



the feedback tool to excel at teaching

## WHO ARE WE?

Leda

Program  
Manager



Boy

Senior UX  
designer



Nick

Senior  
Product  
Designer



Charlott  
e

Consumer  
Marketing  
Manager



# THE CHALLENGE

“Peer observation and review ...  
was laborious to organise and  
difficult to sustain.”

(Admiraal et al., 2019)

“Teachers learn most by self-  
reflection, informal  
conversations with  
colleagues and students.”

(Oldeboom, 2007)

“Very few studies have  
attempted to train teachers  
to offer a greater autonomy  
support to their students.”

(Tessier et al., 2008)

# TARGET USER

ALO students

aged 18 to 24 years old



20 years old

ALO student

# TARGET CUSTOMER

ALO graduates  
aged 24 years and older



24 years old

ALO graduate/ PE teacher

# MARKET OPPORTUNITY

● **TAM:** Teacher development in countries similar to Dutch education\*  
€2.03 Trillion

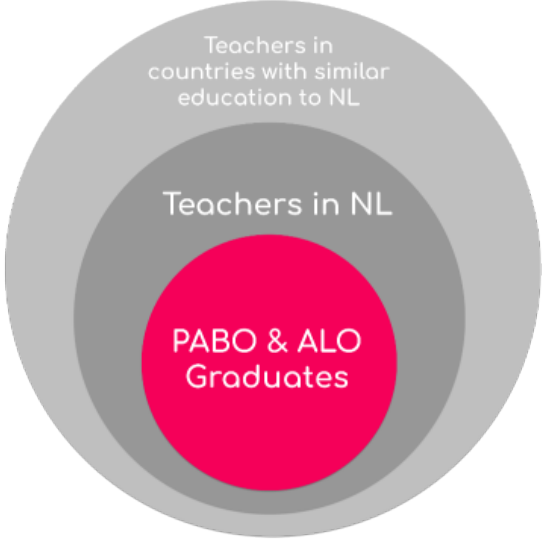
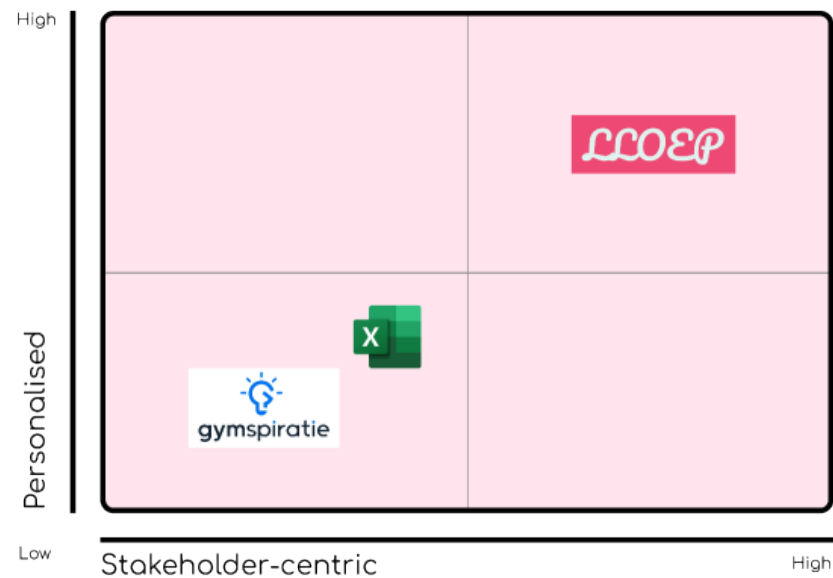
● **SAM:** Teacher Development in the Netherlands  
€286 Million

● **SOM:** Teacher development for PABO & ALO Graduates  
€610 Thousand

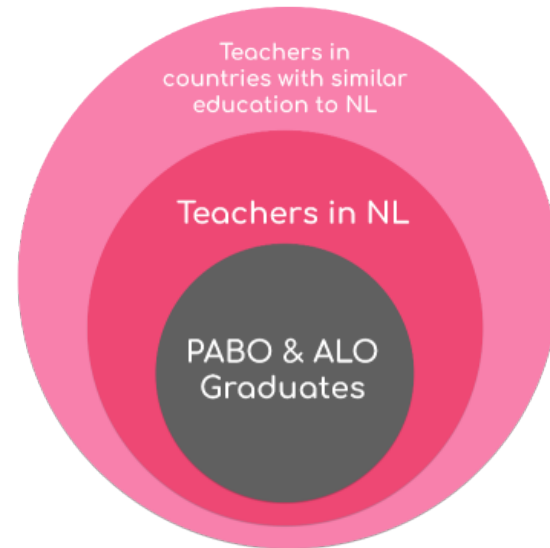
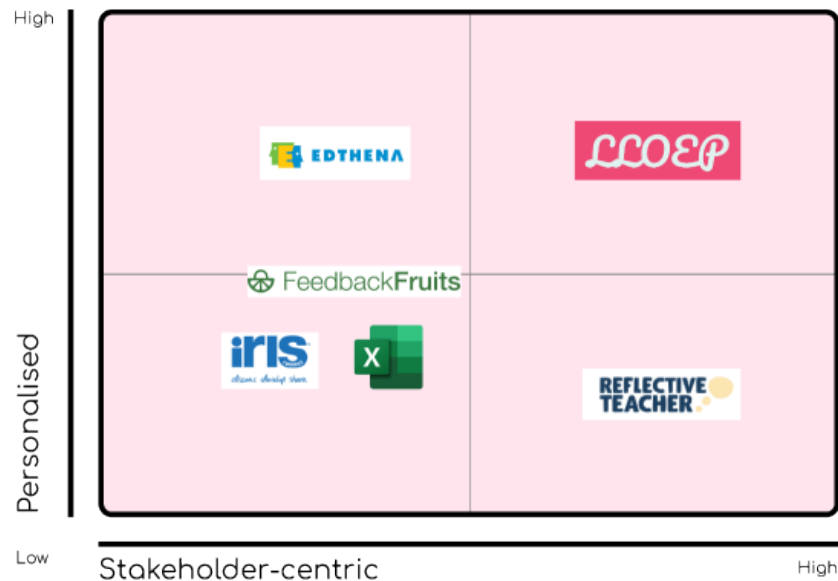


\*Belgium, Germany, Denmark, Sweden, Norway, Finland, Austria

# COMPETITIVE ADVANTAGE

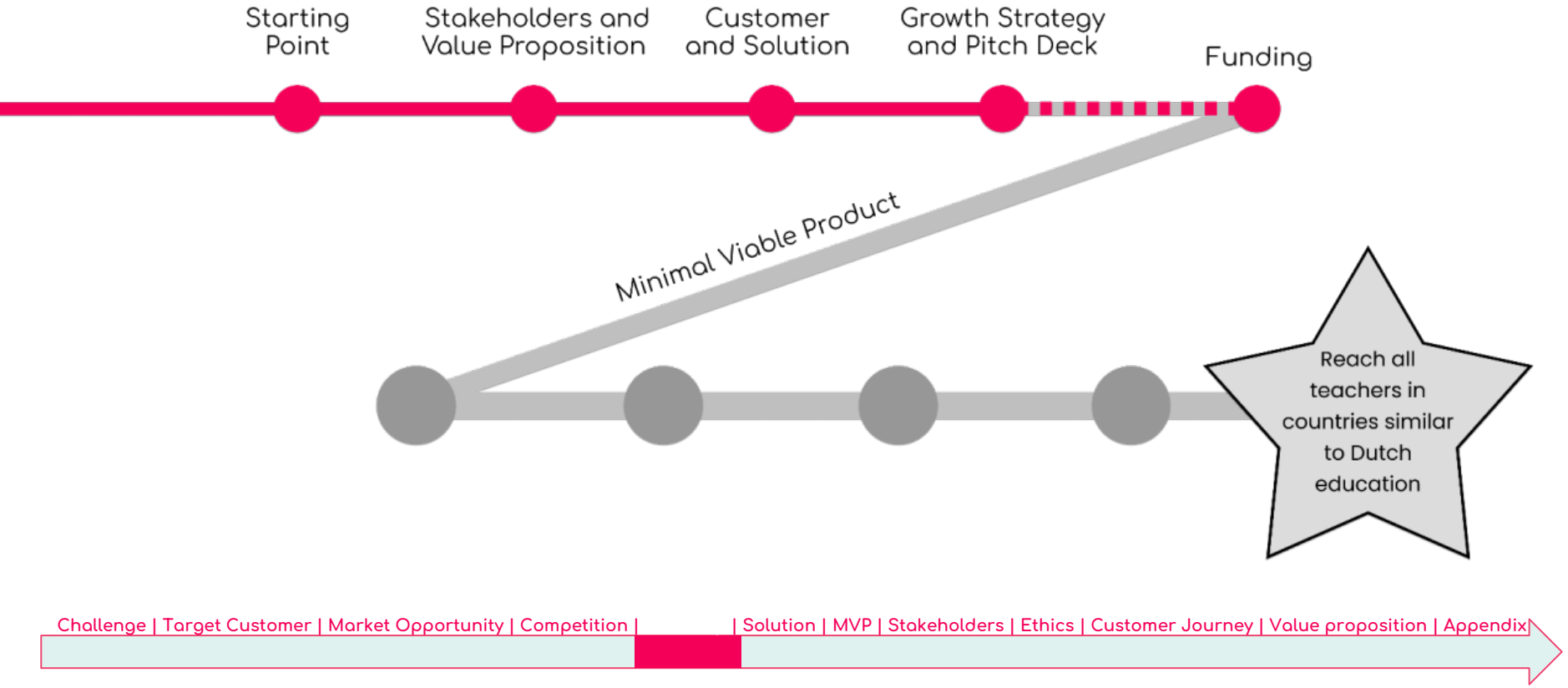


# COMPETITIVE ADVANTAGE

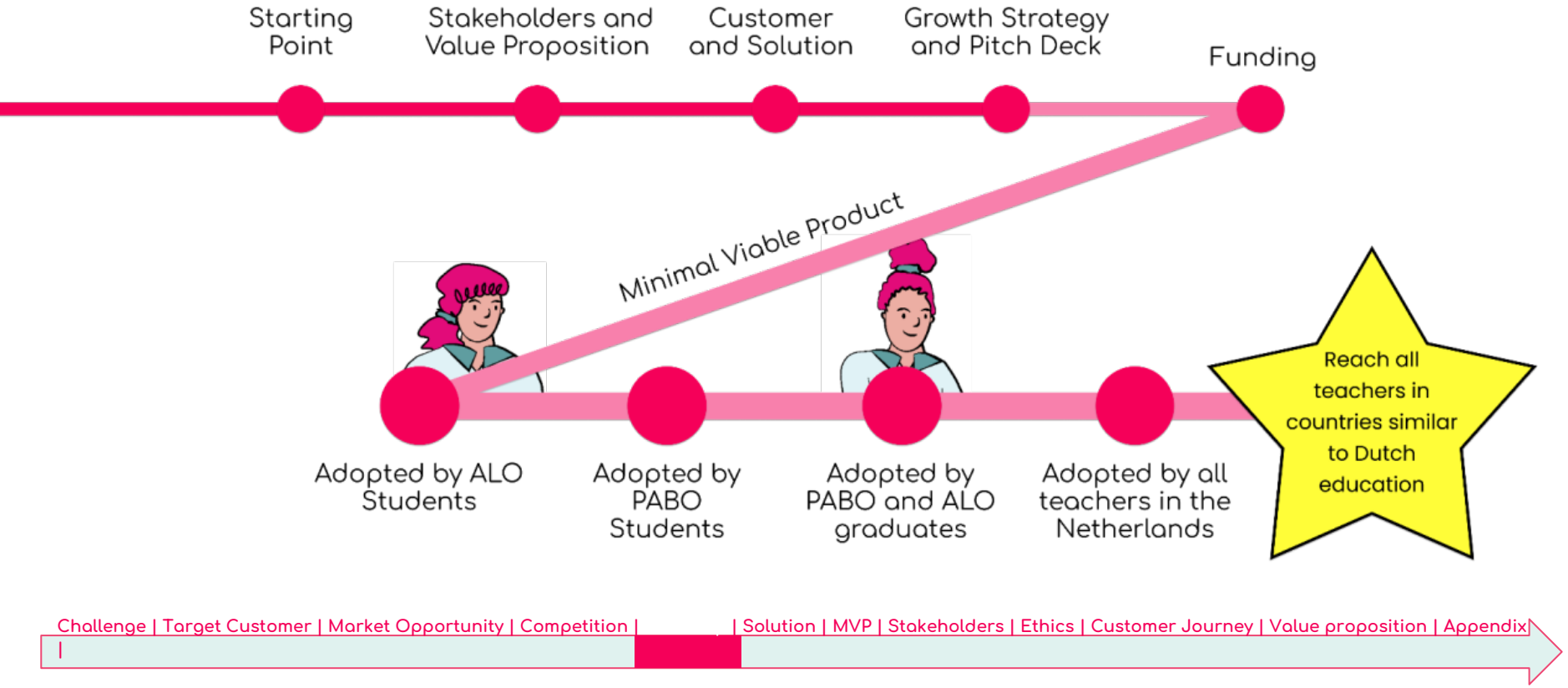




# ROADMAP

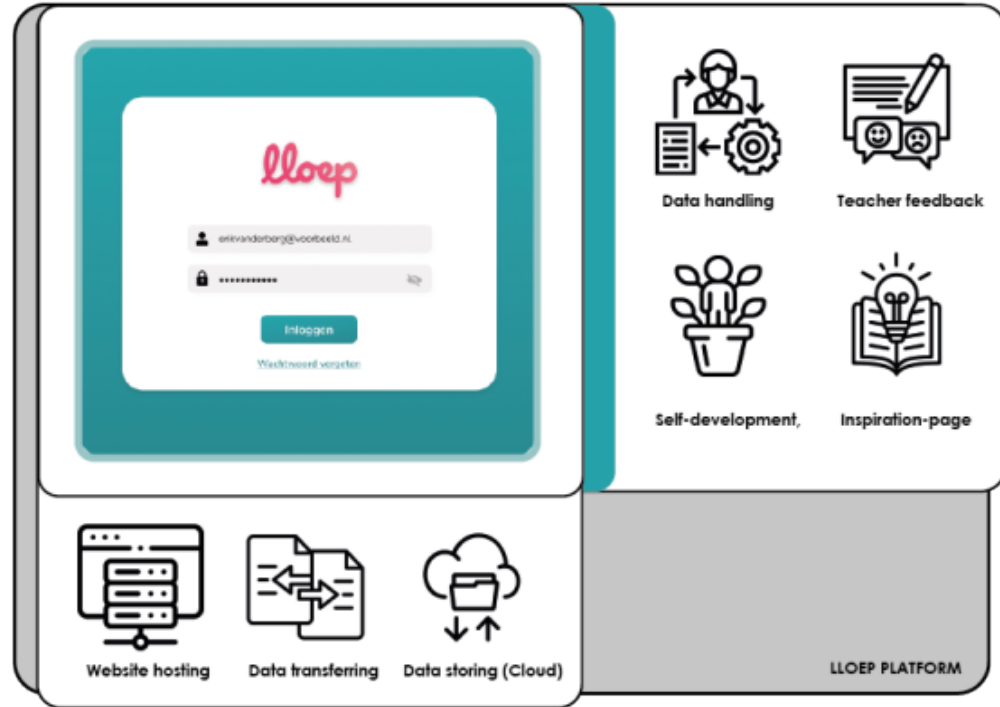
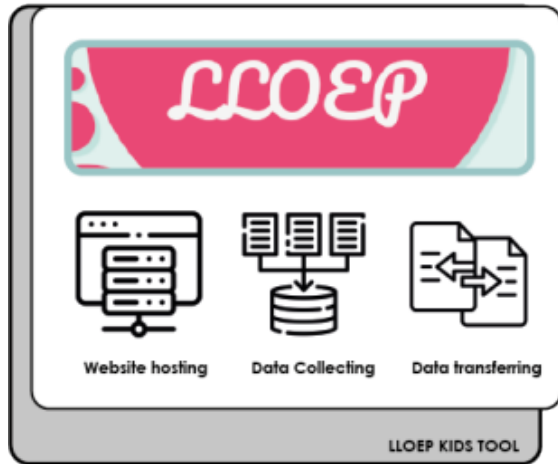


# ROADMAP



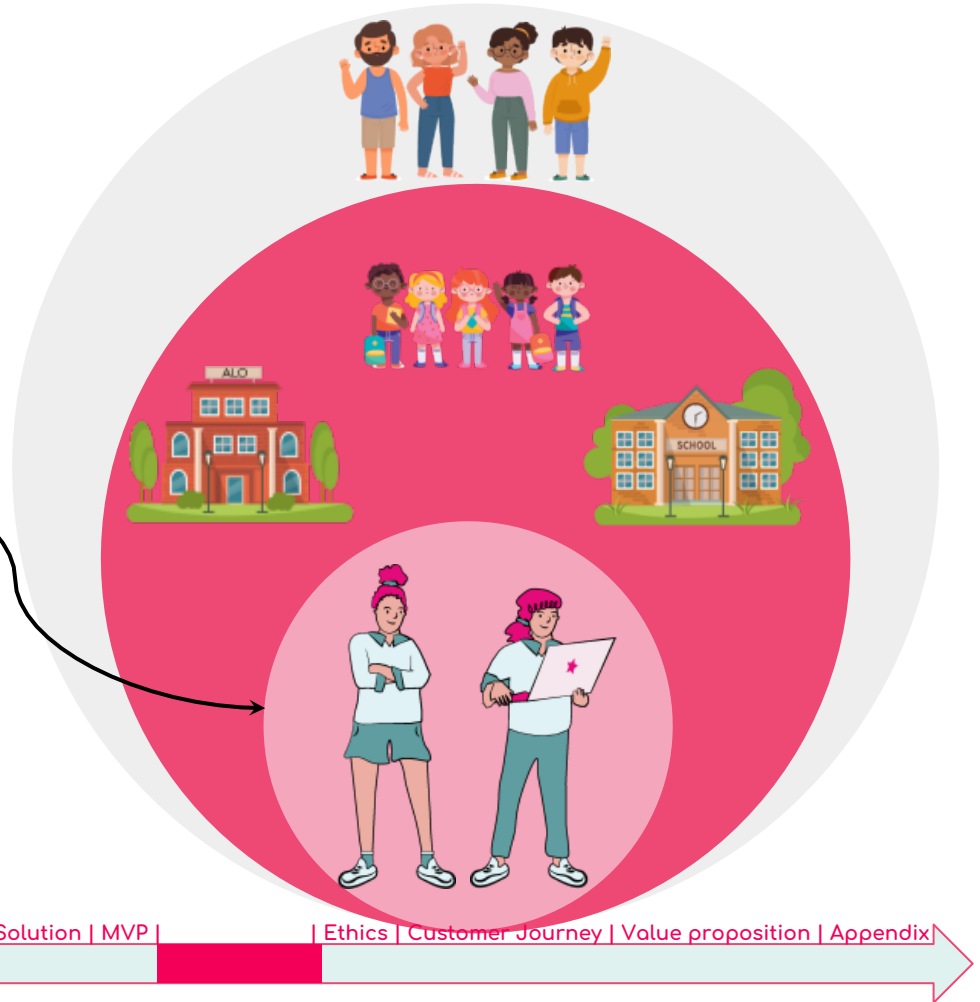


# MINIMAL VIABLE PRODUCT

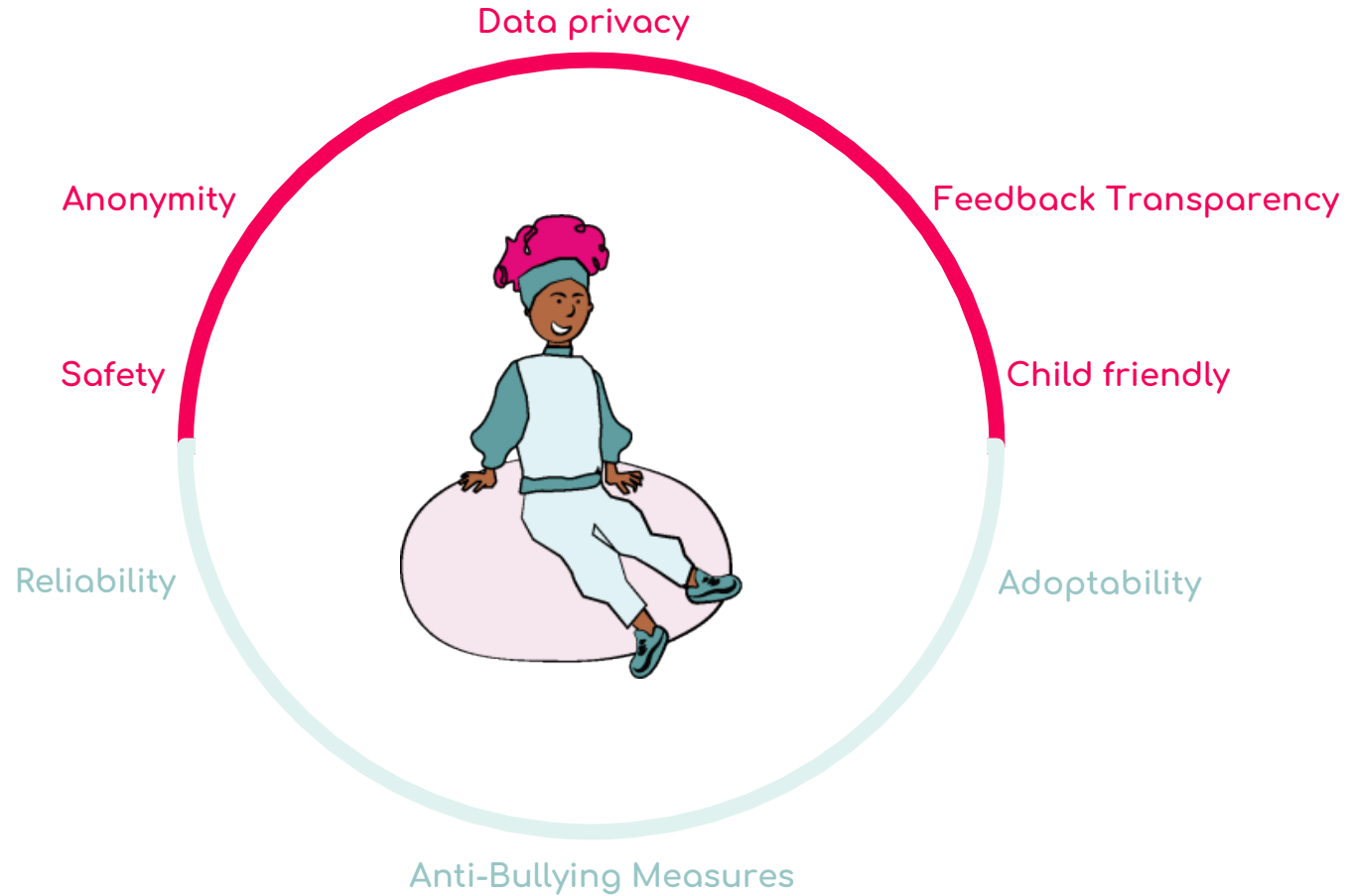


# STAKEHOLDER NETWORK

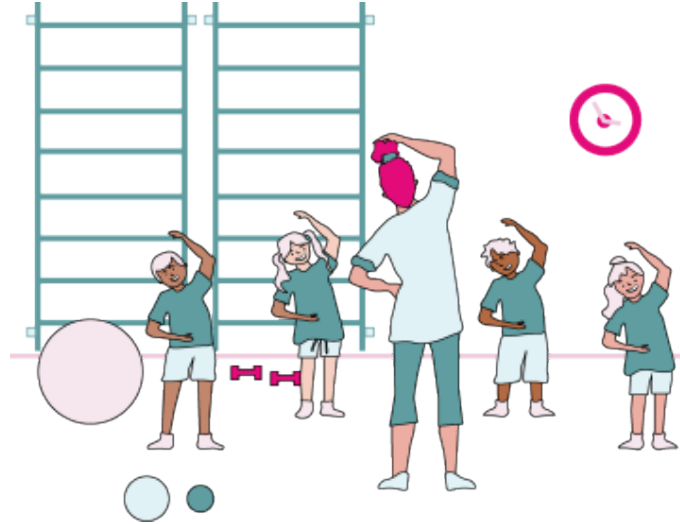
with the minimal viable product



# ETHICS



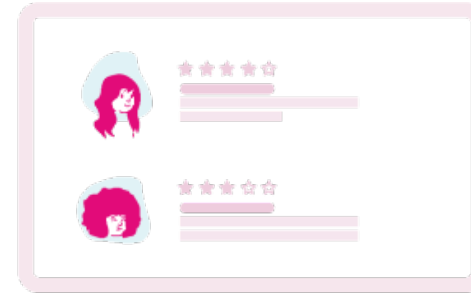
# USER JOURNEY



## 1 INTRODUCTION

## 2 EXPLORE + USE

# CUSTOMER JOURNEY



**3** LOYALTY

**4** PURCHASE

Challenge | Target Customer | Market Opportunity | Competition | Roadmap | Solution | MVP | Stakeholders | Ethics | Value proposition | Appendix



# VALUE PROPOSITION

*LLOE*P helps ALO students by solving the problem of collecting and including student-feedback for their professional development



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# REFERENCES

- Slide 13
  - Image of children [https://www.freepik.com/free-vector/hand-drawn-children-back-school\\_4923102.htm#query=children&position=10&from\\_view=search&track=sph](https://www.freepik.com/free-vector/hand-drawn-children-back-school_4923102.htm#query=children&position=10&from_view=search&track=sph)
  - Image of parents [https://www.freepik.com/free-vector/hand-drawn-flat-design-people-waving-illustration\\_21559264.htm#query=child&position=7&from\\_view=author](https://www.freepik.com/free-vector/hand-drawn-flat-design-people-waving-illustration_21559264.htm#query=child&position=7&from_view=author)
- All other images created by us!
- Slide 5.

Admiraal, W., Schenke, W., De Jong, L., Emmelot, Y., & Sligte, H. (2019). Schools as professional learning communities: What can schools do to support professional development of their teachers? Professional Development in Education, 47(4), 684–698. <https://doi.org/10.1080/19415257.2019.1665573>

Oldeboom, B. (2007). De professionalisering van leraren lichamelijke opvoeding. Lichamelijke Opvoeding, 9, 16–17., <https://www.kennisbanksportenbewegen.nl/?file=6939&m=1466158531&action=file.download#:~:text=Verder%20blijkt%20dat%20leraren%20lichamelijke%20opvoeding%20vinden,de%20individuele%20beleving%20en%20leerstijl%20van%20de%20leerlingen.>

Tessier, D., Sarrazin, P., & Ntoumanis, N. (2008). The effects of an experimental programme to support students' autonomy on the overt behaviours of physical education teachers. European Journal of Psychology of Education, 23(3), 239–253. <https://doi.org/10.1007/bf03172998>



# MIRO EXPLORATIONS

## Ad-Lib Value Proposition Template

Ad-Libs are a great way to quickly shape alternative directions for your value proposition. They force you to pinpoint how exactly you are going to creating value. Prototype three to five different directions by filling out the blanks in the ad-lib below.

**OBJECTIVE:**  
Clarify and/or potential value proposition directions  
**OUTCOME:**  
Alternative prototypes in the form of "sentence" sentences

**Our** PE specialist development platform  
**help(s)** ALO Students (and graduates)  
**who want to** become effective PE teachers  
**by** solving the problem of collecting and including student-feedback for their professional development  
**and** connecting and sharing with other PE specialists  
**(unlike** the current reflection tools )

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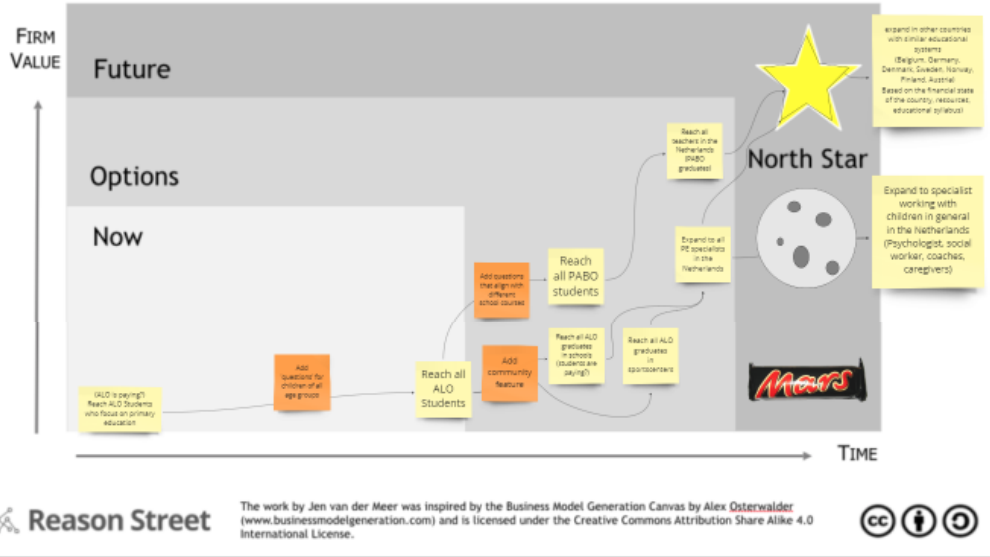
## Business Model Growth Map

**Customer**  
**Product**

FOR:

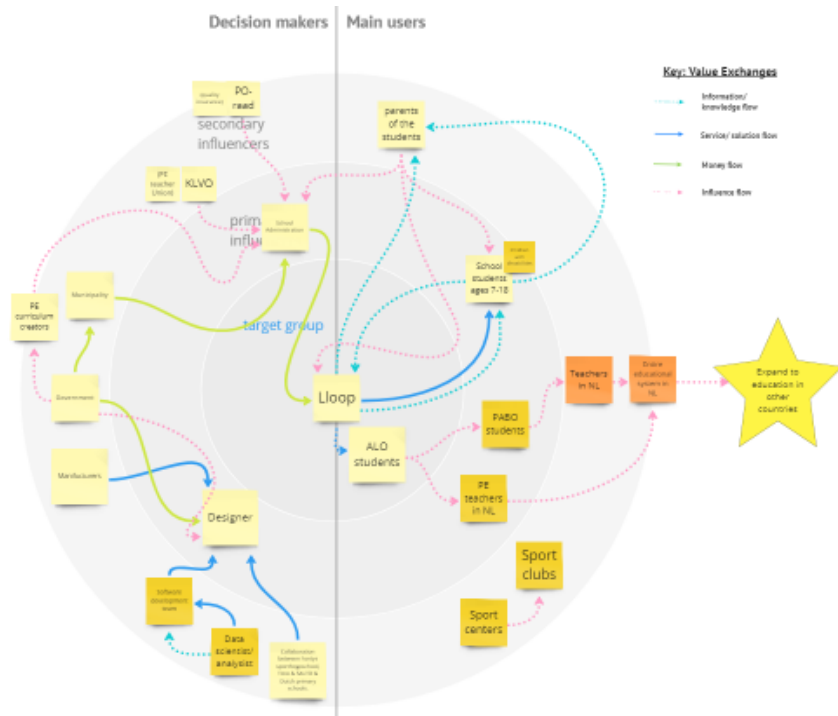
Lloop

Team 2



Challenge | Target Customer | Market Opportunity | Competition | Roadmap | Solution | MVP | Stakeholders | Ethics | Customer Journey | Value proposition |

# MIRO EXPLORATIONS



## Ad-Lib Value Proposition Template

Ad-Libs are a great way to quickly shape alternative directions for your value proposition. They force you to pinpoint how exactly you are going to creating value. Prototype three to five different directions by filling out the blanks in the ad-lib below.

**OBJECTIVE:**  
Quickly shape potential value proposition directions  
**OUTPUTS:**  
Alternative prototypes in the form of "sentence" sentences

**Our** Teacher development platform  
**help(s)** ALO students  
**who want to** Develop themselves effectively and continuously  
**by** Solving the problem of collecting and including student-feedback  
**and** connecting and sharing with other teaching professionals  
**(unlike** )

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