

FROM CLAS TO WEVU.VIDEO



University Application Development to Commercial Spin-Off

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ALL THREE CO-FOUNDERS OF ISIT TECHNOLOGY, MAKERS OF WEVU.VIDEO

PLEASE GO TO

bit.ly/bcnetdemo

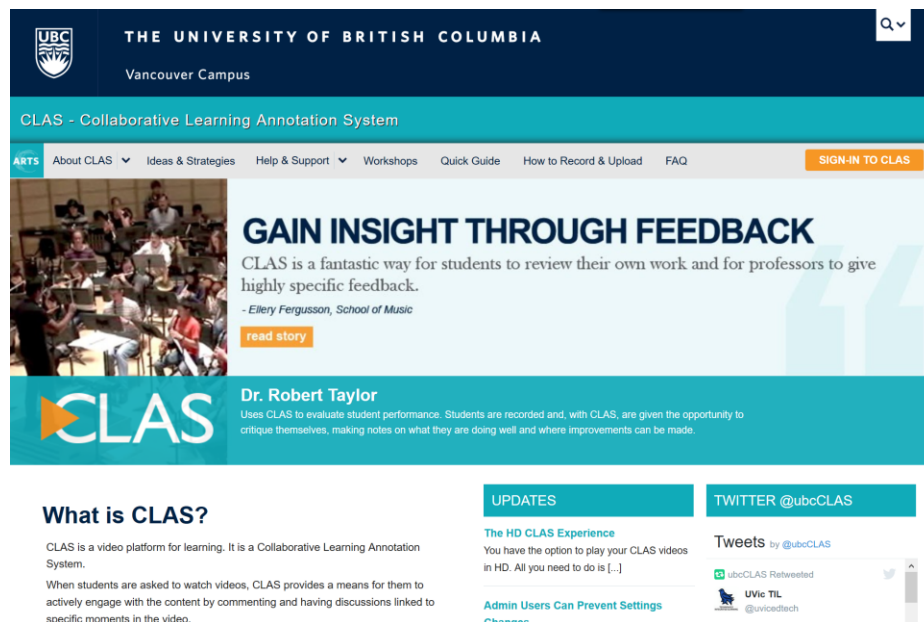
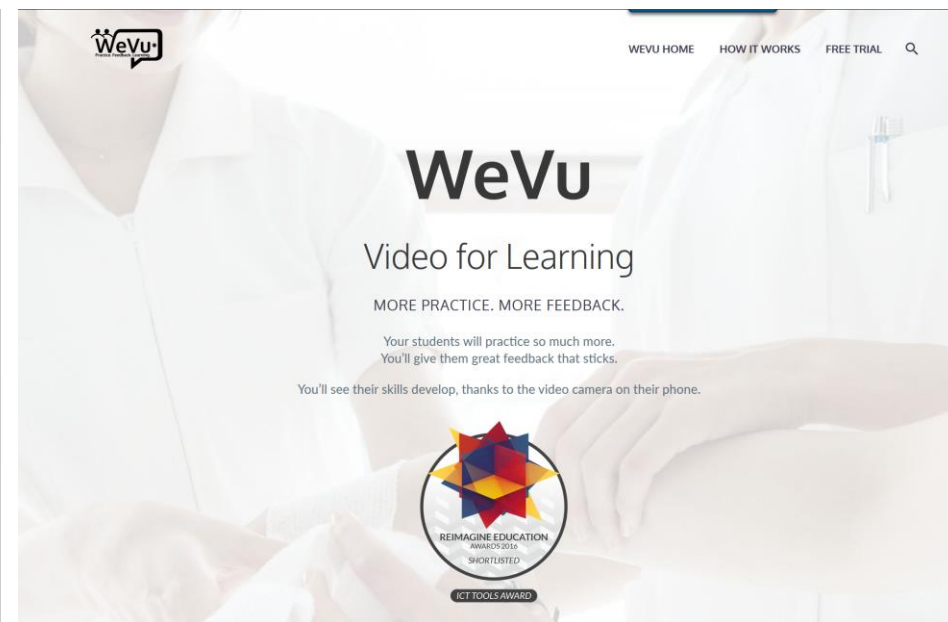
1. Quickly create an ID in our system
2. Login
3. Comment on this session (backchannel mode)



A STORY...



IN-HOUSE APP TO EDTECH BUSINESS

The screenshot shows the UBC CLAS website. The header includes the UBC logo and 'THE UNIVERSITY OF BRITISH COLUMBIA Vancouver Campus'. Below this is a teal banner for 'CLAS - Collaborative Learning Annotation System'. A navigation bar lists 'ARTS', 'About CLAS', 'Ideas & Strategies', 'Help & Support', 'Workshops', 'Quick Guide', 'How to Record & Upload', 'FAQ', and a 'SIGN-IN TO CLAS' button. The main content area features a video thumbnail of a classroom and the headline 'GAIN INSIGHT THROUGH FEEDBACK'. The text describes CLAS as a way for students to review their work and for professors to give specific feedback, citing Ellery Fergusson from the School of Music. Below this is a section for 'Dr. Robert Taylor' who uses CLAS to evaluate student performance. The footer includes 'What is CLAS?' with a brief description, 'UPDATES' with a link to 'The HD CLAS Experience', and 'TWITTER @ubcCLAS' with a tweet from @ubcCLAS retweeted by @uvicTIL.The screenshot shows the WeVu website. The header includes the WeVu logo and navigation links for 'WEVU HOME', 'HOW IT WORKS', 'FREE TRIAL', and a search icon. The main content area features a large video thumbnail of a person in a white lab coat and the headline 'WeVu Video for Learning'. The text promotes 'MORE PRACTICE. MORE FEEDBACK.' and states that students will practice so much more and receive great feedback that sticks. It also mentions that skills will develop thanks to the video camera on their phone. At the bottom, there is a circular logo for 'REIMAGINE EDUCATION AWARDS 2015 SHORTLISTED' and a 'ICT TOOLS AWARD' badge.

COLLABORATIVE LEARNING ANNOTATION SYSTEM - CLAS



WE VIEW - WEVU

web app
video platform
roles and IAM for education
media file sharing
group dialogue
analytics/archiving



UBC USE PROFILES

Flip with discussion



Admission Applications



Feedback on skills



Video share and embed



it's

GOOGLE DOCS, FOR VIDEO

Flexible sharing plus inline comments for media objects

BUT ESPECIALLY FOR STUDENTS WITH TEACHERS, IN CLASSES IN PROGRAMS IN SCHOOLS



IN THE BEGINNING



... there was no idea ... there was no money ... there was no *Need*

The story needs an INtrapreneur

RESEARCH QUESTION: HOW DO STUDENTS PROCESS LECTURES



THE UNIVERSITY OF BRITISH COLUMBIA

Vancouver Campus

Department of Psychology

RTS

Undergraduate ▾ Graduate ▾ People ▾ Research ▾ Community ▾ Alumni ▾ Giving ▾ Interna

Home / Profiles / Alan Kingstone



Alan Kingstone

Alan Kingstone

Research interests:

Cognitive ethology, social attention, brain and human behaviour.

Groups: **Faculty**



Social Sciences and Humanities
Research Council of Canada

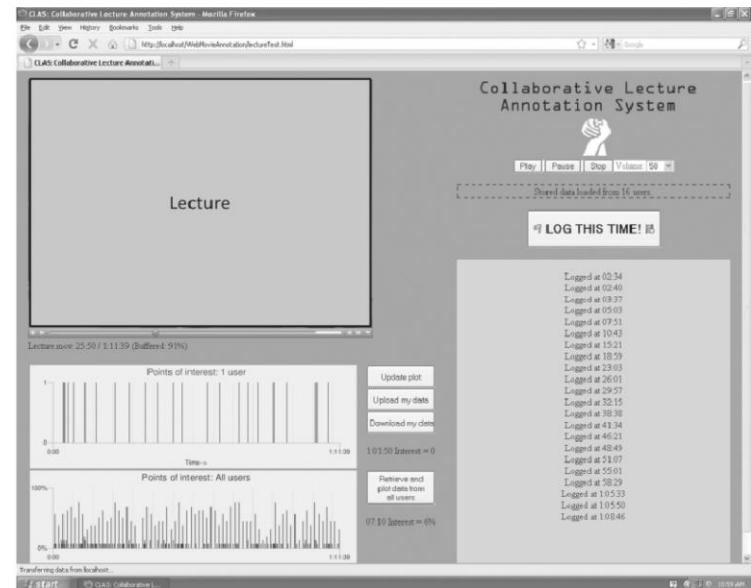
Conseil de recherches en
sciences humaines du Canada

Canada

2010: BUILD LECTURE FLAGGING SOFTWARE



- \$25K research money
- Students watched lecture, and clicked when an 'important' part was happening
- Desktop, ugly, clunky
- But it was neat



2011: FAC OF ARTS GRANT FOR VIDEO ANNOTATION SYSTEM



- Partnered with Fac of Medicine, Education
- Web application, sitting on BCNet Kaltura
- Student engagement with didactic video

THEN UBC \$\$\$\$\$\$\$\$



Intrapreneur Thomas Dang

Teaching and Learning Enhancement Fund

2 years of funding for Arts ISIT

for an Application AND Support

VIDEO FOR LEARNING

Flexible, Configurable
Access, Roles, Embedding, Registration

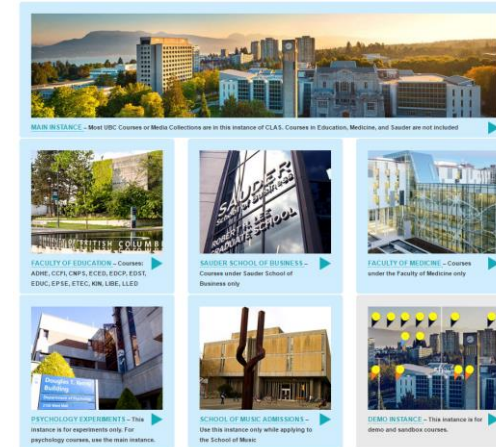
Rapid deployment & updating

Student video as well as Teachers' video

SUPPORT MODEL

Sign-in

Sign into CLAS Below by selecting the appropriate instance:



BCNET 2017



Faculty Instructional Support own it
(multi-tenant, tenants by support units)

Instructor onboarding

Support Materials

Requests feed immediately to architect

BUILD USERBASE (2014-2016)



All T&L video needs, so ISS promote it

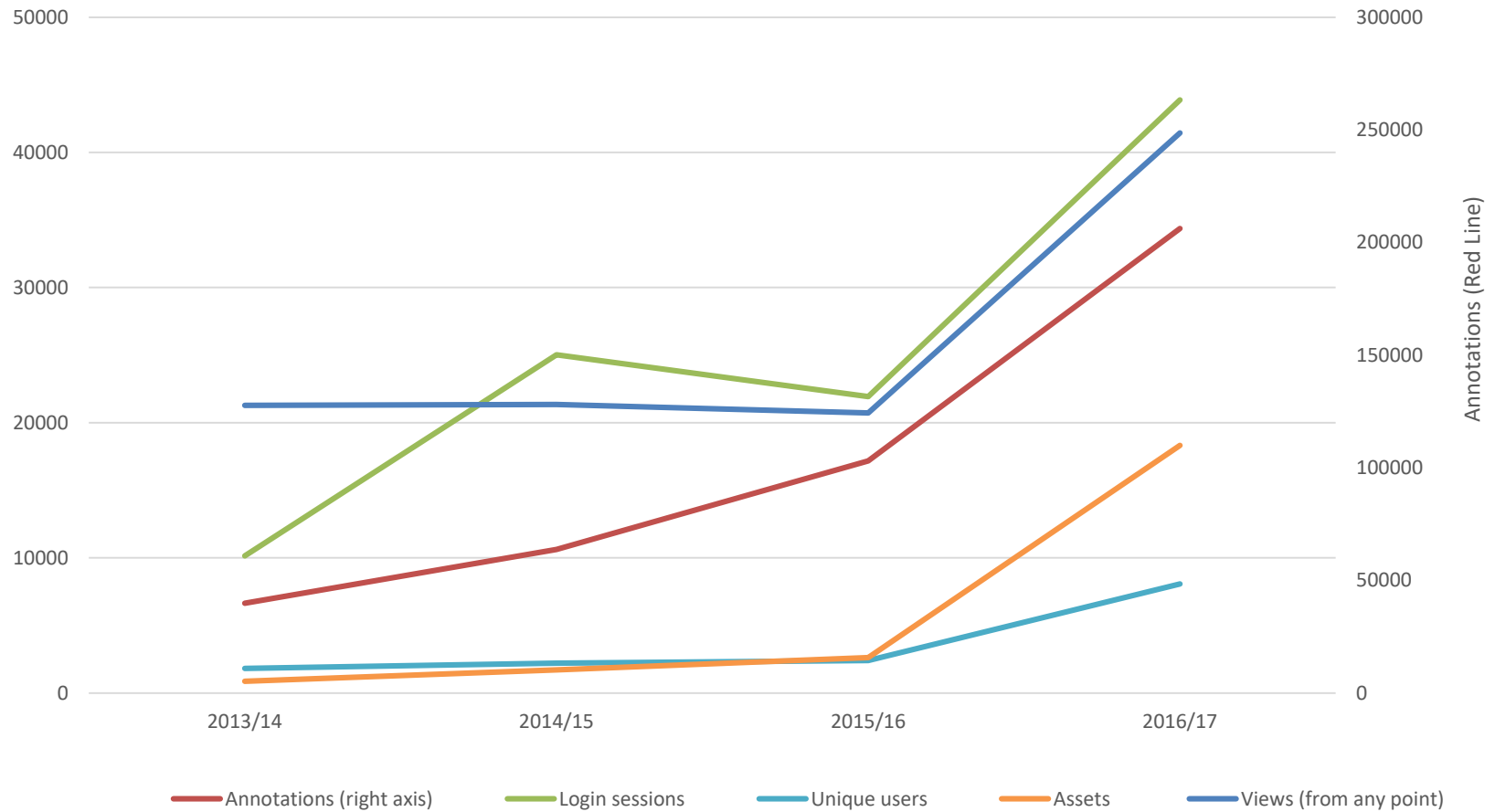
Early Adopters / EduTech Leaders

Gentle, internal 'sales'

e.g. Occupational Therapy, Music, Languages, Nursing,
Communications, Theatre, Library, Linguistics...



CLAS USAGE AT UBC 2013-2017



SCALE UP (2017)



University-wide service in development

Hard to diffuse new tools, even internally
and even when it's FREE!

Need serious internal MARKETING

COMMERCIAL VENTURE



Not sustainable even at big Uni

Open source EdTech generally sucks,
gets out of date fast

But How?



ENTREPRENEURSHIP SUPPORT



THE UNIVERSITY OF BRITISH COLUMBIA



entrepreneurship@UBC

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e@UBC Lean Launchpad Program

customer discovery, business model, validation

Pivoted from Video-as-Learning to Video-for-Learning

~~instructional video with engagement~~

learner video for feedback

COMPANY FORMATION



A lot of gnashing of teeth, butterflies, etc.

Negotiation with UBC (UILO) for IP

Co-Founding team

3 co-founder/owners, plus UBC

HOW TO START?



Founders work on the side

Friends and Family funding

Low-budget *everything*

CURRENT STEPS - MARKETING



Investors need to see interest/traction

EdTech decision/buying is BRUTAL
(I'm pointing fingers at you and me)

Not B2C or B2B, really

Email marketing to program leaders

CURRENT STEPS - TECHNICAL



Move to public cloud (Azure 🍁)

Break UBC dependencies

- Kaltura video (hard and \$ in the cloud)

- Student information system

In-app support better than documentation

CURRENT STEPS

PRODUCT-MARKET FIT



Talk to humans – customer discovery

Interface for user types, ease, workflow speed

Try disciplines, see what sticks

Design has to look current

EDTECH VALUE PROPOSITION



MUST solve latent problem

MUST fit current progressive pedagogy

CAN'T be a TIME-BURDEN

EDTECH SUCCESS FACTORS



Long trial period – free forever for a few

Pricing scales up with USE, not FTEs

Discipline-specific use-cases
not just Uni-wide, 'it's good for T&L'

Be as un-corporate as possible

LESSONS FOR UNIVERSITIES & THEIR FACULTY / STAFF



Promote EdTech Intrapreneurship (\$)

Minimum Viable Product / Prototypes

Need IS staff onboard and Marketing

Instructors/Programs need incentives to innovate



THE UNIVERSITY OF BRITISH COLUMBIA

CLAS Credits

Primary developers: Thomas Dang (2013 onward) and John Bratlien (original)

Product strategy: Thomas Dang, Dr. Fred Cutler

With inputs from: Ricardo Serrano, Sharon Hu, Arts Learning Center, UBC
eHealth Strategy Office, UBC school of music

Project management: Ricardo Serrano

Service strategy: Ricardo Serrano, Angela Lam

Service operation, training, consultation, documentation:

Angela Lam, Sharon Hu, Jenny Wong, Leanna Chow

Quality control and deployment strategy: Thomas Dang