

MARROCO



®

MARROCO SIGNIFICANT LEARNING

Software as a Service

México City 2014

expertise de l'enseignement
Sinnvolles Lernen
PERICIA DOCENTE
למידה משמעותית
교육 전문
Teaching Expertise
Meaningful Learning
教育の専門知識
Смысл обучения
有意味學習
Aprendizaje Significativo
APRENDIZAGEM SIGNIFICATIVA



Develops
teacher
expertise to
promote
significant
learning





In order to be most effective, Learning environment should be:

- Highly attuned to learner motivations and emotions
- Acutely sensitive to individual differences

OECD/CERI Innovative Learning Environments / 2013/ Page 12



Global inequality in learning outcomes remains stark.

As many as 250 million children could be failing to read or write by the time they should reach grade 4.

UNESCO EFA Reporting 2012 Youth & Skills page 35

A Global call
for improving
Learning in young & adults



Education is failing to equip the future workforce effectively. Employers complain that levels of literacy and numeracy are way below par; and bemoan the lack of basic workplace skills, such as teamwork, communication and personal presentation.

Peter Searle Adecco UK CEO. 2013



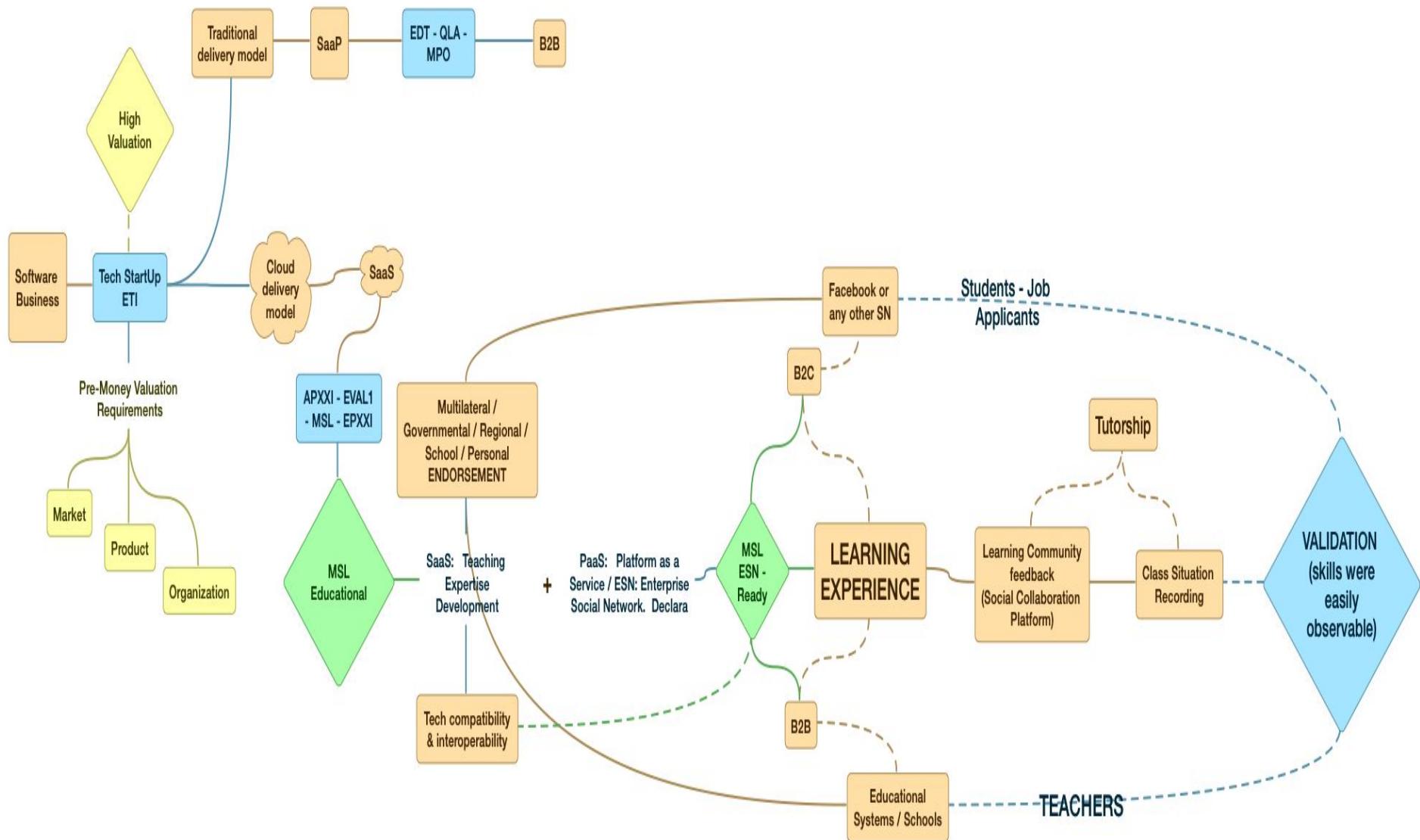
As a SaaS provides a Learning Experience in a social collaboration environment powered by **Declaral** platform, enabling the transformation from teachers to learning facilitators.



*Let's take a
look!*

<http://dreamtechnology.com.mx/mhd/Default.aspx>

SaaS Concept



Product

- Preliminary Assessment of tech compatibility & interoperability with several Social Platforms, specially with DECLARA.
- Activation of endorsement process by OECD, UNESCO y SEP
- Detailing service lifecycle for designing and operating under new SaaS specifications

Market

- Research top SaaS tendencies and successful experiences in Education and Human Capital Development markets
- Communicating the new capability to old and new allies and clients
- Assessing market dimension, growth forecast, competitors, clients easy-to-buy concepts and common startups mistake
- Understanding the basics of High Tech startups valuation dynamics

Organization

- Research to identify successful startup DNA characterization
- Full Business Plan development (operation & financing purposes)
- Configuring team structure under SaaS business model
- Evaluating IT, legal and financial consulting advisors and proposals