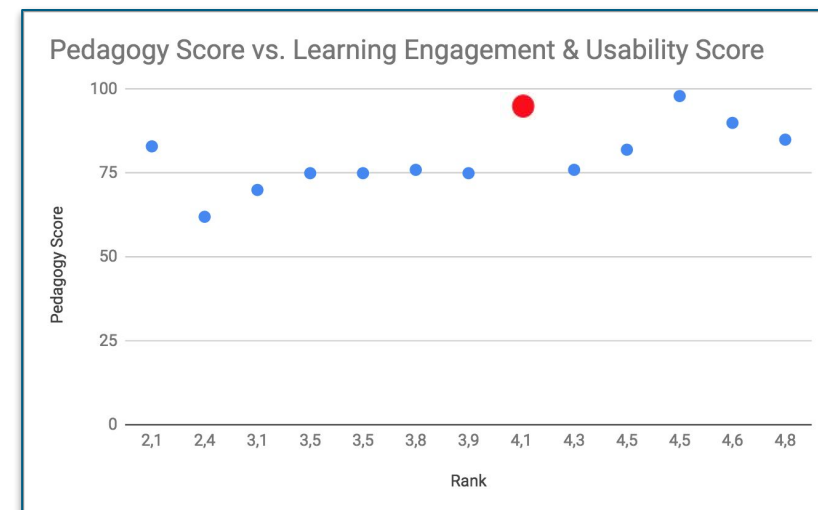| Rank	Name	Overall Score	Pedagogy	Usability	Price	Target Age	Languages
1.	**Top Ranking Product 's Name**	22,56	98%	4,7	129€	8+	en, es, sv, zh
2.	Anonymous 7	19,32	96%	4,2	309€	12+	10+ languages
3.	Anonymous 21	18,90	92%	4,5	119€	4+	en, es, zh
4.	**Your Product's Name**	**18,48**	**94%**	**4,4**	**189€**	**8+**	**en, fi, sv**
5.	Anonymous 3	17,55	95%	3,9	211€	12+	10+ languages
6.	Anonymous 8	14,43	89%	3,7	89€	14+	en, es, sv, zh, it
7.	Anonymous 12	10,54	84%	3,1	59€	6+	10+ languages

Example of product ranking tables.

Competitor analysis

In the competitor analysis, you can see where your product ranks based on its pedagogical quality, usability, and total number of curriculum learning goals that it supports.

Pedagogy Score vs. Number of curriculum learning goals

= Your product   = Your competitors

Pedagogy Score vs. Learning Engagement & Usability Score

= Your product   = Your competitors

How

Participants are required to give Kokoa evaluators access to their product.

Apply by sending an email at info@kokoa.io and we will give you further instructions.

Kokoa has pre-selected five benchmark products for the analysis, but every participant has a right to suggest additional products to be included in the competitor mapping.

Pre-selected products include the following:

| SamLabs STEAM Course Alpha Kit | littleBits STEAM Student Set | Makeblock mBot Series Educational Robot Kits | Strawbees Coding & Robotics Kit | UBTECH BuilderBots Series Overdrive Kit |

Timeline

KOKOA STANDARD

Application period begins

Evaluations begin

Results are presented to each individual participant.

March 15th **March 29th** **April 1st** **May 15th**

Apply by sending an email at **info@kokoa.io** and we will give you further instructions.

Deadline for participation

Each participant is required to give Kokoa evaluators access to their product by **April 10th.**

Presenting results

If you want to see a certain product in the competitor analysis, please suggest it to us when applying.

Certification

The Kokoa Certificate is issued to products that meet the science-based standard. With this certification, you can show to your clients that you have evaluated your product's efficacy with the *ESSA Tier 4. approach.

"Kokoa Standard evaluation has excellent value for money - help with improvement ideas through comprehensive, professional feedback, plus recognition by allowing the seal on our packaging and marketing materials."

Leah Wyman / 3Doodler

*https://ed.gov/policy/elsec/leg/essa/guidanceuseseinvestment.pdf

Pricing
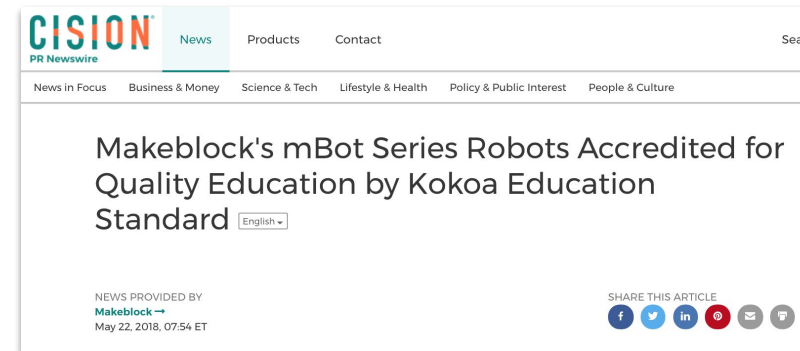
Participation with one product

1290€ (VAT 0%)

Participation with two products

2280€ (VAT 0%)

Participation with 3+ products

1040€ (VAT 0%) per product

Limited time offer ends at **March 29th**. Apply by sending an email at **info@kokoa.io**

Background

Kokoa Standard is an expert Finnish organisation that specialises in EdTech quality verification.

To date, over 200 EdTech products have been evaluated with Kokoa's science-based assessment.

All product evaluations are conducted by carefully chosen professional teacher-evaluators who are trained in the Kokoa method.

EdTech industry stakeholders around the world trust Kokoa to ensure solutions are independently certified to this high-quality standard.

Theoretical background

The white paper describes the theoretical background of the evaluation.

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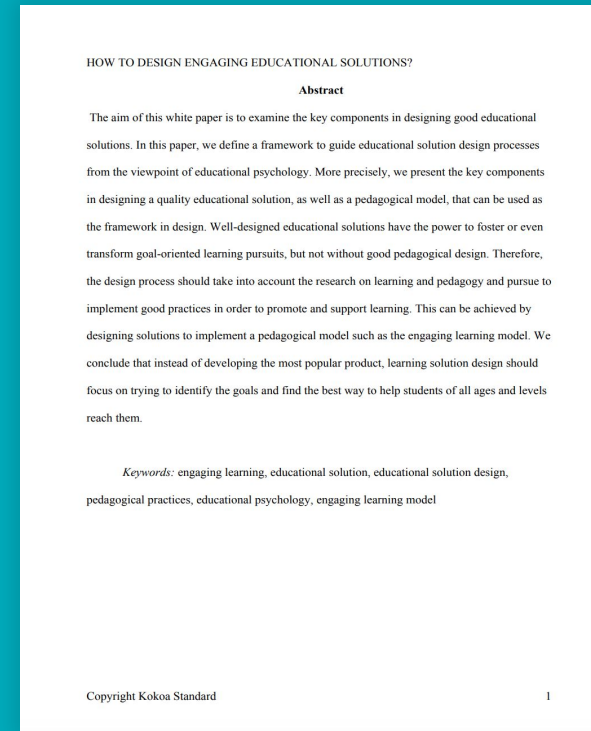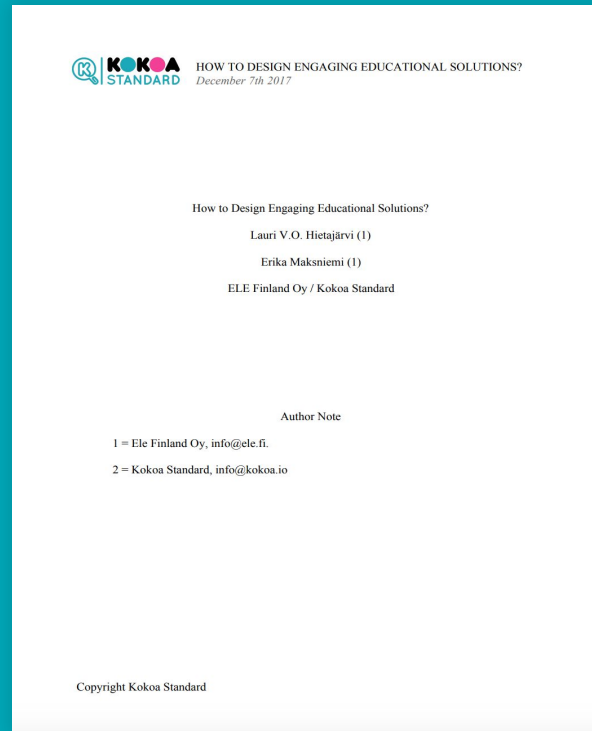
Limited time offer – Apply before March 29th!

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www.kokoa.io