

Revolutionising Education

EDIH Saarland – Dr. Andrea Lösch



Revolutionising Education | 1

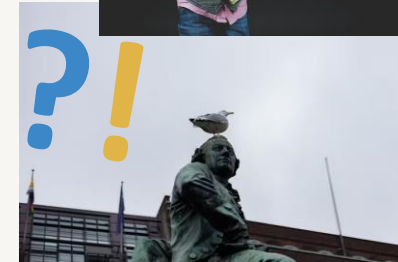
Starting point & mindset

About the publishing house

- Micro-company (1-9 employees)
- Offers theatre plays and other literature-related contents in the form of media packages
- The contents focus on the classics that are obligatory in German high school
- The additional audio-visual materials help students to easier understand and grasp the often as „unwieldy“ perceived classics

Target customers of MultiSkript

- Media centres in the different federal states of Germany
 - Purchase contents as web DVDs (i.e. digitally, via licenses) and then distribute them to the relevant high schools
- ⇔ More active involvement of students in the media packages is desirable



Revolutionising Education | 2

Our standard customer journey

Contact & inform



Analyse Digital Maturity



Identify potentials



Practical implementation



Revolutionising Education | 3

Customised journey for MultiSkript

Contact & inform:

Initial contact

Needs identification

(November 26, 2023)

Analyse Digital Maturity:

**Expert consultation
(media packages,
distribution channels)**

DMA

(January 5, 2024)

Identify potentials:

Business process
evaluation

Feasibility Study

(January 9 – February 29, 2024)

Practical implementation:

Prototype development
„Nathan the Wise“

Customised training

(March 1 – June 26, 2024)

Revolutionising Education | 3

Customised journey for MultiSkript

Contact & inform:

Initial contact

Needs identification

(November 26, 2023)

Analyse Digital Maturity:

**Expert consultation
(media packages,
distribution channels)**

DMA

(January 5, 2024)

Identify potentials:

Business process
evaluation

Feasibility Study

(January 9 – February 29, 2024)

Practical implementation:

Prototype development
„Nathan the Wise“

Customised training

(March 1 – June 26, 2024)

Revolutionising Education | 3

Customised journey for MultiSkript

Contact & inform:

Initial contact

Needs identification

(November 26, 2023)

Analyse Digital Maturity:

**Expert consultation
(media packages,
distribution channels)**

DMA

(January 5, 2024)

Identify potentials:

Business process
evaluation

Feasibility Study

(January 9 – February 29, 2024)

Practical implementation:

Prototype development
„Nathan the Wise“

Customised training

(March 1 – June 26, 2024)

Revolutionising Education | 4

Results and Impact | 1

Costs vs benefits:

- EDIH Saarland provided services worth 100,000 EUR, including:
 - Business process evaluation: € 20,000
 - Feasibility study: € 35,000
 - Prototype development: € 45,500

⇔ **Total costs: € 108.000**
- Revenue Potential:
 - 16 media centres in Germany
 - Licensing fee per media package: € 9,000
 - Total of seven media packages

⇔ **Expected revenue from licensing: ~ € 1 Mio.**



Revolutionising Education | 5

Results and Impact | 2

Social/economic impact:

- Economic benefits: Considerable return-on-investment (ROI) for the publishing house
- Educational impact:
 - New media packages reduce complexity and facilitate learning
- Social benefits:
 - Developments particularly beneficial for linguistically and/or cognitively disadvantaged students
 - More equal educational opportunities for pupils throughout Germany



Revolutionising Education | 6

Lessons learned for customisation

- 1 Uncovering Hidden Innovation Potential
- 2 Importance of Sustainability
- 3 Impact of Small Investments

Thank you for your attention!

