

LOEP



WHO ARE WE?

Leda

*Program
Manager*

Boy

*Senior UX
designer*

Nick

*Senior Product
Designer*

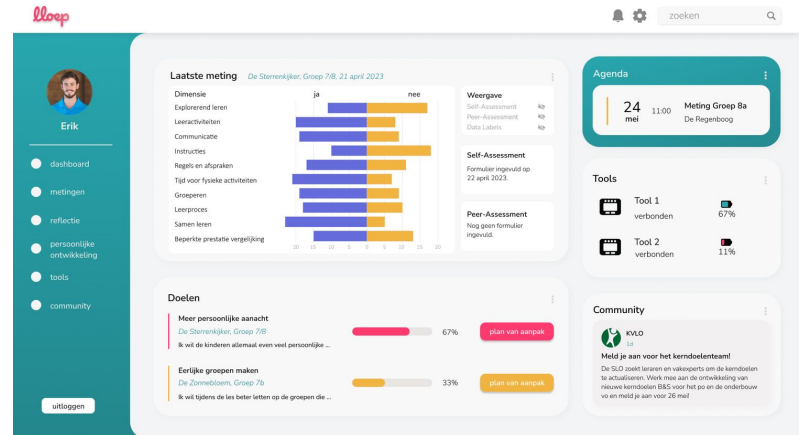
Charlotte

*Consumer
Marketing
Manager*

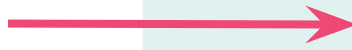
WHAT IS
LOOP?

COMPANY'S PURPOSE

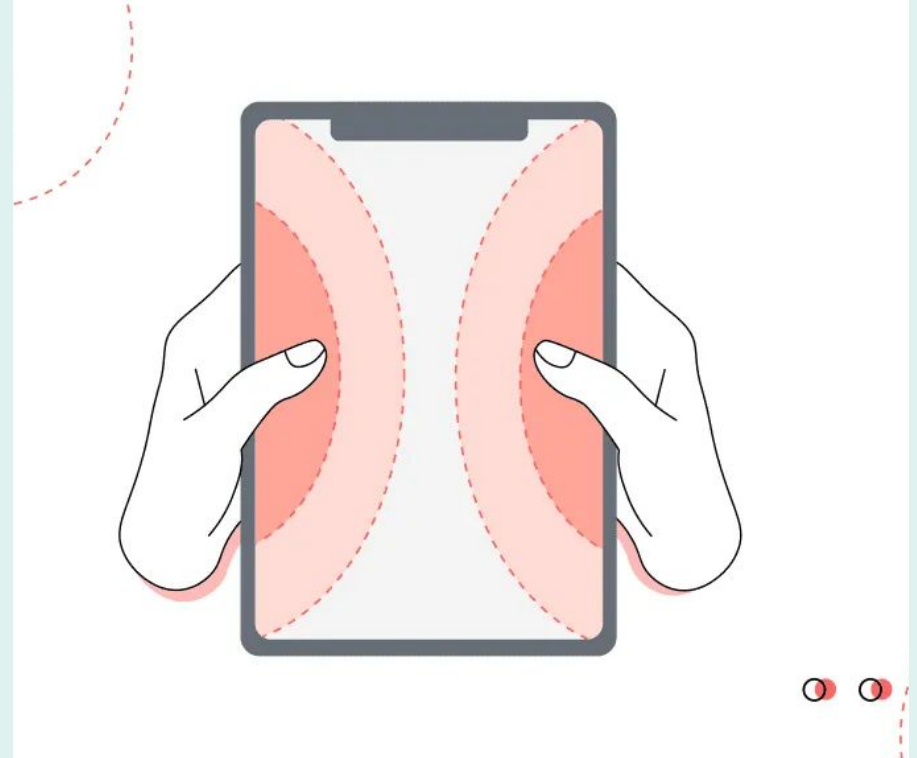
Our reflection toolkit helps Dutch (specialized) PE teachers who want to improve their PE classes by reflecting on students' (aged 8 to 12) feedback and adjusting their behavior accordingly to the feedback, unlike teacher reflection tools that don't include student feedback. At the same time it creates an online community between the PE teachers to reflect their teaching experiences and knowledge together with the feedback results.



PHYSICAL PRODUCT



DIGITAL PRODUCT



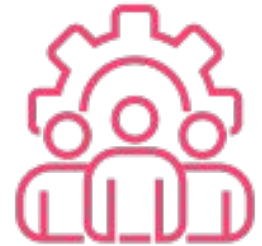
MARKET



Current
Market



Enter New
Market



All-out
Pivot

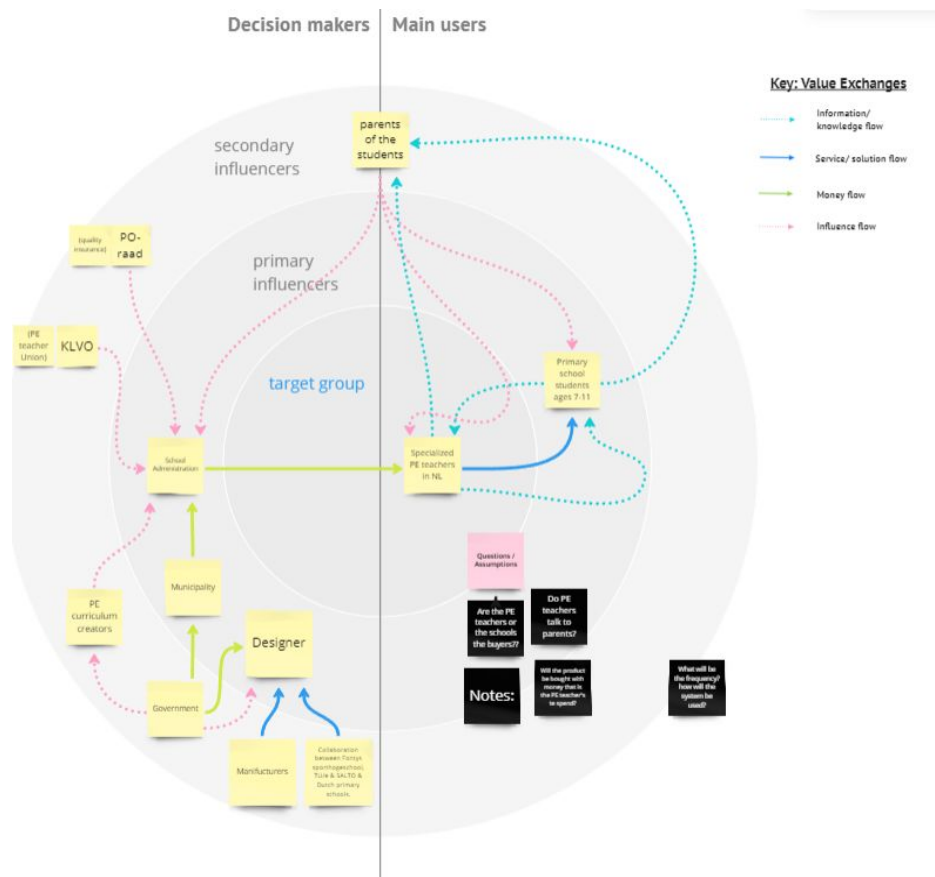
LOEP

MIRO
BOARDS

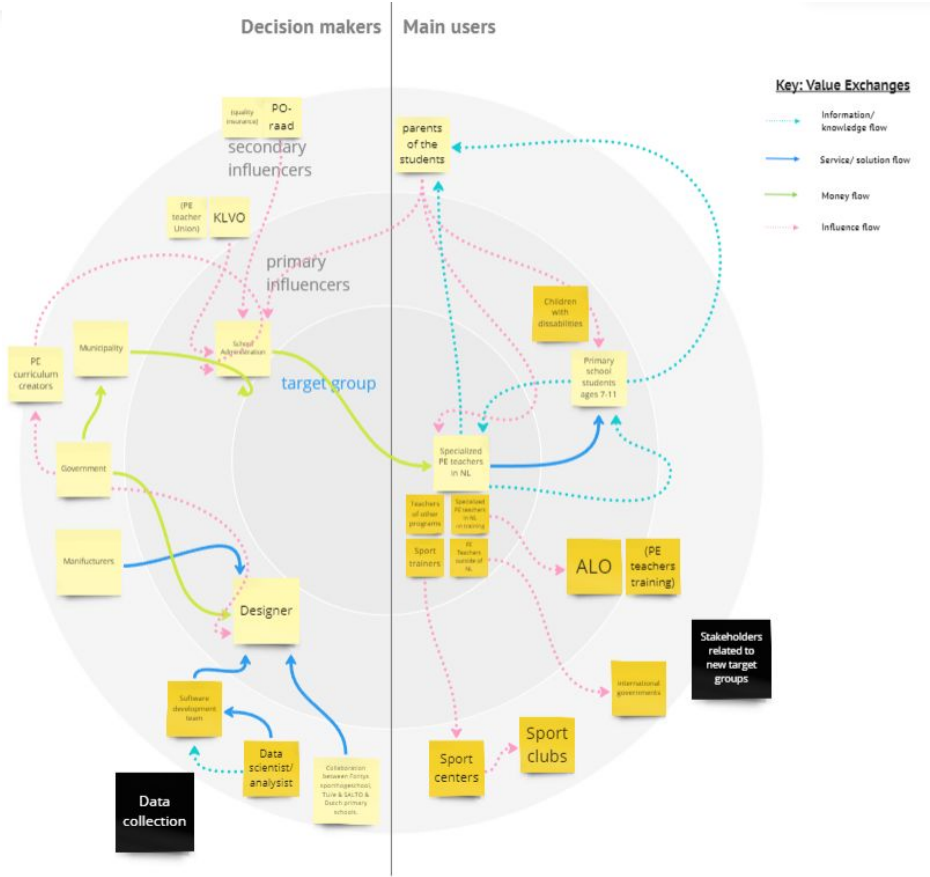
Pitch / Value Proposition

Our reflection toolkit helps Dutch (specialized) PE teachers who want to improve their PE classes by reflecting on students' (aged 8 to 12) feedback and adjusting their behavior accordingly to the feedback. Unlike teacher reflection tools that don't include student feedback

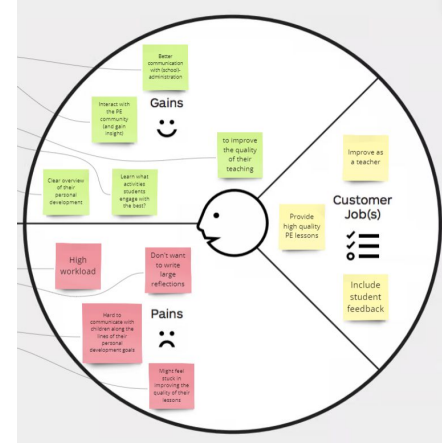
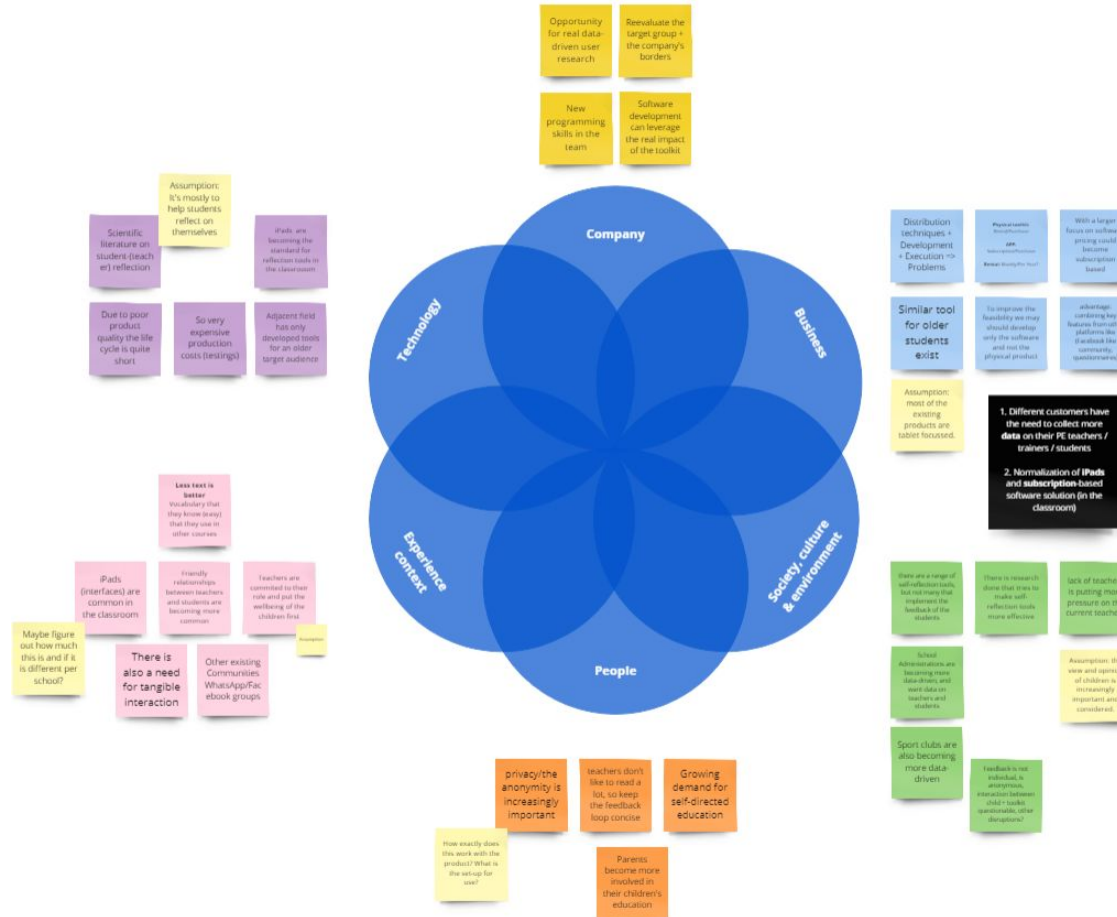
stakeholder ecosystem NOW



stakeholder ecosystem FUTURE



Trends: 6 perspectives



The business model

THE BUSINESS MODEL

Product
as it is
now

Business
Model Shift

Product after
business
model shifts
and extended
possibilities.

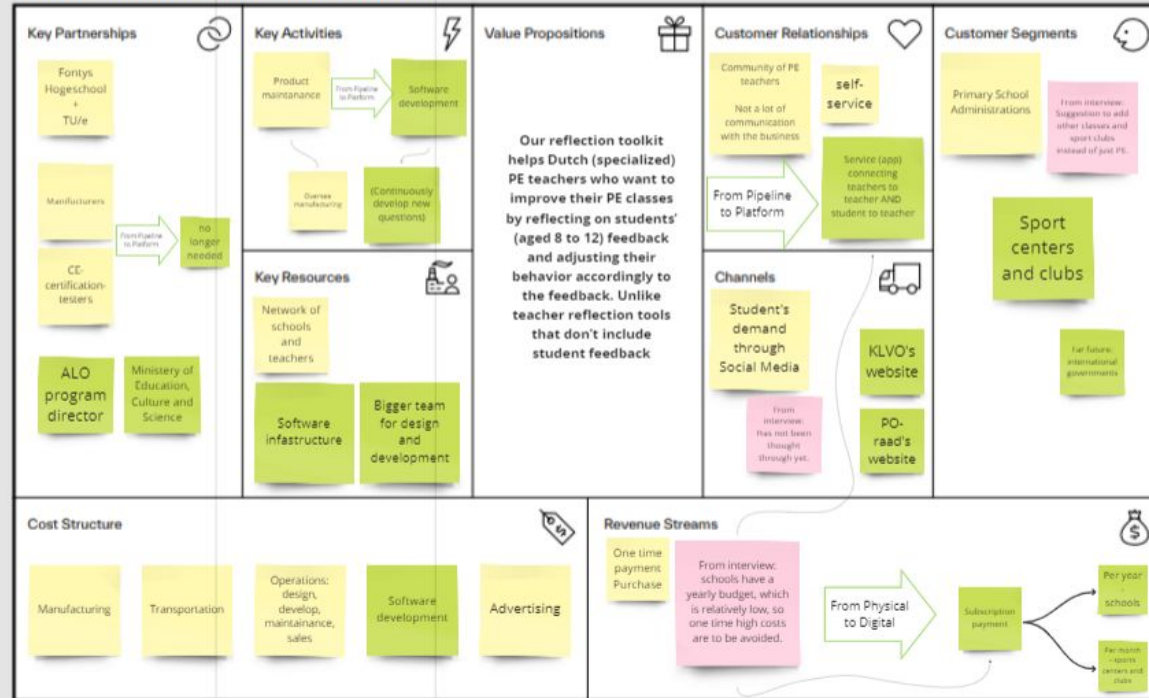
The Business Model Canvas

Designed for:
Looep

Designed by:
Design Entrepreneurship Team 2

Date:
September 2023

Version
1

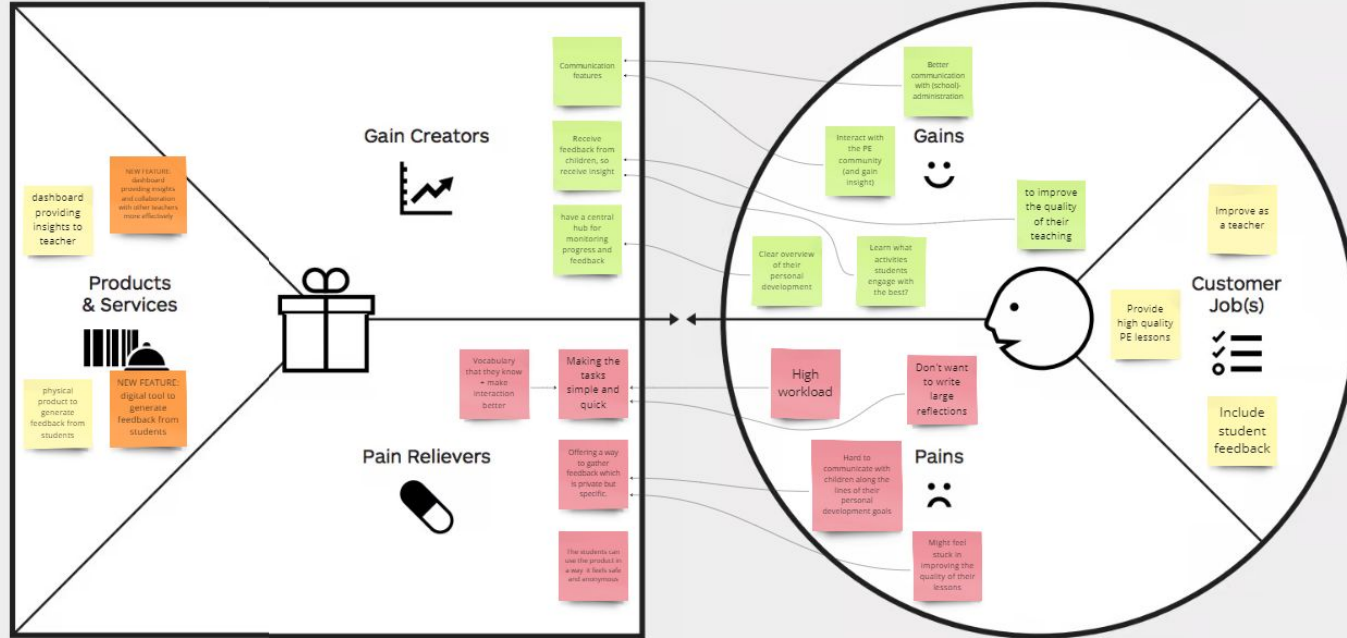


The value proposition

The Value Proposition Canvas

Value Proposition

Customer Segment



Changes made to the products & services

Question: are the questions aimed at the performance of the teacher, or at the engagement with the lesson?

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