Title of the solution:	Eduflow	Team name:	Eduflow
Challenge addressed:	Education quality	Challenge category:	Felxible Education

Background of the team:

(multiple selections possible in case of mixed teams)

- Higher Education Students
- Researchers
- Professionals
- Teachers
- Primary School Students
- Secondary School Students
- Others (please specify)

Solution description

What is the final product/service/tool/activity you're proposing? What are its main elements, technologies and objectives? Could you please include a brief implementation plan with some key overall milestones, resources required and eventual barriers foreseen?
How could your solution be used to enhance digital education nowadays? How could its success be measured?

EduFlow is a comprehensive hybrid learning platform designed to bridge gaps in education by providing flexible, real-time, and accessible learning experiences. Its core mission is to make education adaptable and inclusive, catering to the diverse needs of students, teachers, and institutions in a rapidly changing educational landscape.

Target group

Who is/are the target group/s of your solution and how will they benefit from it? Why is your solution relevant to them? how do you plan to engage these groups so you fully meet their specific needs?

EduFlow's target audience includes educational institutions, corporate training departments, educators, and learners. Clients like schools and businesses need a flexible platform for hybrid learning. Users, including teachers and students, benefit from EduFlow's real-time engagement and personalized learning features. The broader beneficiary is the community, which gains from the platform's focus on accessibility and inclusivity, helping bridge educational gaps and support lifelong learning.

Impact

How will your solution catalyse changes in education and what impacts will it have at social and environmental level? Could you provide examples or scenarios illustrating how such changes and impacts might unfold?

EduFlow's impact is far-reaching, promoting accessible, flexible, and inclusive education. By bridging digital and geographic divides, it empowers institutions to support diverse learning needs and enables educators to provide real-time, personalized guidance. Students benefit from adaptable learning paths that enhance engagement and foster lifelong skills. Ultimately, EduFlow contributes to educational equity, prepares learners for a dynamic future, and strengthens community growth through accessible, high-quality learning opportunities.

Context

What is the current or future problem you're trying to solve? How does your solution align with DigiEduHack 2024 annual theme?
How does it address the challenge posed by the educational organization or how does it solve a real life problem?

EduFlow addresses the modern demand for flexible, accessible, and real-time education in a landscape where traditional models struggle to keep up with hybrid and personalized learning needs. As technology reshapes education, EduFlow bridges gaps in digital access, engagement, and support, offering an inclusive platform that adapts to diverse learning environments and reaches underserved communities.

Describe it in a tweet

How would you describe your solution in a short catchy way with maximum 280 characters?

EduFlow: A flexible, real-time hybrid learning platform that makes education accessible, personalized, and inclusive for all. Empowering students, educators, and communities to thrive in a connected world. #EduTech #HybridLearning #InclusiveEducation

Innovativeness

What makes your solution different and original? Are there similar solutions or approaches currently available or implemented by education sector practitioners? If so, why and to what extent is your solution better?

EduFlow's innovation combines real-time engagement, flexible learning modes, and AI-driven personalization in one platform. It supports diverse needs across in-person, online, and hybrid settings, making quality education accessible and inclusive for all students, regardless of background.

Transferability

Can your solution partly or fully be used in other education/learning contexts or environments? Could you highlight these contexts?

EduFlow is highly transferable, adaptable across various educational settings—from K-12 and higher education to corporate training. Its flexible structure and customizable features make it easy for institutions of all types to implement, regardless of size, location, or learning model.

Sustainability

Once you have a prototype, what are your plans for a further development, implementation upscale and replication of the solution? How do you see it working in the mid- and long term?

EduFlow's sustainability stems from its scalable licensing model, low operating costs, and adaptability across diverse educational environments. By meeting the evolving demands of hybrid learning, it ensures long-term relevance and financial viability while promoting inclusive, quality education for all.

Team work

Present the members of your team.
Why are you the perfect team to develop this work and what are the competencies you all bring in so the solution is developed successfully? What is your expertise within the thematic field concerned? Are you planning to continue working as a team in the future? If so, why?

Rafael Alejandro Vidal Rodríguez
PhD Researcher

EduFlow

Where Learning Moves Freely

Revolutionizing Education with Real-Time Hybrid Learning

MBA Rafael Vidal

67% of students favor hybrid models.

Hybrid models have demonstrated a 10% higher graduation rate.

77% of students prefer hybrid courses that include asynchronous components.

82% of faculty members say they plan to continue using hybrid teaching tools

(Horizon, 2023)

Wicked Problem

"How might we co-create human flourishing through education with emerging technology?"

Trends

Social

Student demand for flexible and convenient learning modalities is increasing.

The focus on equitable and inclusive teaching and learning has expanded and intensified.

Microcredentials programs are gaining momentum and maturity.

Technological

The potential for AI to become mainstream is growing.

The online versus face-to-face dichotomy is being disrupted.

Low- and no-code technologies that simplify complex processes are enabling more people to create digital content.

Political

Governments are leveraging disinformation and propaganda.

Nationalism is rising across the world.

Political party conflict is increasingly blocking decision-making and action in the U.S. political system.

Economic

Affordability and ROI are impacting potential students' decisions to enroll in postsecondary education.

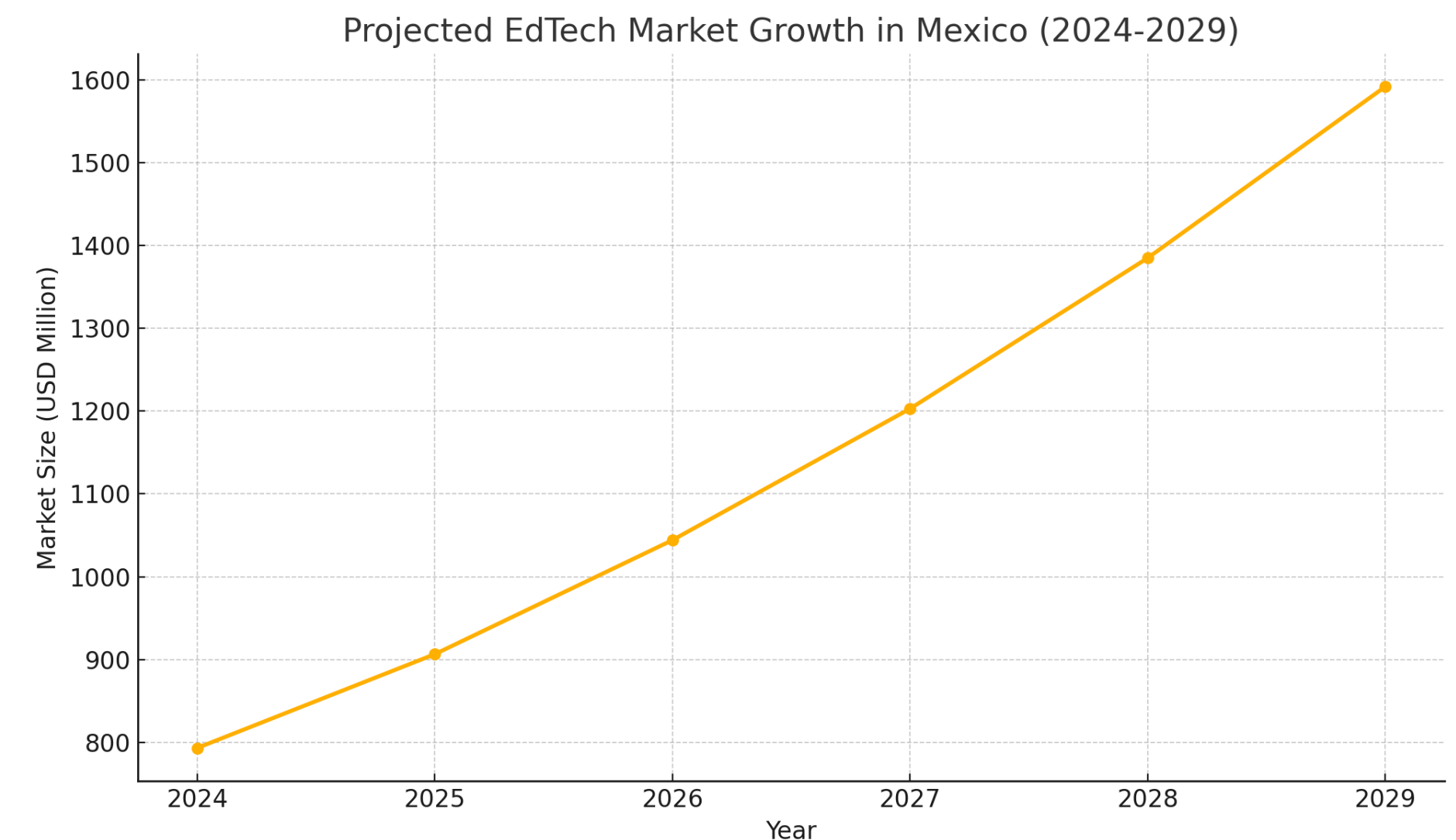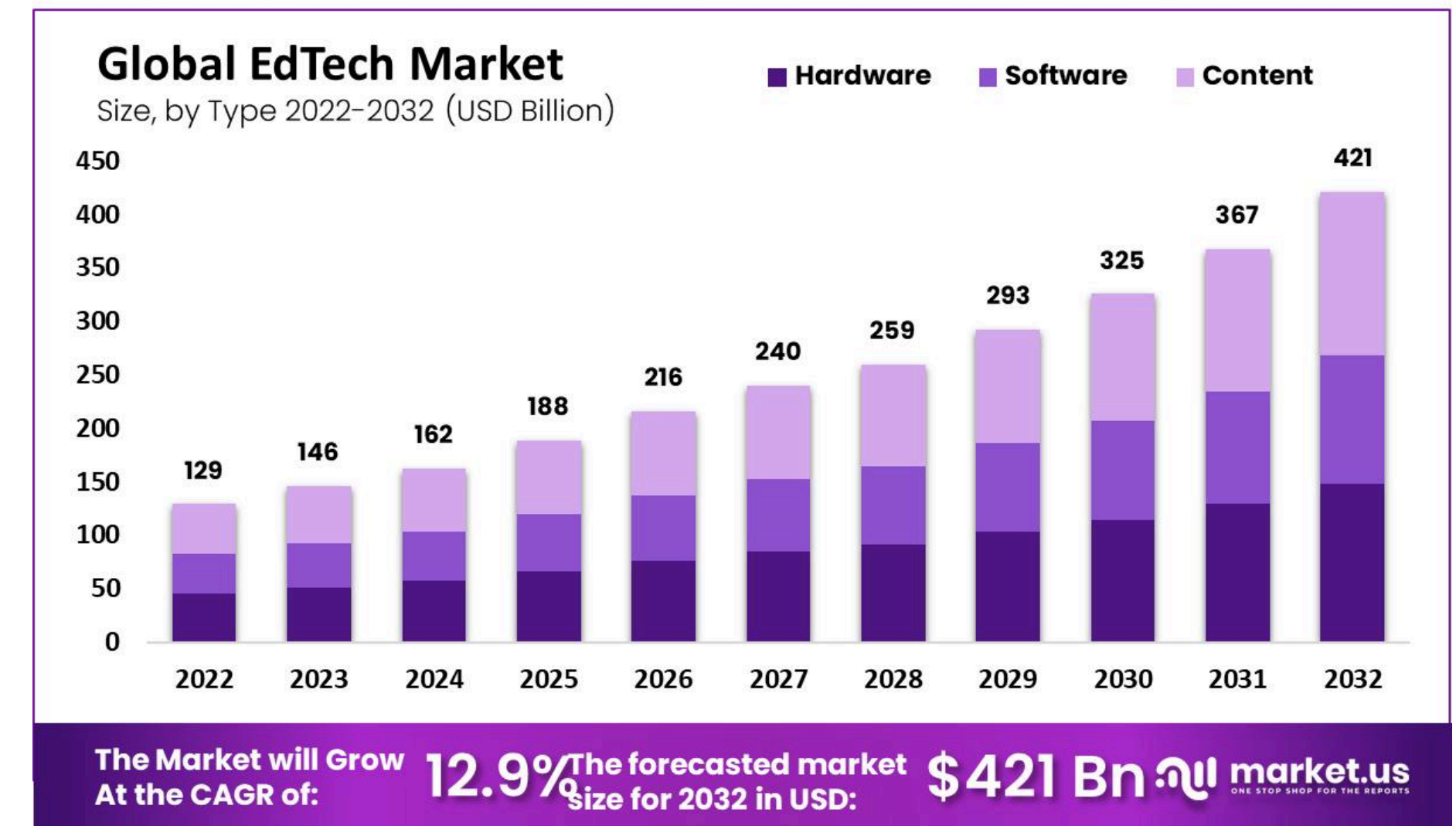**As funding for public higher education declines, institutions are expected to do more with less.**

The need and demand for lifelong, workplace learning are increasing.

Environmental

Climate change is increasingly impacting our daily lives.

Environmental issues are being integrated into academic programs and institutional operations.

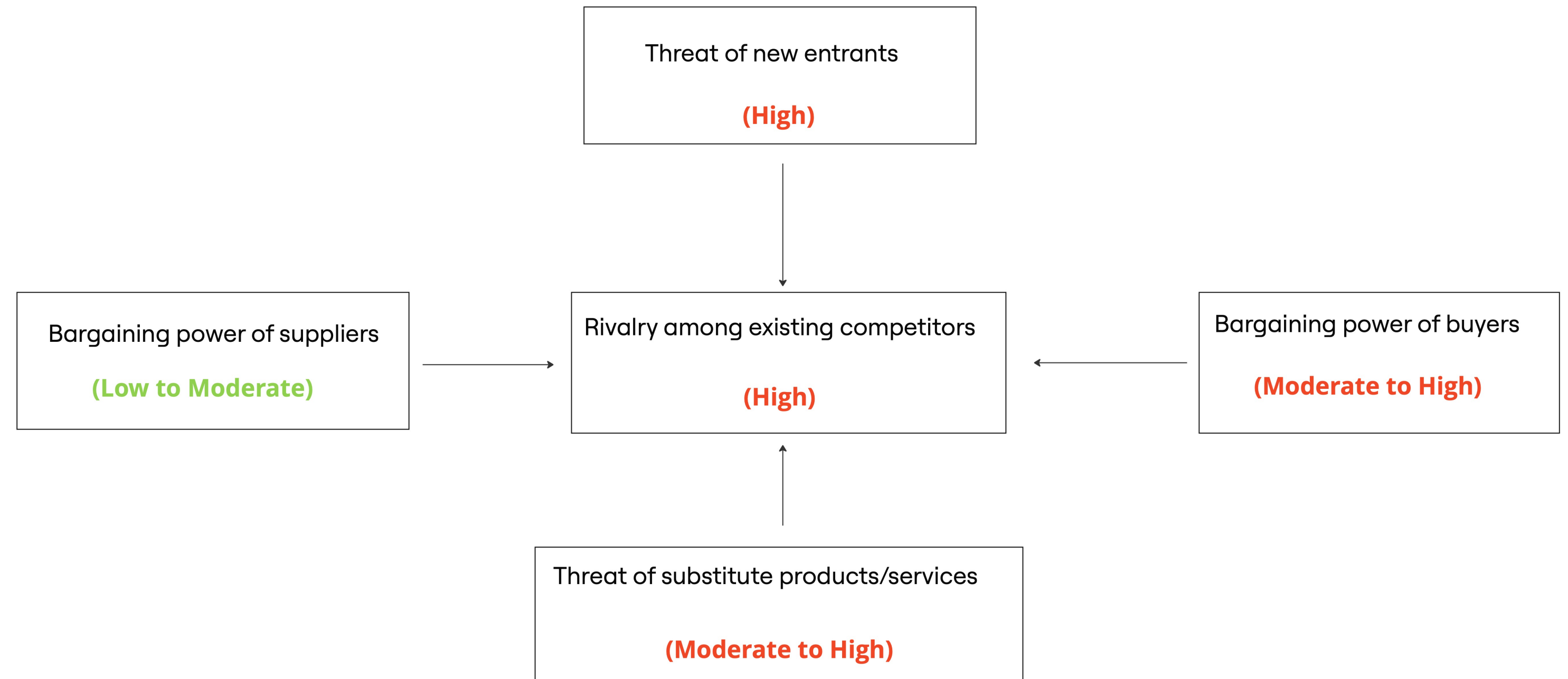**Technology is behind the curve on reducing its environmental impact.**

Global EdTech Market
Size, by Type 2022–2032 (USD Billion)

Legend: ■ Hardware ■ Software ■ Content

Year	Total
2022	129
2023	146
2024	162
2025	188
2026	216
2027	240
2028	259
2029	293
2030	325
2031	367
2032	421

The Market will Grow At the CAGR of: 12.9%
The forecasted market Size for 2032 in USD: $421 Bn

market.us — ONE STOP SHOP FOR THE REPORTS

Projected EdTech Market Growth in Mexico (2024-2029)

(Market Size in USD Million, by Year)

(Euromonitor, 2024)

Competition

Main competitors:

- Google Classroom 30% MS
- Microsoft Teams 20% MS
- Nearpod 15% MS
- Kahoot! 10% MS
- Class Dojo 10% MS
- Padlet 10% MS

	Threat of new entrants **(High)**	
Bargaining power of suppliers **(Low to Moderate)**	Rivalry among existing competitors **(High)**	Bargaining power of buyers **(Moderate to High)**
	Threat of substitute products/services **(Moderate to High)**	

(Euromonitor, 2024)

Future Scenarios

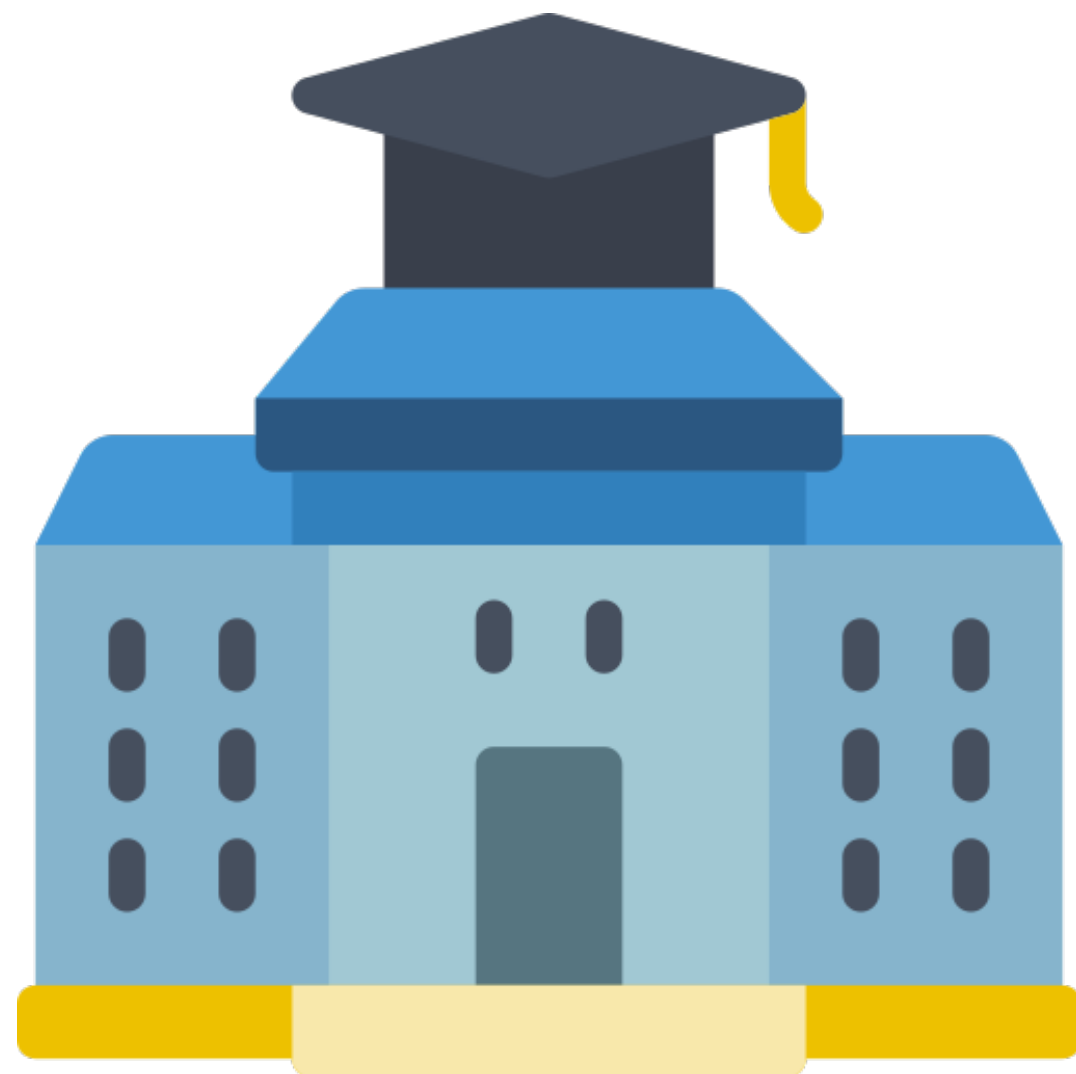|	High technology adoption	Low technology adoption
High institutional agility	**Transformation** 20-30% probabilit	**Growth** 40-50% probability
Low institutional agility	**Collapse** 10-30% probability	**Constraint** 20-30% probability

(Horizon, 2023)

EDUFLOW

WHERE LEARNING
MOVES FREELY

Target Market

Client

Universities

User
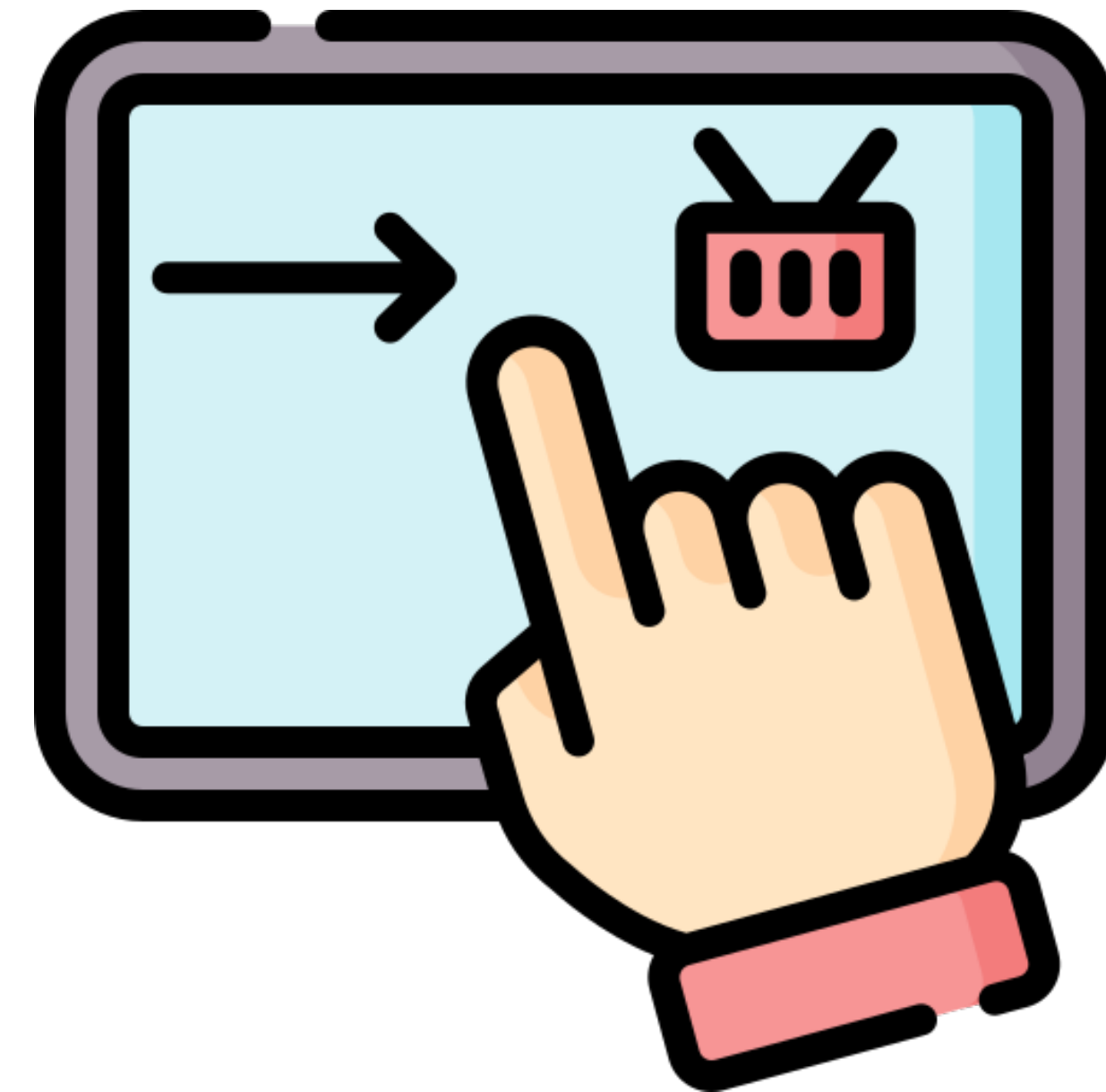
Teachers and Students

Beneficiaries

Community

Key Features

•Hybrid and Flexible Learning Support.

•Real-Time Feedback and Tracking.

•Adaptive Learning Paths and Data-Driven Insights

•User-Friendly Interface

•Gamification

•Seamless Integration

Mockups:

•Student view: https://withastroastroztcqyz-oyse--4321--f565b097.local-corp.webcontainer.io/

•Teacher view: Pending

Benefits and Shared Value Creation

- Reconceive products and markets.

- Productivity in Value Chain.

- Local Clusters.

Human Flourishing: Personalization, real-time feedback and support, autonomy, purposefully learning (meaning).

Licensing Business Model

Assumptions for Licensing Model

•Licensing Fee per Students: $10 annually

•Number of Initial Institutions (Year 1): 20

•Annual Growth Rate: 30% (assumes rapid

 expansion as EduFlow gains market traction)

•Operating Costs (annual): Estimated at $200,000

 (for development, support, and maintenance)

•Profit Margin Goal: 60% after covering costs

Total Revenue: $200,000 + $260,000 + $340,000 = $800,000 USD
Total Profit: $50,000 + $110,000 + $190,000 = $350,000 USD
Return on Investment (ROI): Assuming initial development cost of $200,000, ROI = Total Profit / Initial Cost

$$ROI = \$350,000 / \$200,000 = 175\%$$

Lines among face -to-face, online, hybrid, (etc.), education is disappearing.

"Join us on the journey to redefine education - because every student deserves a learning experience that flows freely".

Hybrid Learning <mark>Flow Monitor</mark>

Study Session Timer

00:00:00

Start Pause Reset

Online Learning Progress
65%

In-Person Sessions
40%

Assignments Completed
80%

Overall Progress
70%

Achievements

Quick Learner
Complete 5 modules in a week
100%

Team Player
Participate in 3 group sessions
66%

Focus Master
Study for 20 hours total
40%

Your Learning Path

online   100%
Introduction to Programming

hybrid   65%
Data Structures

in-person   0%
Algorithms

Recent Activity

Completed Module 1
2 hours ago

Earned 'Quick Learner' Badge
5 hours ago

Attended Virtual Class
Yesterday

Total Study Hours
24.5

Sessions This Week
12

Focus Score
8.5

Engagement Rate
92%