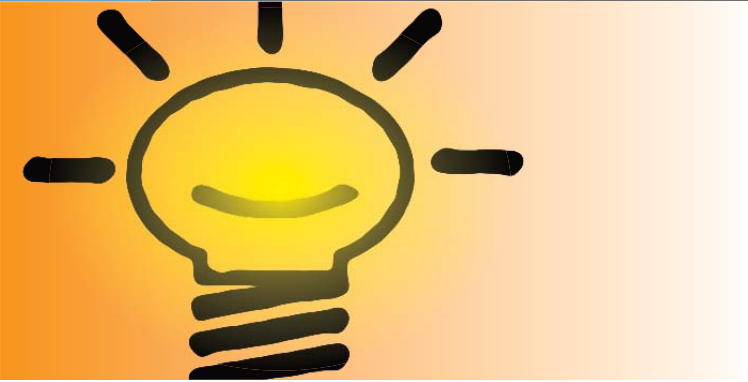


1 New generation of social networking



CROWDSOURCING
DATA SOURCING
CITIZEN SCIENCE

The excitement of simply being connected is being replaced by a new generation of social networking activities – people doing something together out of civic responsibility or scientific curiosity



2 Citizen science involves millions



According to IBM,
“A whole class of citizen
scientists will emerge
using simple sensors
that already exist to
create massive datasets
for research”

**GlobalLab anticipated
this development over ten
years ago**

3 You are a walking sensor



Sensors in our phones, cars, wallets, and even tweets will collect data that give scientists real-time pictures of our environments and ourselves

4 GlobalLab is a Platform for Citizen Science & Education



GlobalLab is a framework for education & discovery

GlobalLab uniquely provides a technological platform, tools, databases & resources for crowdsourcing and citizen science projects

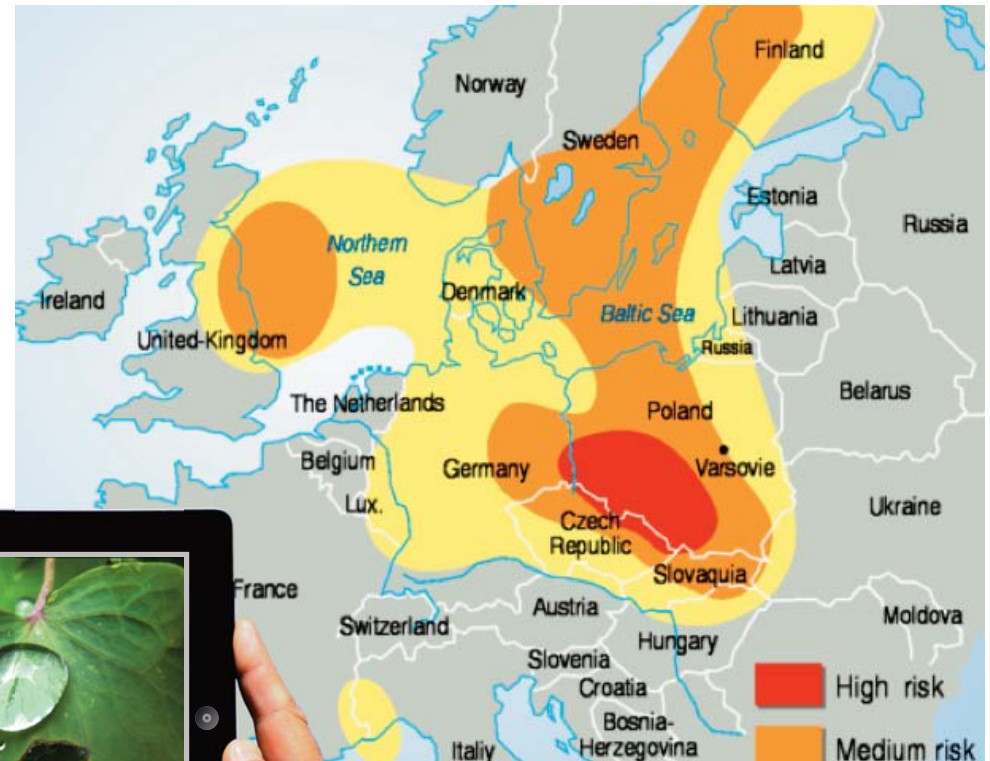


5 Working with any probe



**Any probe – even smartphones –
can send data to the GlobalLab
platform**

**We work with an
increasing number
of applications that
support environmental
monitoring from acid
rain to radiation
to sound and light
pollution**



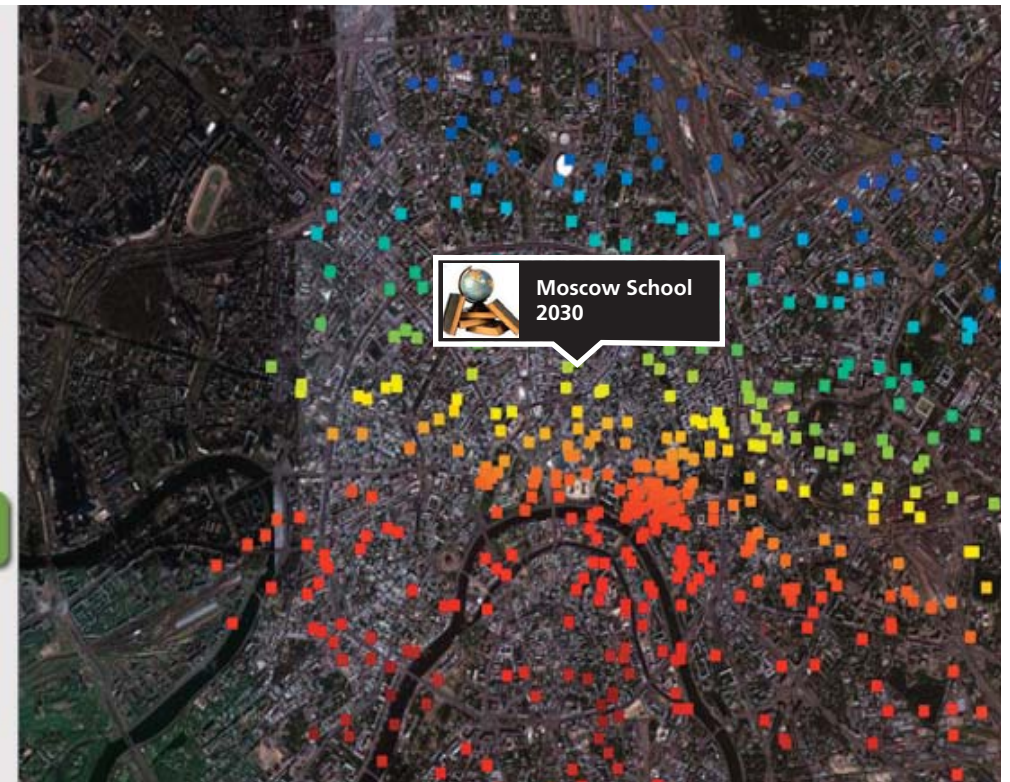
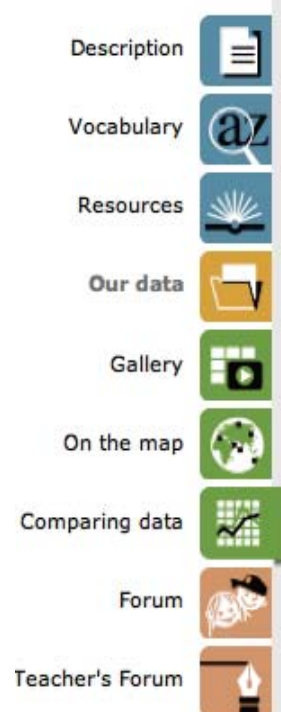


GlobalLab not only captures data, it also displays datasets on world maps

Users can compare their findings with data worldwide

Crowdsourcing & citizen science become

- Relevant
- Engaging
- Easy
- Fun



7 Targeting the education market



Education is a \$7 trillion a year industry worldwide

This is **570** times greater than the worldwide market for online advertising

This is **7** times more than the global market for mobile devices

It is more than the gross domestic products of the United Kingdom, Italy, and France combined

8 Targeting the education market



Education is on the brink of a revolution caused by a new generation of digital textbooks



New type of content

- Dynamic
- Adaptive
- Renewable

Beyond content

- Input from cameras, recorders, digital probes
- Record observations, essays, etc.
- Enable to join social networks
- Aggregate and display crowdsourced data

9 GlobalLab delivers inquiry learning



Our goals

New types of educational materials:

- Support collaborative investigations by communities of citizen scientists & students
- Allow the implementation of project-based curriculum into school practice
- Meet national educational standards

Our products

Internet resources

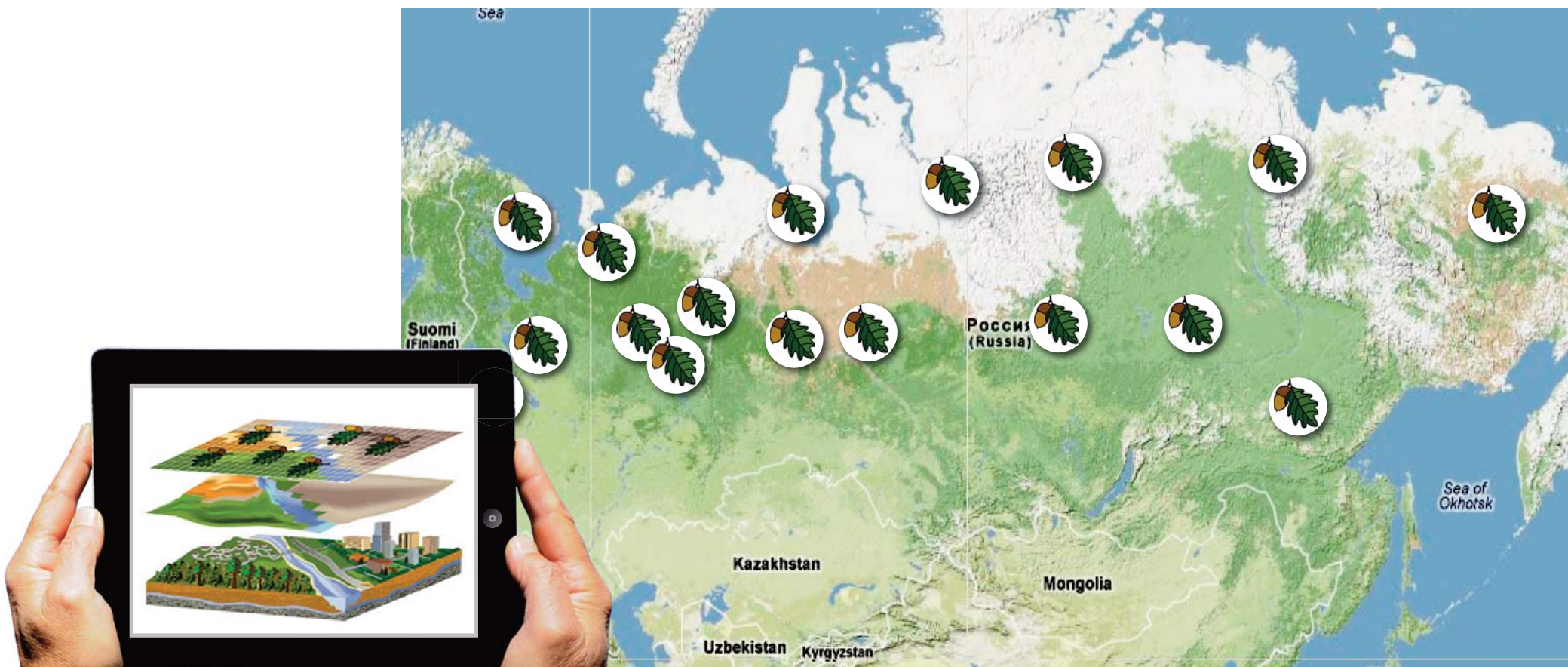
- A specialized social network for crowdsourcing & education
- Web applications that support citizen science & student investigations
- Aggregation & scientific visualizations of data
- Learning modules and integrated science courses & content

10 Wired but not Connected





Collaborative Investigations in Biology



Collaborative Investigations in Earth Science



Поиск участников

На этой странице вы можете искать классы и просматривать результаты в трех режимах: в режиме карты, в режиме "мозаики" и в режиме списка.



Поиск по данным геопаспорта



Поиск школы по региону



Поиск по названию класса или школы

Год начала обучения: 2011-2012



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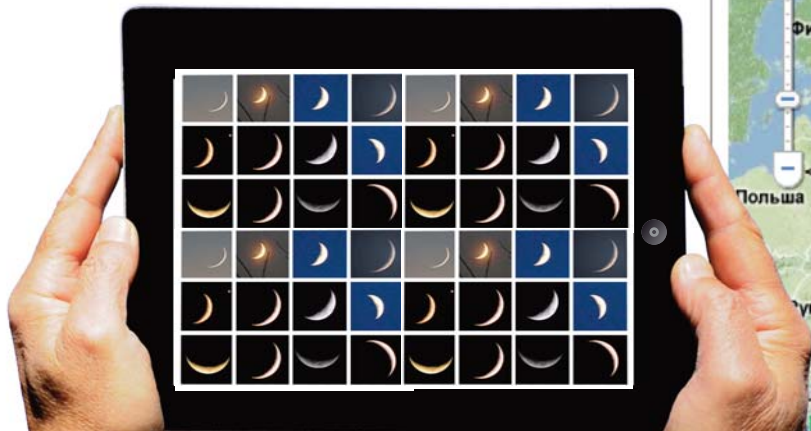
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Искать

Карта Мозаика Список





Collaborative Investigations in Physics



Поиск участников

На этой странице вы можете искать классы и просматривать результаты в трех режимах: в режиме карты, в режиме "мозаики" и в режиме списка.



Поиск по данным
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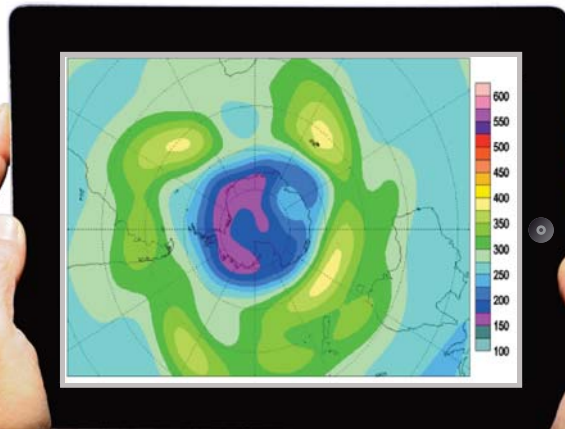
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Искать

Карта Мозаика Список





Statistical Analysis of Collected Data

- Описание
- Глоссарий
- Ресурсы
- Наши данные
- Галерея
- Результаты на карте
- Сравнить результаты
- Форум

Результаты на графике

По оси X

Долгота

По оси Y

Среднеянварская темпера

Тип диаграммы



Кривая



Точки

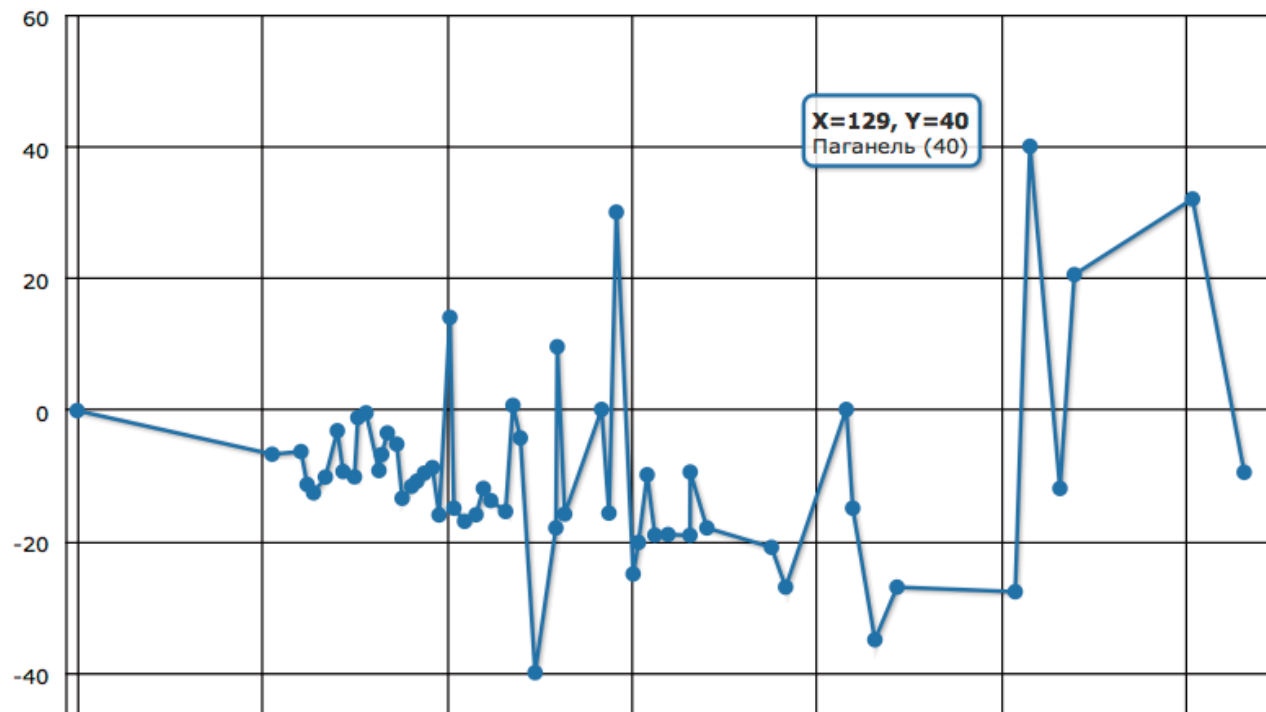


Гисто-
грамма



Круговая
диаграмма

Построить график





Team leader

Dr. Boris Berenfeld

is a world renown expert in the field of advanced technologies in education

The team: experts in IT, programming, mobile applications, business development, modern pedagogy and instructional design



Dr. Boris Berenfeld, Founder & Chief Scientist

Over twenty years of experience in IT solutions in education for leading institutions worldwide (the Russian Academy of Science; TERC, Cambridge, MA, USA; the GLOBE project, USA; the International Center of Information Technologies, Concord, MA, USA)



Alexander Kharshiladze, Chief Executive Officer

Mathematician and doctor of science, president and CEO of the Institute of New Technologies in Russia, which has developed, launched, and successfully commercialized products for education markets



Dr. Elena Kovalevskaya, VP for Business Development

Expertise in large-scale education collaborative projects; implementation of IT in education; development of new IT-education solutions; teacher IT training and support



Arseny Lebedev, CTO/Head Software Developer

Developer of sophisticated search engine technologies (including Omen.ru), lead developer of advanced web-based solutions, and led development of the GlobalLab prototype and its components



Yana Zlochevskaya, Curriculum Director

A pioneer of the Russian Global Lab, lead developer of educational and training materials for GlobalLab, implemented GlobalLab in daily classroom practice



Julia Alyaeva, Lead Programmer

Specializes in information and communications systems, combined work in programming and teaching as an associate professor in computer science, Ph.D. from Moscow Technical & Computer Science University



Where technological and pedagogical innovations meet

Science and technology innovations

An integrated environment to support all aspects of data and crowdsourcing. It includes:

- Virtual research environments
- Online tools and resources that encourage research
- Data enrichment technologies
- A highly intuitive WYSIWYG interface
- Data exchanges, aggregation, and visualization
- Data collected by probes via the Internet

Web applications serving as authoring systems for data- and investigation-driven learning modules

Social and pedagogical innovations

- A specialized social network for education
- Collaborative pedagogy
- Real world context
- Integrating real science in classrooms
- A new generation of learning materials that transcend national borders and cultural and language barriers

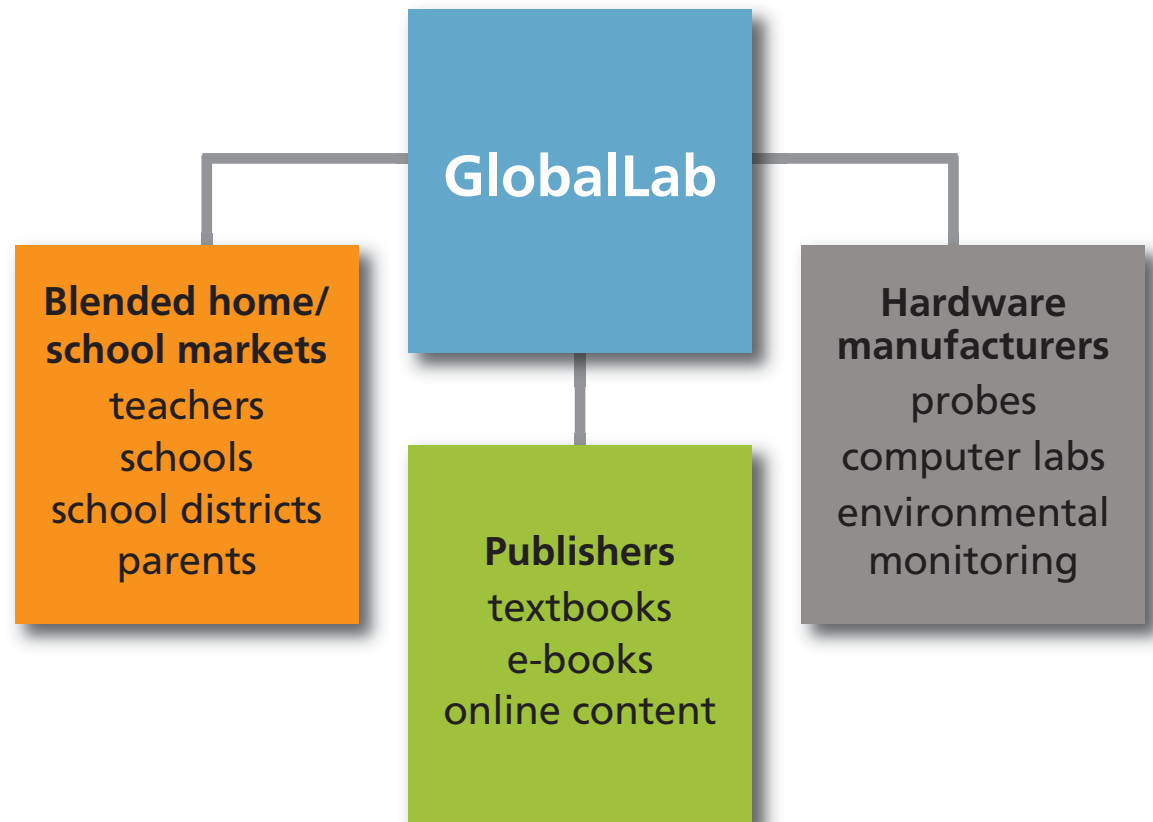
- **Developing human capital for knowledge societies**
- **Implementing constructivist pedagogy based on hands-on learning and social interactions**



GlobalLab – a leader
in supporting collaborative
student investigations for
the social learning market

Current market volume:

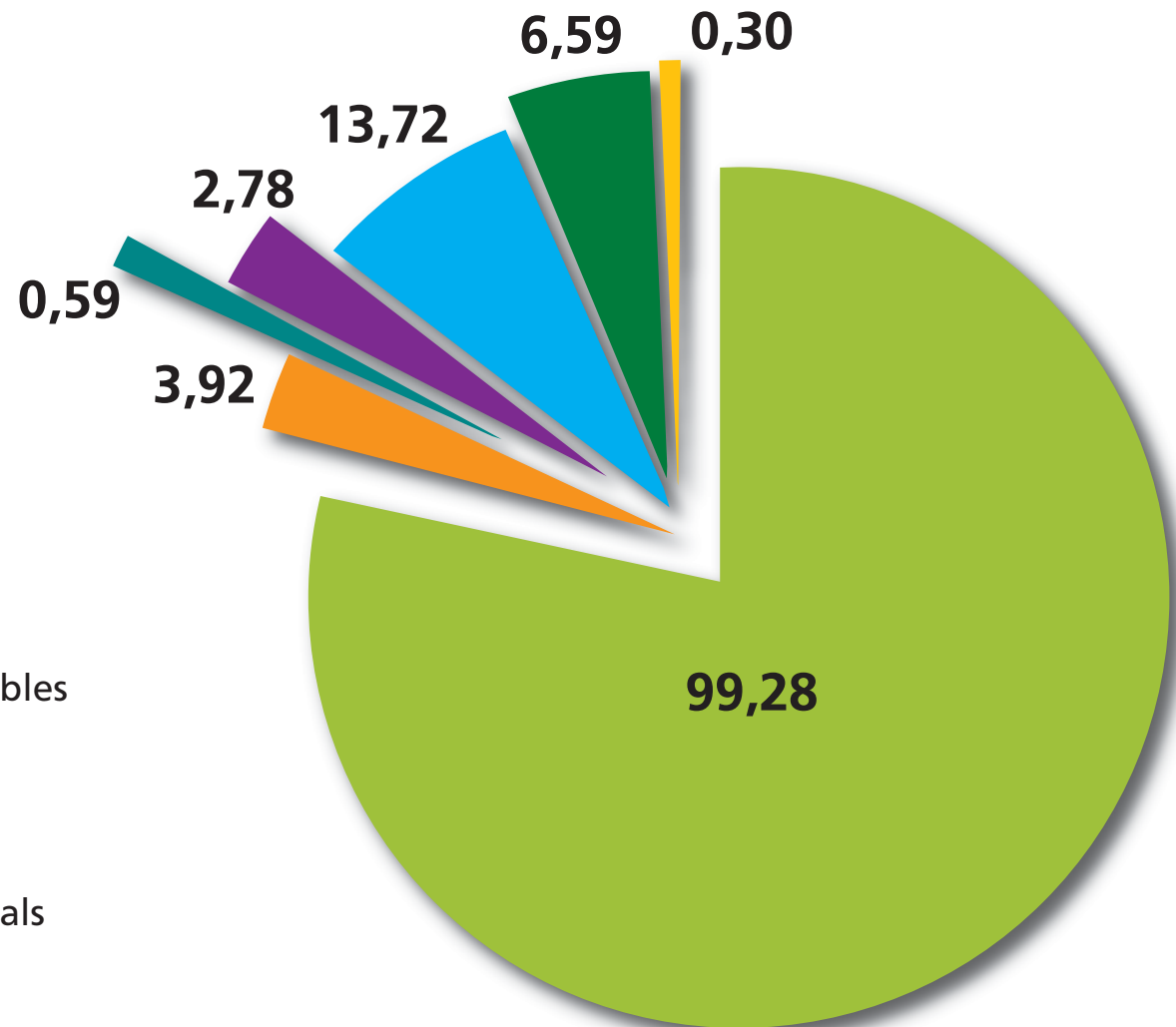
- Five billion dollars annually
- Annual growth is 5.7 percent



Projected Costs



- Labor costs
- Equipment & software
- Equipment rentals & consumables
- Consulting & freelancing
- Marketing
- Communications & office rentals
- Other

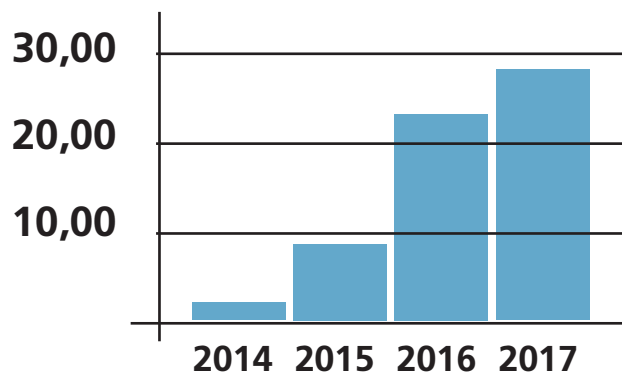


Return on Investment

We expect to recoup investments by the end of 2015



Sales of student licenses (\$ million):



Annual proceeds from student licenses:

- 1 million student licenses for \$28 million
- 5,700 school licenses a year for \$24 million
- 40,000 licenses for probe manufacturers for \$374,700
- 200 000 licenses to publishers for \$587,252



		2012		2013		2014	
		VI – XII		I – VI		VI – XII	
Product release		Prototype		Alpha version		Beta version Pilot sales	
Recruitment/ talent schedule		Developers (7) Digital Probes Specialist Designers (2) HTML coders (2) Testers (2) System Administrators (2) Potential Customers Support (3) Moderators (2) Technical writer Educators (7) Editors (3) Managing Coordinator International Coordinator Partner Manager Secretary		Developers (2) Potential Users Support (2) Educators (2) Outreach Educators (3) Manager of Business Planning and Development (1)		Outreach Educators (2) Educators Sales Managers Accountants Technical Staff	
Financing needs/ schedule, Rubles		46.5 million		41.4 million	39.2 million	61.6 million	60 million
Plans for getting international		Participating in international exhibitions		Negotiations with international manufactures of school equipment and content developers. Seminars outside Russia		Attracting international users Submitting an application for a patent on the protocol of data transmission from remote digital probes	
						Beta version is to be released on international market	