

REDINK



THE PROBLEM

Higher education and vocational institutions face increasing challenges preparing students for the 21st century workplace. Existing assessment, feedback and grading methodologies do not meet the changing needs for greater authenticity, accuracy, transparency and efficiency.

Put simply, current solutions are not fit for purpose.

This is independently and internationally recognised. The OECD, the Partnership for 21st Century Skills and UK Exam regulator Ofqual have all recently published reports clearly stating the need for change in the education system generally and in relation to assessment methodology in particular.

An independent market study has demonstrated that the only way to meet these challenges is to facilitate change in the way that students, teachers and schools are assessed. REDINK has developed the best solution for these stakeholders and the governments and employers that ultimately fund our systems of education and training.

THE SOLUTION

The REDINK solution has broad application but the platform will initially target the K-12 and vocational market segments in the UK and Ireland. The UK vocational market alone is worth £3bn a year. REDINK's market research has identified immediate opportunities among both publishers and awarding bodies – some of whom have readily acknowledged that they simply do not have the rubric-based & multimedia capabilities that form the core difference in the REDINK solution.

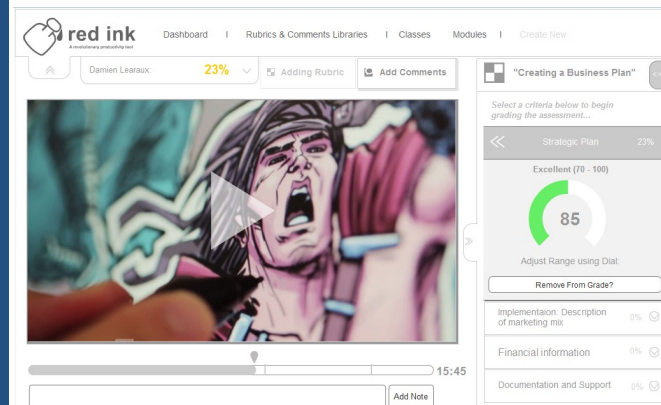
Unlike other solutions, and based on the underlying concept of rubrics, REDINK works with a range of learning evidence across all media formats.

The system integrates with existing Learning Management Systems and other eLearning systems which simplifies implementation and, as a 'must have' capability in the market, is expected to shorten the sales cycle. The solution is also developed to take full advantage of the affordances of multi-touch & mobile devices such as the iPad.

Key Modules of the REDINK SaaS & cloud-delivered solution include:

- **Rubrics & Comment Manager:** Create, search, share and edit rubrics and re-usable comment sets.
- **Assessment & User Manager:** Create and manage classes, assessments and feedback.
- **Grading Tool:** View, grade and provide feedback on student work across all media formats.
- **Analytics Manager:** Run learning analytics queries and reports, visualise data patterns, check inter and intra-rater reliability, visualise data patterns, check inter and intra-rater reliability.

SCREENSHOT



KEY DIFFERENTIATORS

	Redink	Waypoint Outcomes 2	Turnitin's Grademark	RedPen	Moodle 2.2	Blackboard Learn 9.1
Rubric Management	Yes	Yes	Yes	Yes	Yes	Yes
Online Rubric Sharing/ Searching	Extensive	Limited	Limited	No	Limited	Limited
Media Handling	All Media Types	Standard office formats	Text-based only	Text-based only	All Media	All Media
Level of Granularity for rubric application	High	Low	Low	High	Low	Low
Reusable comments	Yes	Yes	Yes	Yes	No	No
LMS Integration	Yes	Yes	Yes	No	NA	NA
Stand alone e-portfolio support	Yes	Yes	Yes	No	No	No

REDINK have developed a preliminary business model for the Irish and UK markets and are looking to license the technology to an appropriate commercial partner.

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