Hybrid workbooks

Introduction and first results

Adam Jelínek, Fraus Publishing, Vilnius 2019
Goals of presentation

• Inspire and get feedback
• Introduce a new concept we pilot in CZ
• Show some preliminary results

• What is your experience with hybrid content?
Czech perspective

• 10 000 000 inhabitants
• 1 400 000 pupils in primary and secondary education – age 6 to 17
• 120 000 teachers
• 9 Eur per pupil/year spent on all textbooks by government
• 90 Eur per pupil/year spent directly by parents on edu
• 1070 Eur average teacher monthly salary after tax
Trends on Czech Edu Market

• Rise of parent awareness about quality of education – trend of private schools
• Rise of afternoon market – a lot via online channels
• Stagnant government funding of edu content
• No predictable funding for digital content – only EU funds
• Teachers have problems with digital
• Student (and younger parents) live fully in digital
Fraus and Digital

• Problems with large digital projects – interactive textbooks, LMS, digital testing etc.
• Too complex for teachers and school HW
• Lack of predictable funding – for content and hardware
• Large cost of opportunity – slow ROI

➔ CZ EDU market is not prepared for full digital education. Teachers very often act as blockers.
Goal of new hybrid project

- Combine paper and digital in simplest way possible
- Be usable with any textbook in CZ – more possible market share
- Teachers don’t have to use digital part
- Students can use digital without a teacher and event without the paper part
- Mobile ready
- Low cost of opportunity
Universal Hybrid Workbooks

- Full color printed workbooks
- Universal usable with any textbook (not just Fraus)
- Every page linked via code with free online exercises and other additional content
- Digital content accessible without the workbook
- Activities for parents with children
New set of 22 universal workbooks available in September 2019
Přepište kód z pracovního sešitu

Procvičujte a okamžitě získejte výsledky
Zábavné online procvičování od základky po střední...

Search for a code or topic

Start here

For parents

Project will help students from the first grade up to high school and parents who want to actively participate in the development of their children.
Where we are now

• 2 years of pilot
• Very positive feedback overall
• Very positive feedback on full color solution
• Digital part works perfectly and is used during classroom and even more during afternoon
• Digital part used by more than 160,000 users during pilot phase
Afternoon market B2C – what we learned

• Much more open to digital

• Different expectations –
  • Schools X Parents
  • Didactic value X Simple and usable content
  • Teacher X Parent oriented content
  • Whiteboard ready / Print ready X Mobile ready
  • Taxonomic structure X Easy to find content
  • Mailing, Sales Reps X Online marketing
Next steps

• Print
  • Hybrid content in all our future projects
  • QR codes?

• Digital
  • User accounts
  • User statistics
  • Smart data for users and for our editorial team
  • Monetization model based on smart data about student progress for parents, adaptive content, marketing based on user needs