EVOLUTION OF EDTECH BUSINESS MODELS

PROSPECTIVE MONITORING
December 2019

Summary of the December 2019 edition

Unibuddy is a solution allowing educational institutions to recruit prospects by connecting them with current students.

Revisely is an online tool for teachers to facilitate the correction of essays.

DegreeAnalytics is a solution that measures student participation in the classroom and aims to combat dropping out of school.

Graduway is a networking and mentoring platform designed to consolidate a network of alumni and their commitment to the school.

Hello Charly is an automated chatbot advising and guiding students in their study path and their future profession.

Edtech definition

Monitoring Methodology

Analysis of trends

DEFINITION OF EDTECHS :

The acronym EdTech is short for Educational Technology. **EdTech represents the use of new technologies to facilitate and improve knowledge learning and transmission.**

For example, e-learning provides individual digital training instead of physically attending classrooms. The "classrooms" and MOOCs (Massive Open Online Courses) are lectures broadcast on the Internet. The LMS (Learning Management System) makes it possible to distribute educational content online, including the possibility of offering a complete course. There are also educational robots that accompany young people in their learning by capturing their attention.

EdTech provides tailor-made and on-demand services. It revolutionises training, making it possible to **design a personalised learning path for students.**

Teachers and schools in general also benefit from these technologies to facilitate the transmission of knowledge in collaboration with their students through participatory and pedagogical teaching. In addition, they use these technologies as **online platforms to better organize, control and monitor learning and adapt their teachings to students**. This allows them to provide more relevant and effective services.

Overall, Edtech benefits students and teachers as well as schools by **facilitating administration and communication**. They improve dialogue, education, learning and above all pedagogy.

DISCOVER MONITORING METHODOLOGY

DEFINITION OF PROSPECTIVE MONITORING

OVERVIEW

Prospective monitoring consists of implementing a systematic monitoring process of the environment in order to identify weak and mature signals which are indicators of change. It is a question of collecting strategic information to be able to anticipate changes in the ecosystem in order to respond as soon as possible and adequately. Prospective monitoring provides support for the implementation of a commercial and technological strategy.

METHODOLOGY

An effective method is to conduct products and service developments monitoring.

The below steps were taken to carry out the monitoring and illustrate the results:
- Research, analysis and comparison of a dozen innovative offers in the field of Edtech
- Identification and understanding of the commercial and technological benefits of these technologies
- Identification of Edtech trends and innovations. Trends represent market characteristics and developments.

OBJECTIVES

A company or an educational institution which wants to be sustainably competitive must constantly be aware of changes in its market in order to limit risks or benefit from these changes.
Monitor competitive products and service developments
Identify and distinguish innovative trends and strategies over the long term
Analyse, critique and compare this information with the existing strategy of the reference organisation
Evaluate competition and their business strategies through their innovations
Carry out a self-evaluation and develop a strategy
Find inspiration in the business and technological trends.

DISCOVER EDTECH TRENDS ANALYSIS

EDTECHS TRENDS ANALYSIS

Globalization is not only economic, financial and cultural but also impacts on education systems. Student mobility is very high and ranking systems are putting institutions in competition with each other all over the world. **The attractiveness and reputation of an educational institution are now decisive issues. The world of educational technologies** and its economic players **have fully understood these issues and offer institutions various solutions to enhance their attractiveness.**

The attractiveness of an educational institution is primarily determined by its pedagogical excellence. The tool **Revisely** helps teaching staff to **better correct the students' homework and more particularly the dissertations**. **Thanks to the partial automation of writing comments during correction**, the teacher is able to reduce the time he devotes to this task by 20%, while at the same time promote better academic performance of the students thanks to a greater personalization and individualization of the corrections.

A second factor of attractiveness is the **support to students institutions can provide them. By advising students in their orientation and in developing their professional project,** the **Hello Charly chatbot** is a complementary tool to the to the service of a career counsellor. On a different note, **DegreeAnalytics** is a solution that allows institutions to **automatically measure the attendance** of students to courses in order to prevent dropping out of school.

The quality of life offered by an institution and the organization of its campus are also criteria taken into account by students in their choice of school. Unibuddy has perfectly taken into account this issue by allowing institutions **to communicate with their future prospects through current students, true ambassadors of the institution**. All the advantages linked to the quality of life offered by an institution are enhanced through **this informal communication channel.**

The existence of an active and structured alumni network also enhances the attractiveness of an institution. By facilitating the professional integration and career development of its members, alumni networks contribute to the influence of schools. In this regard, **Graduway assists institutions by offering them a platform to foster networking among alumni and to set up mentoring programs between current students and alumni.**

It should be noted that **the common denominator of all these technologies designed to enhance an institution's attractiveness is a desire to adopt the same codes, values and means of expression as future students in order to attract their attention**, whether through individuals (alumni, student ambassadors) or programs (chatbots).

Moreover, **the second characteristic shared by these different solutions revolves around the exploitation of data produced by students** in order to best meet the expectations, needs and fears of the future student. **In a context where data protection is of particular importance**, institutions will have to set up safeguards to avoid counterproductive results in terms of their reputation and attractiveness.

DISCOVER EDTECH TRENDS

Collaborative course learning platform and soft skills

Online platforms allow information to be transmitted and facilitate access and learning processes.

The accessibility of knowledge is the main advantage of these technologies for teaching across different media. They enable remote learning at the appropriate time for the individual.

These platforms foster collaborative relationships between teachers and students. They facilitate group activities and communication.

They enable the monitoring of the evolution of learning and the implementation of pedagogical procedures.

Artificial Intelligence and adaptative learning

Artificial intelligence (AI) in Edtech facilitates learning which is personalized. Edtechs learn themselves how to teach students better.

AI helps to understand the individual's reasoning, to take into account his/her knowledge and the best ways for him/her to learn.

This technology facilitates understanding by using the most appropriate techniques at the right moment.

Teachers can use the analysis made by these tools to better understand students and their processes.

EDTECHS TRENDS

Experiential learning platform

Edtechs link internship offers with teachers and students.

- These services provide a better understanding of the labor market and its opportunities.
- Students receive hands-on training with mentoring from experts.
- Companies can discover new talents whereas students can discover the job market.

Edmodo   MENTOR MIND   Graduway

Tools for creating, marking and evaluating exams, as well as reviewing papers with an anti-cheat system.

These Edtechs provide access to a secure platform in order to set up an evaluation procedure.

- They allow the creation of exams (MCQ, gap text, essay, graphs...) in all subjects, including tools for marking and grading

- These platforms facilitate the monitoring of student results to visualise changes in grades per student and per class. These technologies are secure and prevent any cheating.

BCDiploma   TOP HAT   Revisely   testwe

Game-based learning

By using fun and educational tools, Edtechs are using games as a way to facilitate learning and attract the attention of students of all ages.

- These technologies make it possible to reinvent learning methods by using neuroscience.
- They value collective interaction and intelligence as well as group experience and creativity.

work and play   elever   Kinems   Smart Hands-On

PLAY2SPEAK   memrise

Language learning

Language learning is easier and faster.

- Edtechs measure the individual's pace of learning and calculate the appropriate timing of teaching and adapt course content based on knowledge.

- These technologies are permanently accessible and enable more effective learning processes.

memrise

Life at school in community

Edtechs promote the school community and the smooth running and functioning of the school.

- These technologies promote communication between teachers, students and parents.
- They facilitate administrative procedures such as tracking school records or absences, for example.
- They highlight new pedagogical techniques to support students, for example, with awards.

Tools or solutions to directly or indirectly improve the physical and psychological well-being of students and/or teachers.

These have a significant impact on academic performance, teaching quality, pedagogical excellence and the school's reputation.

- These technologies allow the teacher's administrative work to be reduced as much as possible so that he can concentrate on teaching and on student's well being.
- These platforms aim to guarantee the physical and psychological integrity of the students.
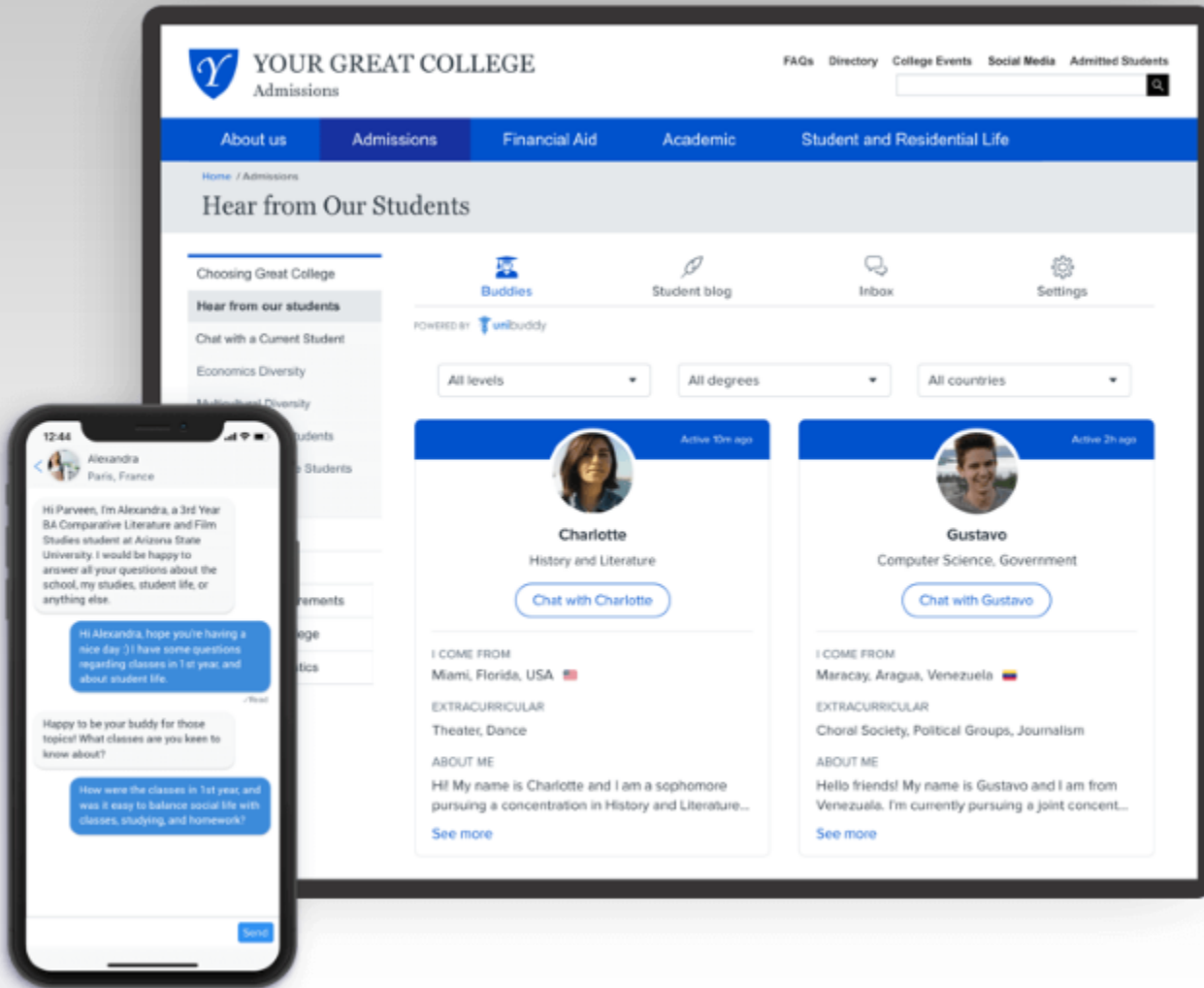
Unibuddy : The digital ambassador of educational institutions

Unibuddy is a platform that connects future students (prospects) of an university with current students (ambassadors). Thanks to this solution, prospects are able to ask their questions and exchange with current students.

Type
Tool to assist in the communication and conversion of prospects.

Competitive advantage
To enhance and reinforce the attractiveness of a school through its best ambassadors: the current students.

Price
No information is currently available on this subject.

Stage of development
Founded in 2016, Unibuddy has secured in 2019 a fund raising of US$ 5 million mainly intended to reinforce its expansion in the United States through the recruitment of 15 new people.

Number of users
The solution is deployed in 200 educational institutions on 4 continents. Unibuddy has claimed over 500,000 lively conversations between prospects and ambassadors since its start.

Link https://unibuddy.com/

Unibuddy : The digital ambassador of educational institutions

Advantages

- A digital solution that promotes the connection between future university students and current students.
- Ergonomic solution that integrates itself easily on the institution's existing IT systems (website, blog...).
- Registration and participation formalities are reduced which encourages prospects to connect to the platform.
- Unibuddy offers the possibility of setting up a chat discussion (like Facebook Messenger) to encourage exchanges between students.
- This solution also enables group discussions to be created according to the geographical location or interest for a particular course.
- The platform also allows ambassadors to keep a blog allowing them to create content that is important to them.
- The school can thematically segment the exchanges (courses, administration, campus life...) and thus highlight topics where it has an advantage over the other schools.
- The teaching and para-teaching staff can also participate and answer students' questions.
- The platform collects and analyzes data on the exchanges between prospects and ambassadors. The institution is able to take into consideration the changing concerns of new students.

Suitable for :

Kindergarten	★	Primary School	★
Secondary School	★★	University	★★★★
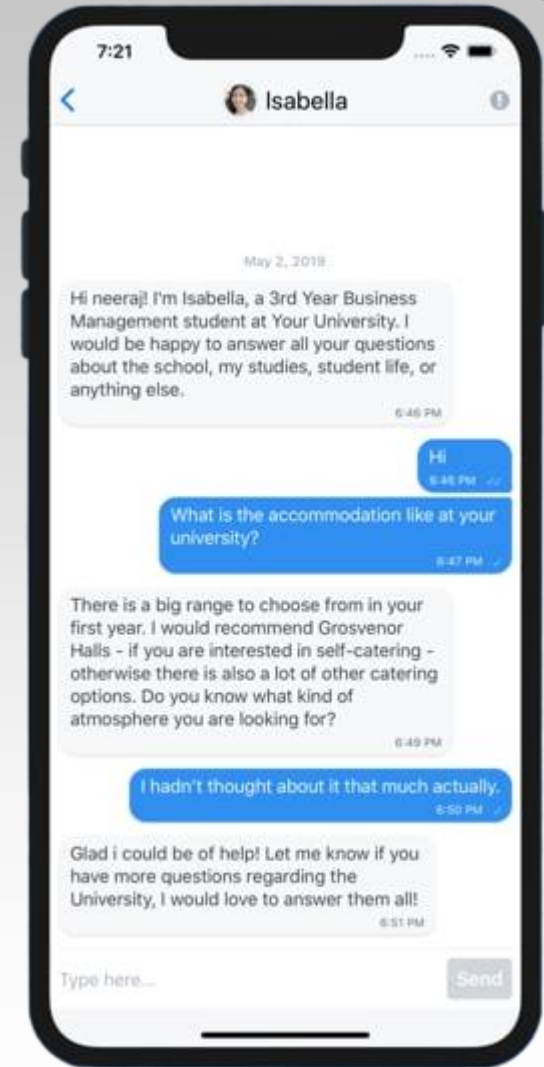
Unibuddy : The digital ambassador of educational institutions

Analysis of the interests

Unibuddy provides a platform for students looking for an educational institution to request information from current students.

This tool is an aid available to educational institutions to turn prospects into future students.

The best ambassadors of the institutions are their students, because they have recently been in the same situation of the prospects, have had the same questions and are able to adequately answer the questions since they have gone through the same experience. Moreover, they are generally in the same age category, have the same codes and ways of expressing themselves, which favors interaction. The platform also offers prospects the possibility to choose an ambassador according to their nationality, field of study and interests...

This digital tool also makes it possible to attract foreign students who are not able to physically visit the institutions during open house days. For information, Unibuddy has also been designed to be available for consultation in China, enabling and encouraging Chinese students to complete part of their studies abroad.

The platform also offers a discussion analysis service enabling schools to learn from exchanges between prospective students and ambassadors. This tool thus enables institutions to have a detailed and up-to-date knowledge of students' concerns and to adapt, for example, the other communication tools designed to attract prospects. For example, the uncertainty that Brexit causes for a certain number of students was a recurring theme in discussions between ambassadors and prospective students on Unibuddy and encouraged institutions to propose more detailed and precise documentation on the changes that this would imply for students.

However, some limitations should be mentioned. **Firstly, the ability to turn prospects into future students depends on the transparency of the scheme and the trust it generates.** Ambassadors should not be disguised communication advisors, and student ambassadors recruited on a voluntary basis should have full latitude in the themes and statements they wish to make.

However, **the fact that the platform analyses the topic of the discussions in an open and transparent manner could, however, hamper the confidence of prospects in the scheme.** The prospective student could be less inclined to ask certain questions knowing that the theme of the discussions he or she holds with the ambassadors will be analysed.

Moreover, Unibuddy is only a tool to turn prospects into future students. In order to access Unibuddy, the prospect must already know the institution and be interested in studying there. Nevertheless, this tool represents a real help for educational institutions to increase their attractiveness. An institution that listens to its prospects will listen to its students.
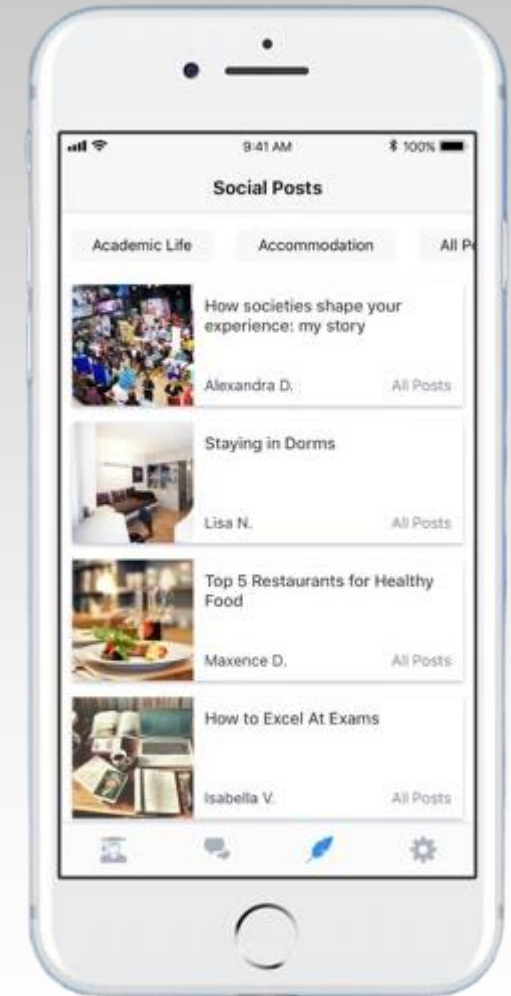
Graduway: a digital platform at the service of the alumni network

Graduway is a networking and mentoring platform that connects alumni.

Type

Networking and mentoring tool specialized on alumni.

Price

CHF 5'550 per year for 5'000 users.

Competitive advantage

The main advantage of this solution is to facilitate a network of alumni to enhance the reputation of an institution and its attractiveness.

Number of users

Graduway claims more than 15 million users on its platform for the benefit of more than 1,000 institutions in more than 40 countries.

Stage of development

Founded in 2013, Unibuddy has secured in 2019 a fund raising of US$ 60 million mainly to reinforce its growth on the North American market. It has more than 100 employees in offices in the United States, United Kingdom, Canada and Israel.

Suitable for :

Kindergarten   ⭐

Primary School ⭐

Secondary School ⭐⭐⭐   University ⭐⭐⭐⭐
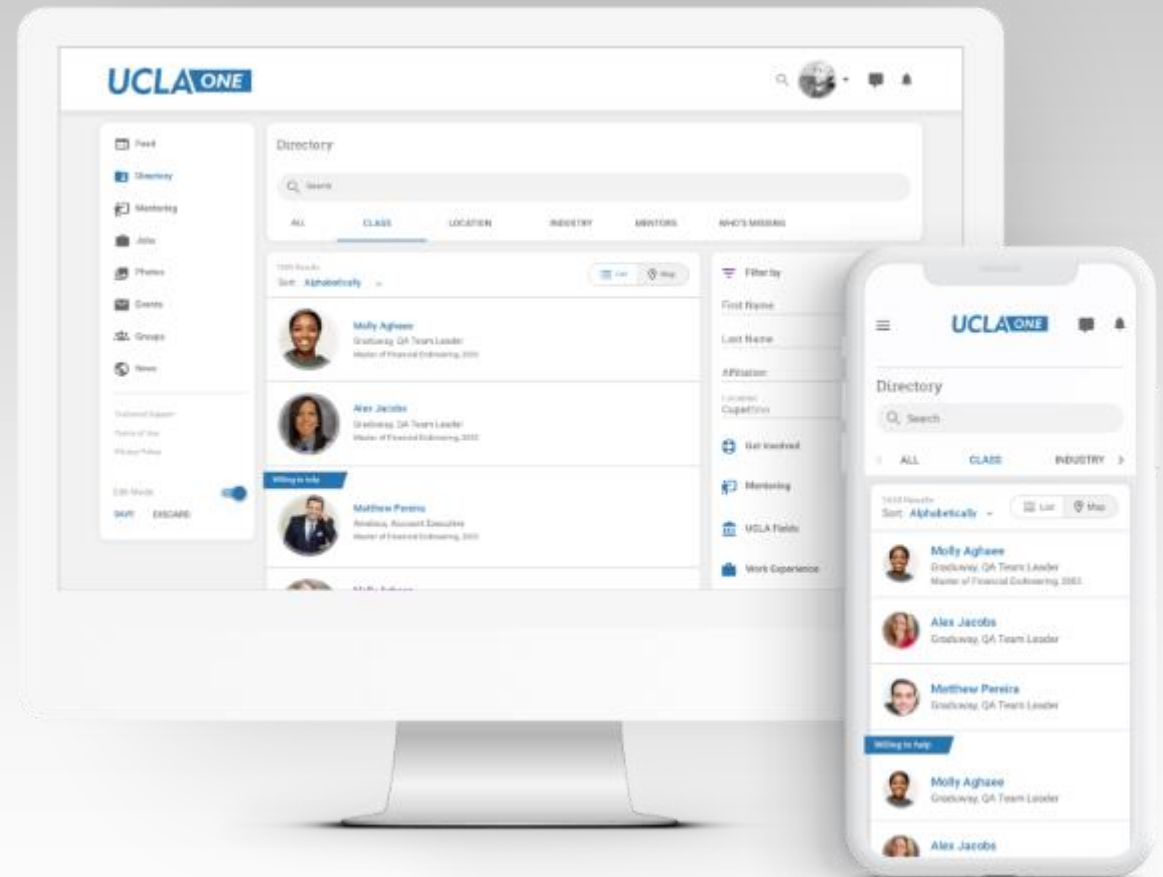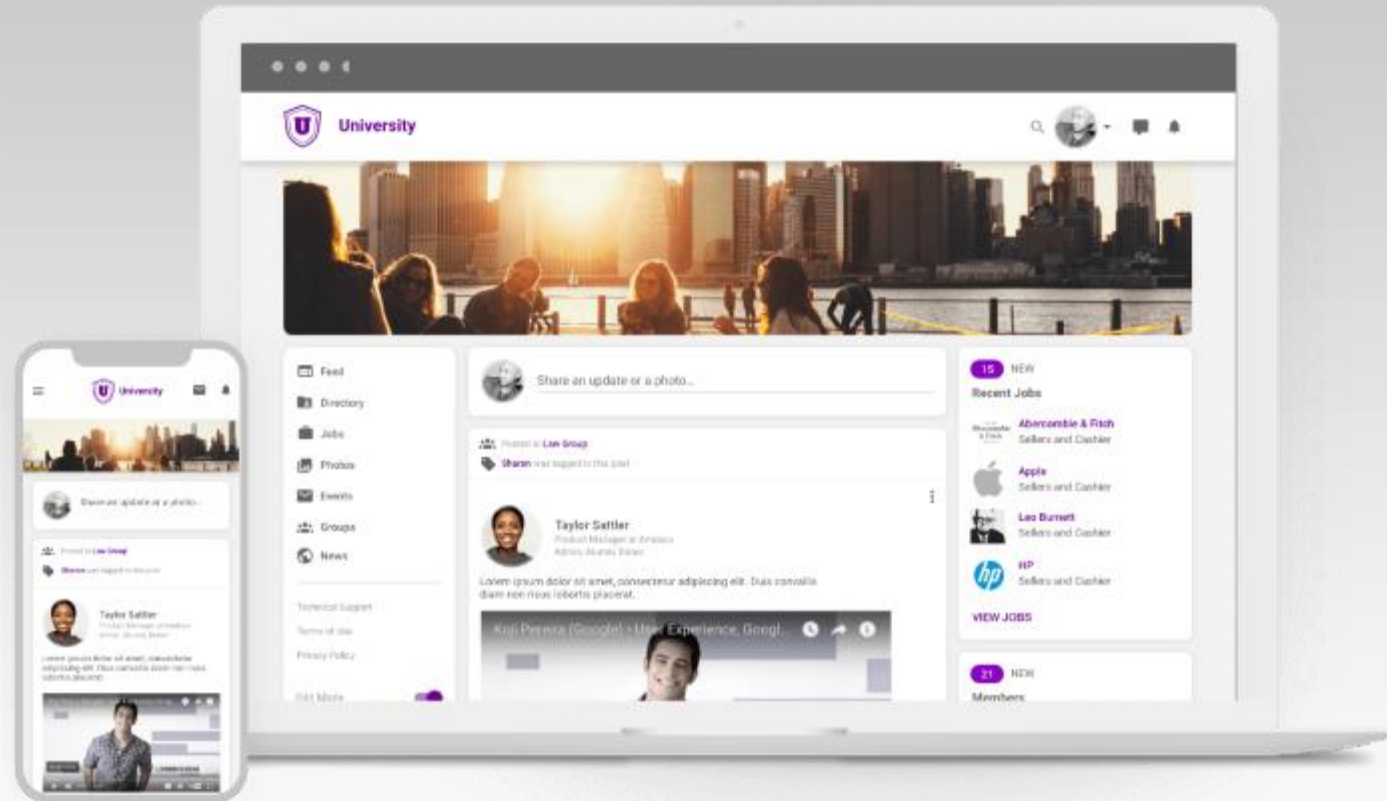
Graduway

Graduway: a digital platform at the service of the alumni network

Advantages

The main advantage of this solution is to promote networking and interractions between alumni:

- Alumni directory with the possibility to exchange via the platform.
- Publication of job offers to promote the creation of professional opportunities for alumni.
- Possibility to connect the platform to specialized job sites and professional social networks.
- Mentoring programs can be set up on the platform between alumni and current students.
- Automated newsletters sharing the best articles, new members, events…
- Data available and accessible to institutions regarding alumni engagement on the platform.
- Product offered as a white label. Possibility to customize the platform and use the institution's graphic charter.

Graduway: a digital platform at the service of the alumni network

Analysis of the interests

Graduway offers alumni of an educational institution a digital space to network, dialogue and exchange, to publish announcements of events or job offers as well as articles. The solution is similar to a social network for alumni of an institution and aims to encourage their interaction.

Graduway is a tool designed to encourage an engaging network of former students and thus reinforce the feeling of belonging to an educational institution. By digitising the alumni directory, an institution also promotes the integration of its students into the job market.

A dynamic alumni network is an important element for an educational institution in terms of its attractiveness. **An educational institution with a structured and active network encourages the recruitment of new students.**

This alumni network strengthens **the professional integration and career developmen**t of its members. In this regard, Graduway offers a feature that allows members to share professional opportunities and job offers.

An alumni network enhances an institution's reputation. By offering mentoring programs between alumni and current students, Graduway can potentially convince a prospect to join the institution. The tool follows to some extent the logic of Unibuddy (connecting current students and prospects) by making alumni adopt the position of ambassador of the institution. However, the prospecting character is less direct than Unibuddy. The platform is not intended to put prospects and alumni in touch with each other, but simply alumni among themselves and possibly with current students.

However, there are a few limitations to the tool. A potential risk of such a solution is the multiplication of platforms. A large number of social networks exist. A new platform requiring to connect can discourage alumni for using it. However, Graduway takes this problem into account by allowing the integration of external sites such as LinkedIn or Indeed for job offers.

In addition, the implementation of a solution like Graduway **can strengthen the sense of belonging of former students to the institution but cannot create it.** Using only this solution to maintain a community after graduation seems risky. Efforts to create a sense of belonging will have to be made throughout the students' academic career. Graduway is only one way to make this feeling last among alumni once their studies are finished by animating the alumni network by encouraging interaction among alumni and involving them in the life of the institution with current students.

Revisely

Revisely: a platform to help with the correction of essays

Revisely is an online tool that helps teachers to do more and better comment on student essays by introducing automation in the review of papers.

Type
Correction tools.

Competitive advantage
Revisely saves teachers time in grading essays by automating some of the comments and observations.

Number of users
Revisely claims 581 school institutions using its tool for the benefit of 215'312 students and teachers.

Price
Revisely is sold under license. Revisely does not disclose the price of the licenses, but states that the term of the contract, the number of users, and the languages in which the application is used are actual price variables.

How does it work ?

- The teacher creates an assignment on the Revisely platform. Instructions and grading criteria are explained.
- Students receive a personalised link to the platform by email where they can submit their assignment.
- Teacher has access to the essays. They can add pre-recorded comments to the platform and add their own comments.
- Once the grading is complete, students again receive an email notification inviting them to review their grade and the teacher's comments.

Link   https://revise.ly/en/
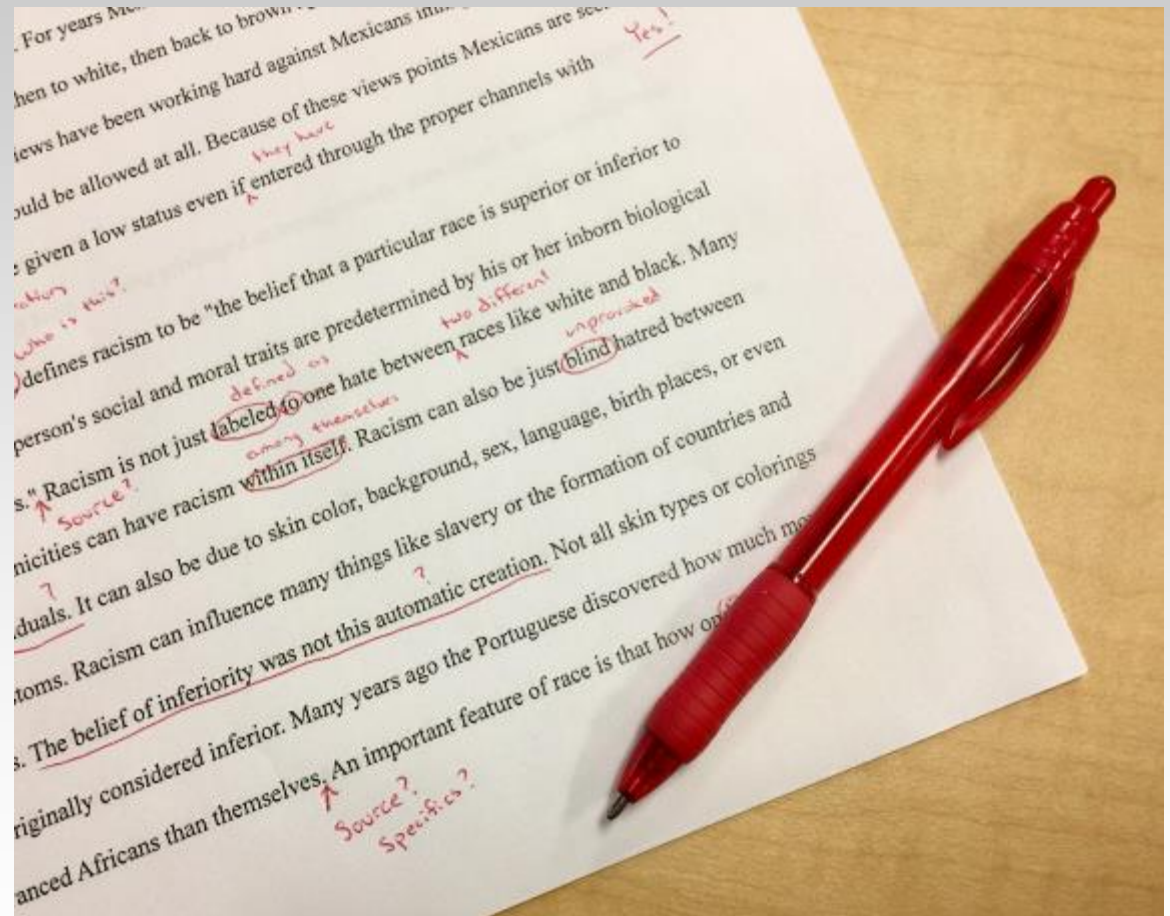
Revisely: a platform to help with the correction of essays

Advantages

- Pre-recorded comments and observations on the platform facilitate teacher correction and save time (Revisely estimates that teacher correction time is reduced by 20%).
- All papers are digitized and centralized within the same platform. Assignments are easier to check and there is no more loss of copies.
- A plagiarism detection tool is offered by the platform.
- Grading by peers (students) is possible and reinforces their commitment and learning.
- Several teachers can grade the same papers on the platform.
- Reports can be created for each student with all the comments made by the teacher for different assignments and thus characterize the progress made.
- The platform can be consulted from any device (computer, tablet, mobile phone). No installation is required.

Suitable for :

Kindergarten ⭐   Primary School ⭐   Secondary School ⭐⭐   University ⭐⭐⭐⭐

Revisely: a platform to help with the correction of essays

Analysis of the interests

Revisely is a tool that makes it easier for teachers to correct assignments and especially essays.

The tool saves teachers time and reinforces the pedagogical aspect of the assessment by allowing individualized corrections with targeted comments.

First of all, the tool **simplifies the management of papers** by teachers by centralizing and digitizing them in a single space.

The **reporting system** also reinforces the **traceability of assignments** and the corrections made, the **analysis of school performance** and the **follow-up** of students. Teachers are able to identify the progress made by a student and reward potential efforts.

In addition, the possibility of bringing a **collaborative dimension** to the correction of homework through **grading by peers (students) or other teachers is interesting**. This allows for more feedback on the same work from different points of view, thus increasing students' confidence in the grade obtained.

The **plurality of the correction avoids any criticism of subjectivity in the grade obtained** and ensures a grading perceived as more accurate by the student.

Revisely allows to work, correct and criticize constructively on the same report or assignment. **This technology therefore prepares students for their future working environment** by developing in them a capacity for self-criticism and teaches them to defend and support the work they have done.

It should be noted, however, **that this solution does not seem to be suitable for all types of educational institutions**. In the context of primary school, where learning to write by hand is predominant, such a solution would not be the most appropriate.

Regrding secondary school, the lack of a feature that would allow parents to see the work done by students would potentially be a limitation.

Nevertheless, by adopting such a solution, educational institutions could communicate on the means put in place to reinforce their pedagogical excellence and on the innovative modalities implemented to achieve this.
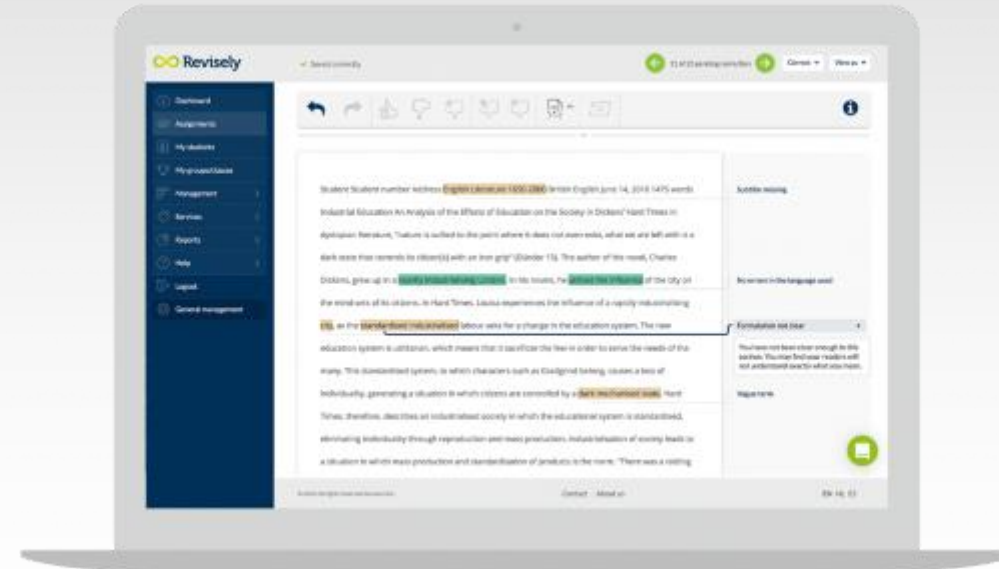
Degree analytics: a tool to prevent dropping out of school

DegreeAnalytics is a solution that allows educational institutions to automatically measure student course attendance to prevent dropping out of school. The company also offers a range of services structured around predictive analysis, a practice that consists of using the data produced by students to increase their commitment, their academic performance and ultimately the graduation rate within the institution.

Type

Tool to prevent dropping out of school.

Competitive advantage

The solution offers to monitor results and forecasts of student progress in order to adapt the institution's pedagogical approach.

Price

No public information is currently available on the price of this technology.

How does it work ?

DegreeAnalytics will measure student attendance by connecting smart devices (computers, tablets, phones, watches, speakers...) owned by the students to the Wi-Fi network of the educational institution. Combined with information on the students' timetable, the solution is able to identify which students have attended a particular class.

Suitable for: University ⭐⭐⭐⭐

This solution seems to be appropriate only for universities. The technology is based on Wi-Fi. However, it seems delicate to propose Wi-Fi for primary or secondary schools in order not to distract students during classes, even though pupils usually have Internet with their respective mobile subscriptions.

Link https://degreeanalytics.com/
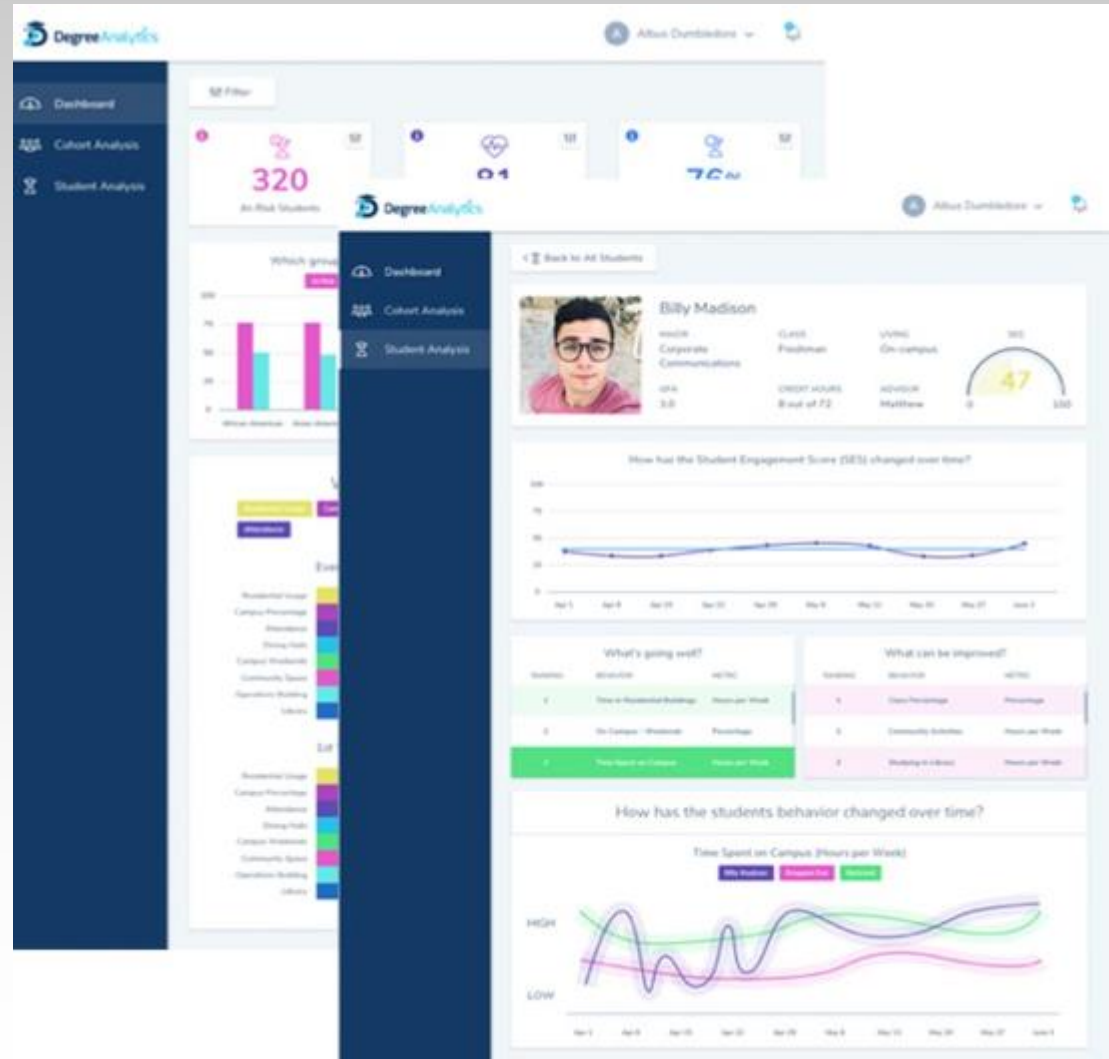
Degree analytics: a tool to prevent dropping out of school

Advantages

- The measurement of student participation in class and the use of facilities can be studied to identify the main risk factors for dropping out of school within an institution.
- Complete automation of the measurement of the student attendance.
- The technology is mainly based on Wi-Fi which does not require additional technological investments. The data can be consulted on the DegreeAnalytics platform or integrated into the institution's IT system.
- Automatic alerts are generated when students have difficulty physically attending classes.
- The course attendance data collected allows an educational institution to optimize students' schedules by scheduling classes at the most convenient times.
- DegreeAnalytics does not only focus its offer on the measurement of student participation in courses but also measures the use of facilities and infrastructure within an institution (cafeteria, computer room, library, sports hall ...).
- The data produced by the students can be anonymised or personalised according to how the institution wants to use it (monitoring of class participation : the data are personalised and anonymised with regard to the study of infrastructures).

Degree analytics: a tool to prevent dropping out of school

Analysis of the interests

DegreeAnalytics offers an automated solution for measuring the student attendance based **on Wi-Fi technology and mainly intended to fight against school drop-out.**

The company completes its offer by measuring the use of school infrastructures that have an impact on student engagement and participation and ultimately on their ability to graduate.

DegreeAnalytics makes it possible to identify students who do not attend classes. Absenteeism is one of the factors for school dropout. Class attendance can also be compared to the student's grades in order to characterize whether the absence from class is due to a work method (e.g. working at the library or from home) or a real loss of motivation to study. Thanks to an early identification, the school will be able to intervene quickly by talking with the student to understand their reasons and motivations, the causes of their absence, encourage them to go to class, consider a reorientation...

Moreover, the data collected by the institutions enables the optimization of of both the students' schedules and the functioning of the school's infrastructure. For example, an institution can adapt the opening hours of its library in a way that is more in line with student usage, for example by allowing them to work at night, or even modify the layout of its campus in order to maximize the use of the facilities. A clear understanding of the student needs by the school institution reinforces their satisfaction and therefore its attractiveness.

It should be noted, however, that an institution adopting this type of solution will have to communicate about data security and the absence of a widespread monitoring. **Automatically measuring the presence or absence of students in class is akin to the institution's monitoring of students despite the objective of preventing dropout.**

Moreover, in the university context, such a **solution is in part contrary to the principle of individual responsibility and empowerment that higher education is intended to develop in the individual.**

Nevertheless, it can enhance the attractiveness of a higher education institution which, in a logic of transition after secondary education, offers this service to accompany its students. Some students are sometimes looking for such a hybrid solution. Voluntary participation of students in this type of scheme is essential. First of all, the collection and analysis of data cannot be carried out without their consent in view of the legal and ethical provisions, which certainly differ from one country to another.

In addition, students can potentially adopt practices designed to distort the measurement system, such as "forgetting their telephone" in their homes or passing it on to other students without being present in class.

Moreover, **absence from class is not the only factor explaining why students drop out of school.** Other factors related to the student's personal life are to be taken into account and cannot be treated by DegreeAnalytics. Nevertheless, an educational institution can communicate on the acquisition of such a tool to specify that it accompanies its students. This can be reassuring for them and their parents and help promote the institution's attractiveness.

Hello Charly: the digital carreer counsellor

Hello Charly is a 100% automated chatbot accompanying students in their orientation and in the development of their professional project. Available by SMS and on Facebook Messenger, Hello Charly offers suggestions of professions and adapted trainings to achieve it.

Type

Tool to help in the orientation and development of professional projects.

Chatbot ? What is that ?

A chatbot, a combination of chat (chat) and bot (robot), is a program that simulates a natural conversation. These programs use an artificial intelligence (more or less developed) allowing them to chat with users and offer them services adapted to their requests.

How does it work ?

- The student contacts Hello Charly by SMS or Facebook Messenger.
- The chatbot asks questions about extracurricular activities, interests, characters and desires of the students.
- The solution searches its database for answers it has previously provided for the same "student profiles".
- Hello Charly suggests jobs and trainings to the student.

Competitive advantage

The main advantage of this tool lies in its ability to provide the student with personalised advice for free or at affordable price for a premium service thanks to the use of a chatbot.

Price

The solution is free for students who wish to use it. A premium offer is available at a price of CHF 75 to benefit from a career counsellor who will complement the chatbot action.
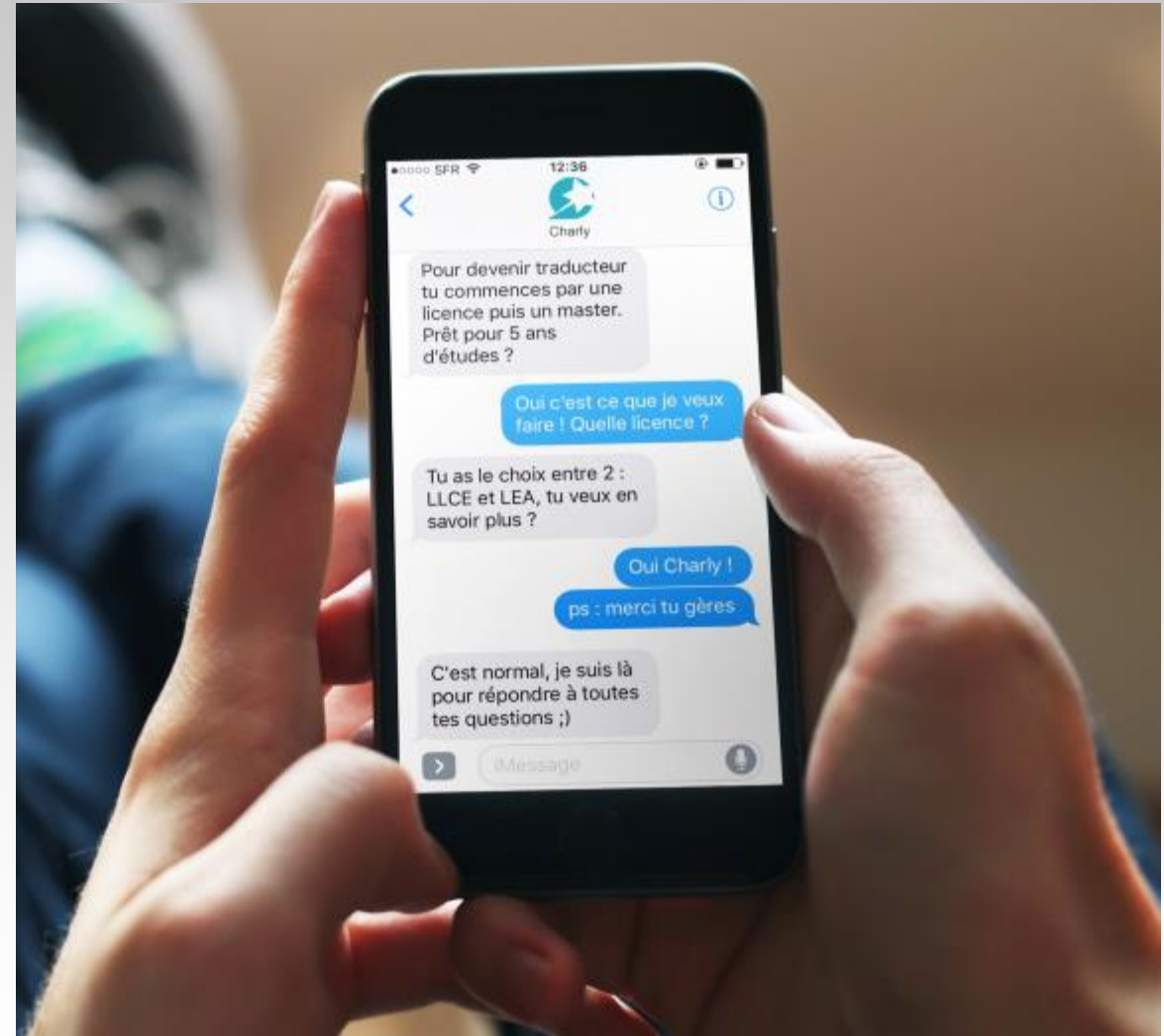
Hello Charly: the digital carreer counsellor

Advantages

- Playful format adapted to young people. The chatbot is more attractive and dynamic than a paper brochure listing jobs and training related. The vocabulary used by the chatbot is in line with the vocabulary used by the students.
- Possibility to contact the chatbot at any time and from any place. By getting in touch with Hello Charly, the student is an active player of his or her orientation.
- Creation of a space of anonymous reflection and trust for the young person without any value judgement relative to his orientation and his desires.
- Hello Charly is particularly Focused on interests, passions, temperaments of the students in order to define at best the potential jobs.
- Personalized orientation advice at an accessible price thanks to the use of artificial intelligence.
- Premium model includes the support of a professional guidance counselor in complementarity of the chatbot.

Number of users

45'000 young people have been accompanied since the creation of Hello Charly. 99% of the users go to the end of the conversation with Hello Charly for an average interaction time of 50 minutes.

Suitable for :

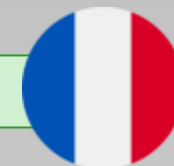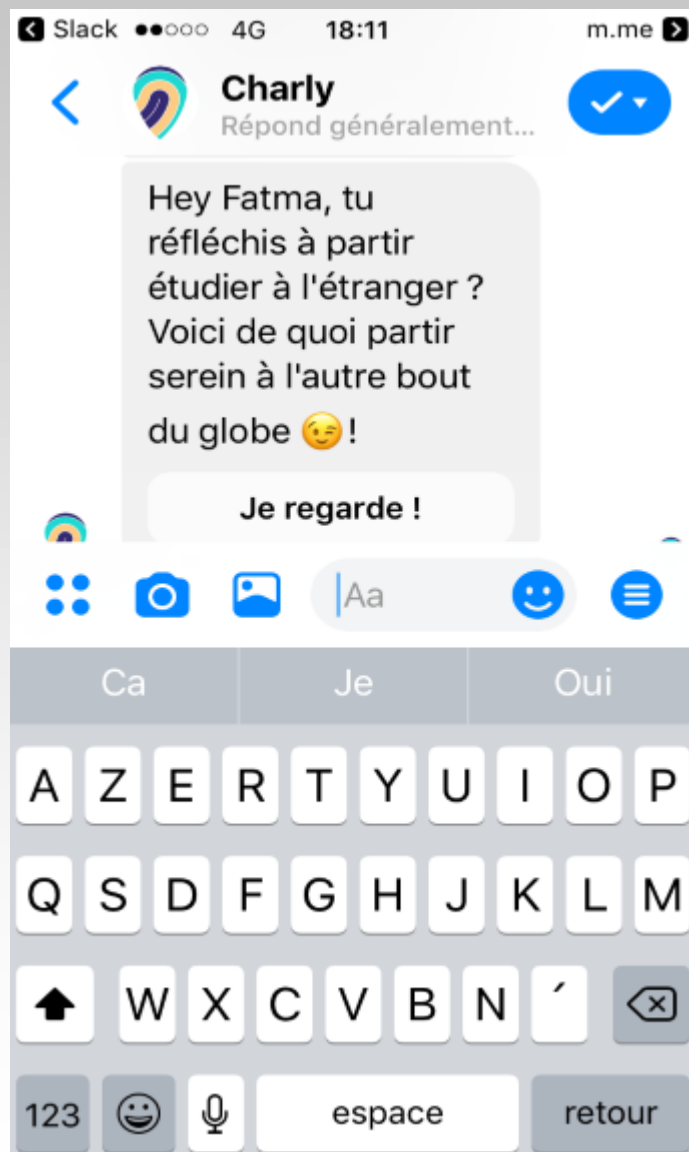|			
Kindergarden	★	Secondary School	★★★★
Primary School	★★	University	★★★★

Link https://hello-charly.com/

Hello Charly: the digital carreer counsellor

Analysis of the interests

Hello Charly is a chatbot that advises students in their orientation and accompanying them in the development of their professional project.

Hello Charly seems to be a tool of interest for schools which, in cooperation with career counsellors, would promote the accompaniment of students regarding their future.

Career counsellors are only able to devote an average of only 6 minutes per student during their schooling. Hello Charly can help the counsellors in the general presentation of professions or fields of study or in the definition of the character or personality of the student. This saves time for career counsellors who can focus on personalizing the advice to the student analyzing and interpreting the results proposed by the chatbot.

Moreover, the appropriation of the orientation by the student is facilitated by Hello Charly through the development of a space for anonymous reflection and trust. The student exchanging with a program does not take into account the potential value judgements that he can attribute to a human being and will not be hindered in his reflection on his future.

Greater student ownership of the orientation leads to better academic results by encouraging students to become actors in their orientation. Often initiated in a prescriptive manner (by parents, schools or the state), student guidance would be more easily appropriated by the student, which would reinforce his motivation, his commitment and therefore his capacity to obtain better academic results, which can only benefit the attractiveness and reputation of an institution.

In addition, the solution fully integrates student codes and values (age-appropriate support such as Facebook and SMS, language modelled on that of young people…) which reinforces the attractiveness of the solution for young students and also encourages them to take an active part in their orientation.