

2017

YouTestMe

Commercialization Process

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1 Introduction

This document describes how YouTestMe platform could be commercialised and used to generate profit.

2 YouTestMe Platform

YouTestMe is a testing platform that can be used for:

1. Testing
2. Certification
3. Learning through testing
4. Creation of tests and pools of questions
5. Trading and exchanging tests and pool of questions
6. Surveys and data acquisitions
7. Testing data analysis

3 Technical Characteristics

1. Function rich
2. Configurable
3. Scalable
4. Expandable
5. Portable
6. Secure

4 Features Highlights

1. Sophisticated Test generator for online or paper based tests
2. User and class management system
3. Free format and Multimedia Questions
4. Complex questions with mathematical formula evaluators
5. Automatic test evaluation and grading with configurable grading systems
6. Test and questions pools exchange platform
7. Notification and messaging system
8. Comprehensive reporting system

5 Generating Income - Business Models

Possible business models to generate income:

1. License for the software
2. Maintenance agreements
3. Training and Support
4. Customizations and Enhancements
5. Cloud based service
6. Per user subscriptions
7. Platform for trading or exchange of tests and pools of questions
8. Selling statistical data for various researches and analysis
9. Issuing certificates, test results, archived data and reports
10. X-selling goods and services
11. Promotions and advertising
12. Entertainment and gaming

6 Generating Income with YouTestMe Platform

6.1 Universities

Beside huge savings in administration and increased efficiency by using YouTestMe Platform, Universities can use it also to generate additional income. Some of the models are listed below:

1. Create and sell tests and pools of questions
2. Validate and certify tests and pools of questions created by the third party
3. Act as an interface between various parties trading with tests and question pools. For example, University of Toronto may allow University of California to sell their tests and pools of questions to students in Toronto in return for percentage of sales or flat fee.
4. Subscriptions service for students who like to use system to practice tests
5. Advertising from the companies selling their services to students

6.2 Businesses

1. Schools and training centers can use system to create tests that can be used by their students and candidates to practice for exams. Testing centres can standardize in using one comprehensive platform for all kind of testing and certifications.
2. YouTestMe database will store a wealth of historical information about all problems, tests, trends, success ratios, etc. This information can be used to automatically generate digitalized or paper based workbooks based on certain criteria's.
3. New businesses can sprung providing testing related services and around idea of creating and certifying tests for various institutions and other businesses.
4. Interviews could be conducted using YouTestMe platform.
5. Currency and proficiency checks (i.e. pilots, teachers, physicians, etc.) could be done using YouTestMe platform.
6. New business opportunities for companies to provide hosting, training and support for YouTestMe systems.
7. Subscriptions for YouTestMe service on mobile devices. Students may practice for exams and learn through quizzes on mobile devices.
8. Trivia shows, competitions, online educational games. Entertainment, fun through learning.
9. Any other kind of knowledge verifications becomes more practical and affordable.

6.3 Governments

Beside huge savings in increased efficiency and affordability of testing process, Government institutions may also generate additional income by providing services similar to Universities.

1. Selling subscriptions to various services relate to using YouTestMe Platform
2. Charging for various certifications

6.4 Military

In addition to conventional knowledge evaluation YouTestMe is suitable to quickly confirm that military personnel understood and memorized instructions given to them for specific task or mission.

6.5 Individuals

Individuals could be creating and sealing their tests and pools of questions on YouTestMe platform. Some examples are given below:

1. University professor would like to generate additional income and instead writing a workbook and publishing it in a form of the book, he/she should put that material in electronic format and use YouTestMe platform to make it available for fee to any student around the World. Amending, correcting and expanding such tests would be much easier and instant. Cost of producing and publishing them would be much lower. Imagine concept of iTunes for test and questions.
2. Sailing instructor would like to make a quiz that can be used to learn or verify their knowledge in beats and sailing techniques. This test could be sold for a fee attractive to potential users.
3. Flight instructor would like to create a test in communication and navigation that can be used by prospective pilots around the World to practice for their exams or just to check their knowledge.

7 Competitiveness

YouTestMe platform offers unique advantages over the similar products, just to name the few:

1. Automated custom test generator
2. Custom answer generator
3. Expression evaluators
4. Process evaluators
5. Test certification, trading and exchange platform

8 YouTestMe Vision and Influencing Trends in Education

YouTestMe platform may influence trends and the way we look at the education and testing. It is just matter of time when paper as a medium for knowledge transfer and testing will diminish. It is now when technology for the future is being developed.

Trends in education standardization such as [Bologna Process](#) in Europe may lead to common standards and sharing testing resources. For example, future standards may mandate that tests are done from standardized pools of questions and they are being graded using same or equivalent criteria. This way student knowledge is evaluated the same way no matter which university he/she attended. This may lead to realistic comparability between Universities so educational institutions will be genuinely motivated to

provide the best possible knowledge transfer and training. YouTestMe testing platform fits perfectly into this vision.

9 Estimates by Independent Sources

Top 10 e-Learning Statistics for 2014:

<http://elearningindustry.com/top-10-e-learning-statistics-for-2014-you-need-to-know>

The rise in eLearning's popularity isn't showing any signs of slowing. In fact, judging by the following Top 10 eLearning statistics for 2014, the future of the eLearning Industry is brighter than ever:



