

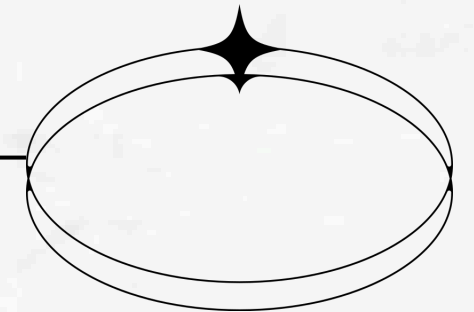
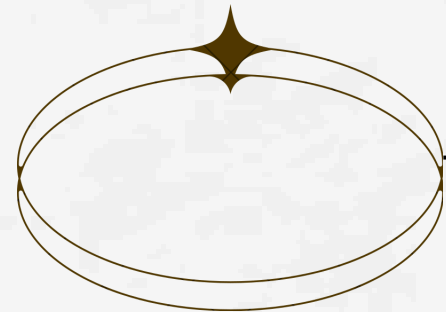
Krista Chen | Spring 2024

PROJECT COLAB



LDT 100: Shark Tank Design Project

OVERVIEW

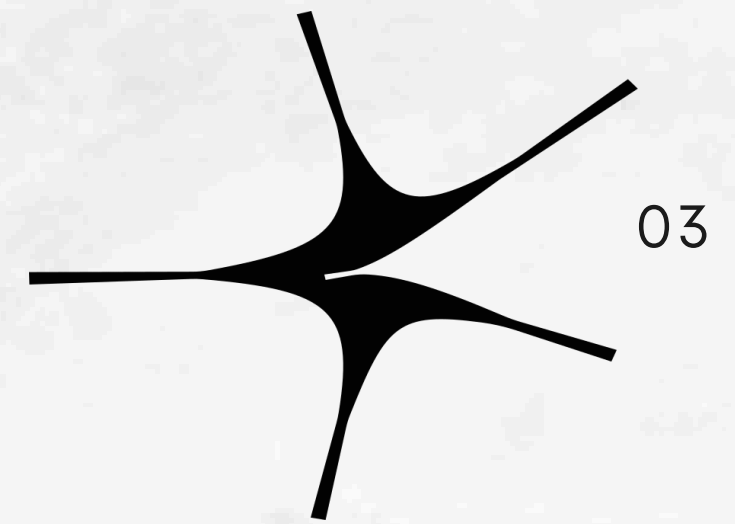


Project CoLab aims to revolutionize education by integrating **project-based learning** and **co-creation principles**. Our digital platform allows students, teachers, subject matter experts, and community members to collaborate, **developing innovative solutions that address real-world challenges.**

By using a community-driven approach, Project CoLab empowers educators of all backgrounds to actively participate in shaping students' learning experiences, while also ensuring that learning is relevant, engaging, and responsive to local needs.



RESEARCH



TRADITIONAL EDUCATIONAL MODELS

- Struggle to keep pace with the digital and information era
- Lack of relevance in education to challenges in the world
- Inadequately prepare students with skills required in the modern world (i.e. digital literacy, critical thinking, etc.)

PROJECT-BASED LEARNING

- Students gain knowledge and skills by working for some time to research and respond to an real and complex question, problem, or challenge
- Helps with critical thinking abilities, problem-solving, and nurtures creativity
- Simultaneously fosters collaboration and communication skills essential for success

COMMUNITY INVOLVEMENT

- Research highlights the benefits of community involvement in education
- Equitable community engagement can result in transformative benefits for schools
- Promotes a sense of ownership, cultural relevance, and diverse perspectives



ABOUT PROJECT COLAB

04



CROWDSOURCING PLATFORM

A digital platform where teachers, community members, parents, and students can submit project ideas and proposals, identifying areas where there is learning loss or innovative approaches are needed.

SUBJECT MATTER EXPERT (SME) NETWORK

A vetted and curated network of professionals from various domains who can be matched with appropriate projects based on their knowledge and skills.

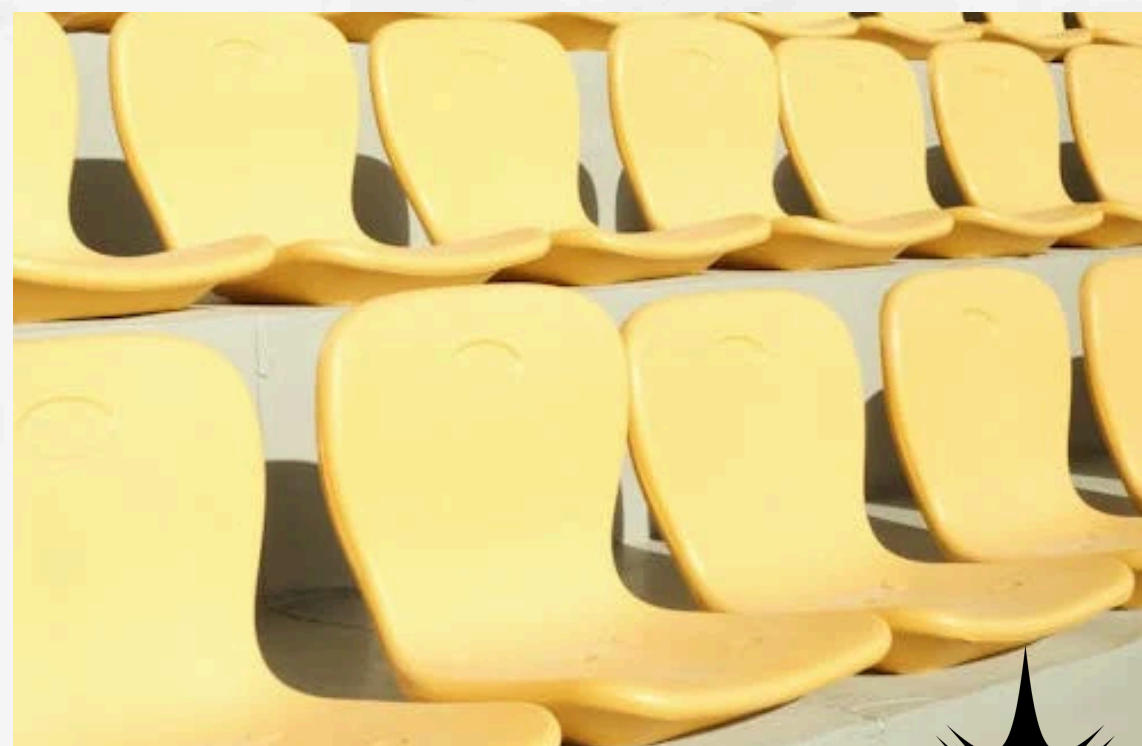
INCUBATOR COLLABORATION

Physical hubs equipped with workspaces and tools for teams to research, ideate, prototype, and test solutions. These incubators, located in major cities, facilitate direct engagement with the local community.

IMPLEMENTATION & FEEDBACK LOOP

Successful solutions can be implemented within the local educational system or community. Feedback from the implementation drives new project proposals, creating a continuous cycle of improvement.





TARGET AUDIENCES



EDUCATIONAL INSTITUTIONS

Schools, universities, and community colleges looking to enhance their curricula and teaching methodologies.



LOCAL ORGS & PEOPLE

Local businesses and community groups with educational or skill development needs.



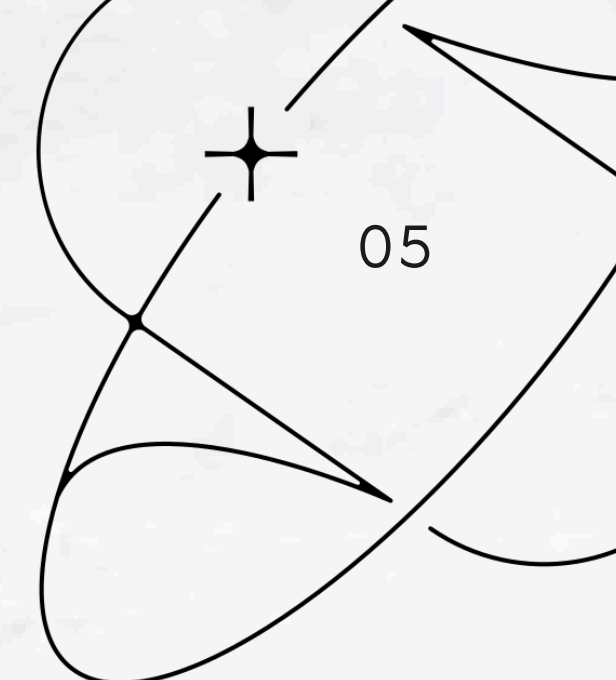
EXPERTS & PROFESSIONALS

Subject matter experts and professionals interested in contributing their expertise to educational and community projects.



PARENTS & STUDENTS

Students and parents seeking hands-on, relevant learning experiences that bridge the gap between the classroom and real-world applications.



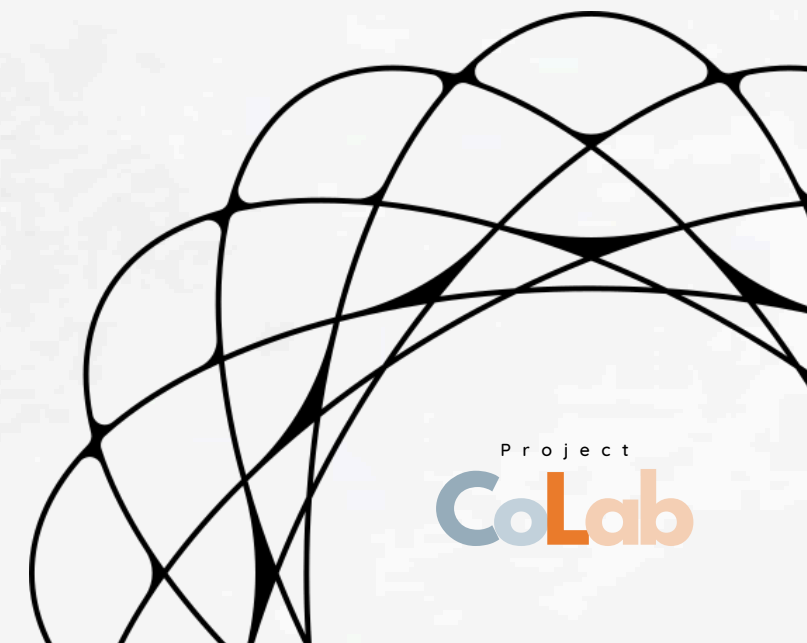
COMPETITOR ANALYSIS

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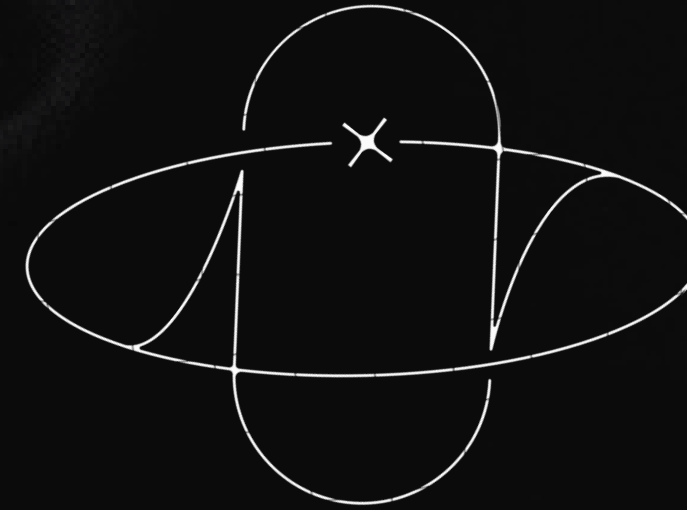
While project-based learning and community involvement in education are not new concepts, CoLab's competitive edge lies in its comprehensive and scalable platform seamlessly integrating these elements.

Our key differentiators include:

- 1 Crowdsourcing platform allows project ideas and proposals to come directly from the community.
- 2 Curated and vetted network of subject matter experts from diverse domains.
- 3 Dedicated in-person incubator spaces for hands-on collaboration and prototyping.
- 4 Feedback loop for improvement and innovation.



FUNDING REQUIREMENTS



To launch and scale Project CoLab, we are seeking an initial investment of \$1.5 million. These funds will be allocated as follows:

\$100,000

for technology development and infrastructure (crowdsourcing platform, project management tools, etc.)

\$800,000

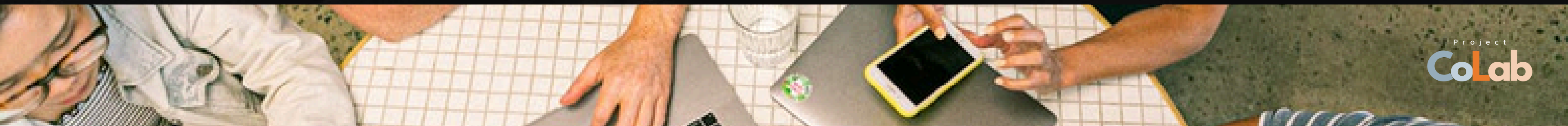
for establishing and equipping incubator spaces in various cities

\$100,000

for community outreach, partnerships, and subject matter expert recruitment

\$500,000

for marketing, operations, and staffing



IN CONCLUSION,

Education is a shared responsibility.

Project CoLab empowers communities to actively support learning experiences. We can **bridge the gap between classroom learning and real-world applications** by involving project-based learning, co-creation, and community involvement.

Our platform **fosters innovation, collaboration, and a sense of ownership** for students and educators, making sure that modern education remains relevant, engaging, and responsive to local needs.

Join us in our mission to revolutionize education by investing in Project CoLab. Together, we can empower communities to take a bigger stake in ensuring a brighter future for learners of all ages.

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