**Opportunity and Significance**
- Will be used by professors as a future technology
- Will make it easy of grading the students in class.
- Fostering learning with questioning methods in large classrooms
- Help students maintain engagement in classrooms.

**Business hypothesis**
- Simpler tool to engage students in classroom without distraction.
- To gauge student participation.
- Since Clicker devices are cumbersome, costly and not par with the current technology.
- Develop an Clicker app on cell phones so as to access it, easy to use and easily upgradable with current technology.

**Accomplishments and Results**
- Conducted several interviews to know the usefulness of Clicker technology.
- Completed 38 interviews so far with different field professors just to get an idea that where is this technology going to get used the most.
- Developed survey questionnaire to ask the professors and get us the final idea of where to use this technology.
- We are currently still working on the results and where to implement this technology.
- The main problem with this technology is that it could only be used in classrooms with large capacity students.

**Value Proposition**
- Device that allows the student to communicate with the instructor, answer & receive questions from the instructor.
- Less cost as it is an application on phones, once paid it would be used for lifetime.

**Commercialization Plan & Partners**
- University, School, or Corporation is offered a reduced price discount or free trial period.
- Essential for an organization to team up with cell-phone manufactures so that we have the advantage of phone technology.

**Conclusion**
- Need to conduct some more interviews to get a clear idea of where to use it and what customers to focus specifically.