



Ministry of Education

720



From Challenge to Solution

Co-Creating Educational Solutions





Our Mission

To deliver a product that truly supports personalized and adaptive learning.

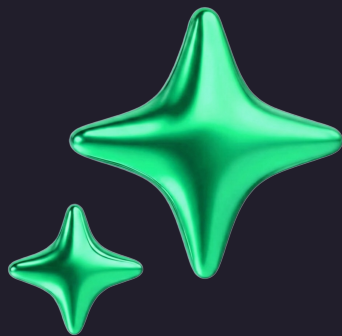
Global Research

We explored companies and products in Israel and worldwide.

What we found:

- Good solutions
- Solved only part of the problem





What does an ideal system for personalized
and adaptive learning actually look like?



**Are you sure we defined it
correctly?**

Are we sure we're delivering real value
to the user?



The Turning Point

- We were not sure - we weren't ashamed to admit it
- The problem was the process



Startup Mindset in Government

Focusing on user's needs → Building Prototypes → Gaining Feedback → **Improving Solutions.**

One methodology that embodies this approach is **Design Partnership.**



Design Partnership

Design Partnership is early co-development with a real customer or vendor to build the right product through Lean development, continuous feedback and reduced risk.



Design Partnership

Design Partnership means
we know we don't know best,
so we build it together.

Design Partnership

We come with **Challenges**
and problems instead of
requirements and solutions.



Aligned Incentives

**Our
Motivation:**
Value-based
compensation

Vendors Motivation:
Regulation flexibility
(Enablers)



What does it look like?

These fundamental changes required a dedicated team - **Product team**.

The team conducted:

- ✓ Pain points and problems discovery
- ✓ Recruiting vendors and schools
- ✓ Assigned product manager to each vendor
- ✓ Weekly meeting with the pedagogical team

Who are our partners?



Google & Prismind



Focus
Microsoft & CET



SmartEDI



Snunit + Milgo



Takeaways



Don't be afraid to say:
We don't know.



Find partners who
share the vision.



Discussion

If a vendor came to you and said:

**"I don't yet know the solution, but I know
how to discover it together with you"**

would your organization know how to work
with them, or would it reject them?



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Thank you

