

Datacoop

Problem

- Few engaging/cost effective tools exist for exploring data-focused careers
- Few educational tools give people worthwhile knowledge and real world experience to put on their resume

Solution

Datacoop is a platform for everything you need to know about learning data. You'll gain real world experience by doing real world projects.

What's going on in the industry?

- STEM in schools
- (BLS) forecasts a 22% employment growth for mathematicians from 2008 to 2018.
- Demand for data scientists is growing
- Education costs are rising
- New types of educational tools are launching: from Khan Academy & Udemy to experiential learning games, and more...

Who's it for?

- Primary Target Audience
 - 18 – 30 (recent graduates)
- Secondary Target Audience:
 - 1) institutions
 - 2) companies offering work-training programs and team-building tools
 - 3) sponsorship companies (advertisers) offering promotions.

So, how does it
work?

Topics [DRAFT]

- Statistics General
 - Basic Problems
 - Intermediate
 - Pro
- Statistical Modeling Programs
 - SAS, JMP, R, SPSS and SQL
- Fundamental Modeling Techniques
 - K-Nearest Neighbors Classification, Naïve Bayes Classification, Regression & Regularization, Logistics Regression, K-Means Clustering with R
- Excel
 - Basics
 - Intermediate
 - Pro
- Quantitative Finance
- Digital Marketing
 - Introduce you to tools out there (Returnpath, Optimizely, Clicktale, etc)
 - Marketing analytics

Guides: Features

- "Guides you" through a specific topic
- Step-by-step
- Short video lectures from instructors
- Space to practice the problems
- Quiz

Guides: Look-and-Feel (1 of 2)

The screenshot shows a video player interface for a Treehouse course. The video content is a title card with a blue background and white text. At the top left, there is a graphic of a red flag on a white buoy. The text on the card reads: "Deep Dive" in a large font, "HTML" in a very large font, "Introduction: First Steps" in a smaller font, and "with Nick Pettit" at the bottom. The Treehouse logo is in the top right corner of the video frame. Below the video frame, the text "First Steps" is on the left and "7:37" is on the right. To the right of the video player is a sidebar with a navigation bar at the top showing "HTML" and a back arrow. Below that, it says "Stage 1 Introduction" with left and right navigation arrows. There is a "Related Discussions" section with a green "Ask a Question" button. At the bottom of the sidebar is the "Instructor" section for Nick Pettit, including a profile picture and a short bio.

← HTML

984

Stage 1
Introduction

← →

Related Discussions

Have questions about this video?
Start a discussion with the
community and Treehouse staff.

[Ask a Question](#)

Instructor

Nick Pettit
Nick is a designer, public speaker,
teacher at Treehouse, and co-host
of The Treehouse Show. His Twitter
handle is @nickrp.

Deep Dive

treehouse

HTML

Introduction: First Steps

with Nick Pettit

First Steps

7:37

Guides: Look-and-Feel (2 of 2)

The screenshot shows the Duolingo user interface. At the top is a blue navigation bar with the Duolingo logo and menu items: Home, Words, Activity, Discussion, and Immersion. On the right side of the bar, there is a user profile for 'lindsaymgoddard', a Spanish flag icon, a fire icon with '0', a shield icon with '2', and a bell icon. Below the navigation bar, the main content area is divided into two sections. The left section, titled 'Basics 1', contains three lesson cards. Each card has a title (LESSON 1, 2, and 3), a list of words, and a 'Redo' button. Lesson 1 includes 'el, hombre, la, mujer, yo, un, una, soy, niño, niña'. Lesson 2 includes 'él, es, ella, come, tú, eres, usted, manzana'. Lesson 3 includes 'pan, como, comes, agua, leche, bebe, bebo, bebes'. The right section is a blue card with a circular progress indicator and a cracked egg icon. It displays 'Strength: 1/5' and a 'Strengthen Basics 1' button. Below the lesson cards, there is a section titled 'Tips and notes' with a sub-heading 'Masculine and Feminine Nouns'. The text explains that in Spanish, nouns are either masculine or feminine, with masculine nouns ending in 'o' and feminine nouns ending in 'a'. Examples given are 'manzana' (apple) as feminine and 'diario' (newspaper) as masculine.

duolingo Home Words Activity Discussion Immersion lindsaymgoddard 0 2

Basics 1

LESSON 1 ✓
el, hombre, la, mujer, yo, un, una, soy, niño, niña
Redo

LESSON 2 ✓
él, es, ella, come, tú, eres, usted, manzana
Redo

LESSON 3 ✓
pan, como, comes, agua, leche, bebe, bebo, bebes
Redo

Strength: 1/5

Strengthen Basics 1

Tips and notes

Masculine and Feminine Nouns

In Spanish all nouns are masculine or feminine. Usually, nouns that end with an "o" are masculine, and nouns that end with an "a" are feminine. For example, "manzana" (apple) is feminine and "diario" (newspaper) is masculine.

Projects: Features

- A problem is posted and you have to solve it
 - Takes you step by step, but doesn't give you the right or wrong answer
 - Relates to the courses
 - Can put it on your resume
 - Some projects are posted/sponsored by employers

Projects: Look-and-Feel

The screenshot displays the TechGig.com website interface for the Java skill page. At the top, there is a navigation bar with the TechGig logo, social media links for LinkedIn and Facebook, and a login section with fields for Email ID and Password, a Login button, and options to keep me logged in, forgot password, or create an account. Below the navigation bar is a menu with categories like Expert Speak, Tech News, Jobs, Skill Pages, Company Pages, Skill Test, Code Contest, Courses, Answers, and More. The main content area features the Java logo and a '+ Follow Skill' button. A horizontal menu below the logo includes Home, Latest Updates, Expert Speak, News, Contests (highlighted), Jobs, Q&A, Knowledge, Courses, and Slideshare. The central part of the page is a table of available tests for Java, with columns for Test No, Available Tests, and Max Marks. Each test entry includes a 'Solve Problem' button and the number of developers and submissions. To the right of the table is a dark blue promotional box with the text 'GROW YOUR INFLUENCE IN GEEK WORLD' and buttons for 'Skill Test' and 'Coding Contest'. Below this is a yellow button that says 'Ask a Question on java?'. At the bottom right, there is a section titled 'Recently Asked Java Questions' with a list of four questions.

TECHGIG.com [in LinkedIn](#) [f Facebook](#) Email ID: Password: [Login](#)
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Java [+ Follow Skill](#)

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TEST NO	AVAILABLE TESTS	f t in
1	JAVA SCJP Test 9640 Developers 9528 Submissions	Solve Problem 25 Max Marks
2	Java Web Services Certification 1026 Developers 661 Submissions	Solve Problem 25 Max Marks
3	J2ME Certification 285 Developers 156 Submissions	Solve Problem 25 Max Marks
4	Java (Easy Level) 14376 Developers 16572 Submissions	Solve Problem 25 Max Marks

GROW YOUR INFLUENCE IN GEEK WORLD
Rapidly grow your score by taking
[Skill Test](#)
and participating in
[Coding Contest](#)

[Ask a Question on java ?](#)

Recently Asked Java Questions

- [What Is The Difference Between Abstraction And Encapsulation](#)
- [What Are Java Threads And Uses Of It...](#)
- [Best Used To Abstract Class C Java](#)
- [I Am Working As A Java Developer In A Company For](#)

Homepage

[COMING SOON]

Audience Size: MILLIONS

- Demand for statisticians alone is growing
 - predicted to need 4.4 million big data mining experts by 2015
- Statistics is useful for a variety of careers (e.g., finance, marketing, etc.)

Market Size

Competitive Market Outlook

Data publishing materials

N/A

Learning Games

\$1.5 Billion

Job Training & Career Counseling

\$14.3 Billion

Education & Training Services

\$47 Billion

What else is
out there?

Datamonkey

- Codecademy for learning data
- Do it yourself - you follow the prompt and type in the answer. It's either right or wrong.
- Simple exercises (lacking more advanced topics)
- Does not offer projects that are resume-worthy
- Free
- Not as engaging as video mixed with exercises

Other Competitors

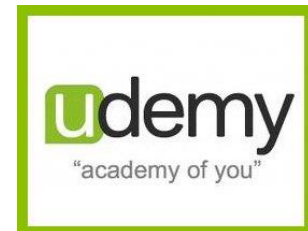
- **Apps and websites with similar, interactive content for accounting and finance**

<http://stattrek.com/>

- **Print and interactive textbooks**

- **Skills-focused companies**

- **Degree granting programs**



Financials

Monthly subscription price gets you access to all content

- \$15.00/month
- \$25.00/month for advanced features

Strengths

- Offerings
- Formatting
- Easy-to-understand
- Engaging
- Depth of information
- Real-world practice material
- Affordable
- Resume building
- Promotes Independent learning
- Academic experts

Weaknesses

- Motivation
- Updating content

Opportunities

- Certification section
- Develop portable guides (apps, ebooks)
- Develop a recruitment features
- Have “statistics challenges”
- Expand into other subject areas
- Partner with companies that can produce the content for us
- Make tiered pricing offers

Threats

- Tied to education and employment trends
- Larger companies with more resources and brand recognition, moving into the market

Why Invest?

- Gives people practical skills (solves a big educational problem crisis)
- The market is ripe
- Audience size is large
- Connects employer needs with capable potential employees.
- Our team