

Competitive Analysis

	Scholastic	Discovery	Visual Learning Systems	Rosen
Product	ScienceFlix Digital Package	Discovery Education Science	Digital Science Online	PowerKnowledge Science Suite (triad)
Price	\$599 Per building annual subscription; up to \$799 on August 1	\$1,995 Per building annual subscription	\$899/\$699/\$599 (middle/elementary/primary) Per building annual subscription	One: \$395-\$795 Two: \$695-\$1,395 Three: \$995-\$1,895 Per building annual subscription
Target Audience	Grades 4-9	Grades K-8	Grades K-8	Grades 3-6
Strengths	<ul style="list-style-type: none"> User-friendly interface Aligned with the Next Generation Science Standards Strong, multi-level, multi-lingual content Extensive teacher resources Interactive opportunities (e.g. experiments) “Careers in Science” section “Science News” section 	<ul style="list-style-type: none"> User-friendly interface; technically advanced Aligned with common core standards Strong, multi-level, multi-lingual content Ease of use for teachers during class User profile Extensive teacher resources Advanced search feature External linkages (social media, etc.) Student online assessments 	<ul style="list-style-type: none"> Strong, multi-level content Aligned with common core standards Leveled professional development offerings for teachers Extensive teacher resources 	<ul style="list-style-type: none"> User-friendly interface Strong content Curriculum correlated content Interactive opportunities (e.g. experiments) Strong resources for teachers and librarians
Neutral		<ul style="list-style-type: none"> Website may be difficult for some students to navigate at first 	<ul style="list-style-type: none"> Interface lacks character, could be more user-friendly Semi-developed search feature 	<ul style="list-style-type: none"> Semi-developed search feature
Weaknesses	<ul style="list-style-type: none"> No social media presence 		<ul style="list-style-type: none"> No multi-lingual component No external linkages/social media presence 	<ul style="list-style-type: none"> Lacks distinct multi-level content offerings No multi-lingual component