



Avital Donner, Justin Pierce, Nick Handlon, Nour Coudsi, Otimenbho Eboigbe

Designation	New York Public Library	FLATIRON SCHOOL	UDACITY	libby in	LINKEDIN LEARNING	THE WING	YouTube	zoom
Value Proposition	Never stop learning. Join Library classes and training in English language, technology, money management, and career advancement.	Flatiron School is an educational organization founded in 2012 by Adam Enbar and Avi Flombaum. The organization is based in New York City and teaches software engineering, computer programming, data science, UX/UI design, and cybersecurity analytics.	Udacity, Inc. is a for-profit educational organization founded by Sebastian Thrun, David Stavens, and Mike Sokolsky offering massive open online courses. According to Thrun, the origin of the name Udacity comes from the company's desire to be "audacious for you, the student".	There are thousands of ebooks and audiobooks, hand-selected by your library, available for reading. Explore the collection through catalog guides, subjects, featured titles, and curated lists. It's a delight to discover new books through Libby.	LinkedIn Learning is an American website offering video courses taught by industry experts in software, creative, and business skills. It is a subsidiary of LinkedIn. It was founded in 1995 by Lynda Weinman as Lynda.com before being acquired by LinkedIn in 2015. Microsoft acquired LinkedIn in December 2016.	The Wing is a women-focused, co-working space collective and club with offices in New York City, Washington, D.C., San Francisco, Chicago, Los Angeles, Boston, and London. It was founded by Audrey Gelman and Lauren Kassan in 2016. As of July 2019, the club has about 10,000 members.	YouTube is an American online video-sharing platform headquartered in San Bruno, California. Three former PayPal employees—Chad Hurley, Steve Chen, and Jawed Karim—created the service in February 2005.	Zoom Video Communications, Inc., is an American cloud-based videotelephony, online chat, and business telephone system service organized in Delaware and headquartered in San Jose, California. Use of the platform is free for video conferences of up to 100 participants, with a 40-minute time limit.
Audience								
Target Audience	Anyone living in New York State. They have no age restriction except that if you are 12 years or older you need to have an adult create an account for you.	Anyone, anywhere as long as they can access the internet and are accepted through admissions	Anyone, anywhere as long as they can access the internet and are accepted through admissions	Anyone with a public library card. Their public library should be part of One Drive, the parent company of Libby.	Anyone after you pay \$29.99 a month or \$239.88 for the year	Anyone with a membership	Anyone, anywhere as long as they can access the internet	Anyone, anywhere as long as they can access the internet. Their main focus is businesses and schools.
Marketplace								
Android	Yes, but only for reading books, not for classes	No, because they use other platforms for grading and lectures	No, they used to but sunset it in 2019	Yes, but you have to have a library card and your public library must be part of the OverDrive Network	Yes, but have to sign up for a membership in order to use it	Yes, but have to sign up for a membership in order to use it	Yes, it is free to use but has ads	Yes, but are limited to the amount of time you can use for free
iOS	Yes, but only for reading books, not for classes	No, because they use other platforms for grading and lectures	No, they used to but sunset it in 2019	Yes, but you have to have a library card and your public library must be part of the OverDrive Network	Yes, but have to sign up for a membership in order to use it	Yes, but have to sign up for a membership in order to use it	Yes, it is free to use but has ads	Yes, but are limited to the amount of time you can use for free
Website	https://www.nypl.org	https://flatironschool.com/	https://www.udacity.com/	https://www.overdrive.com/apps/libby/	https://www.linkedin.com/learning/mc	https://www.the-wing.com/	https://www.youtube.com/	https://zoom.us/
Features								
Offers Classes Online	No, just shows when classes are available for in person. Due to the corona virus outbreak, they will be offering some classes online.	Yes, classes can be done both online and in person	Yes, classes are available online	No, app is for ebooks and audiobooks	Yes, but only with a membership	No, the app is more of a social connecting app	Yes, you can find out how to do anything on youtube. The main question would be, is it the correct way to do it though?	No, but can be used as a third party application to bring users lectures/events
Offers Classes Offline	No, just shows when classes are available for in person.	Yes, classes can be done both online and in person	No, classes are only available online	No, app is for ebooks and audiobooks	No, you have to be connected to the internet to view the videos	No, the app is more of a social connecting app	No, videos are only available while online	No, but can be used as a third party application to bring users lectures/events that can be recorded and shared/downloaded for offline use
Stream Books Online	Yes, NYPL offers books for streaming online.	No, books are not streamed as most learning is done through lectures, reading and doing	No, books are not streamed as most learning is done through lectures, reading and doing	Yes, both ebooks and audiobooks but you must have a library card and your public library must be part of the OverDrive Network	No, does not have books but learning videos/lectures	No, the app is more of a social connecting app	No, the service is only for videos. You can stream videos online through youtube	No. The main purpose is for video conferencing
Download Books Offline	Yes, you can download books that can be read while not connected to the internet	No, reading material is only available while online	No, reading material is only available while online	Yes, both ebooks and audiobooks but you must have a library card and your public library must be part of the OverDrive Network	No, does not have books but learning videos/lectures	No, the app is more of a social connecting app	No, the service is only for videos online.	No. The main purpose is for video conferencing
Audio Books	Yes, Audio Books are available online and in-person at NYPL.	No, all reading material is only available while online	No, all reading material is only available while online	Yes, but you must have a library card and your public library must be part of the OverDrive Network	No, does not have books but learning videos/lectures	No, the app is more of a social connecting app	No, the service is only for videos.	No. The main purpose is for video conferencing
Have a physical space	Yes, over 92 locations. The public can rent a space in the libraries.	Yes, according to the website, they have 10 locations	No, everything is done online	No, this is an app only	No, it is all done online	Yes, 12 locations	No, but you are able to view the videos everywhere as long as you have an internet connection.	No because Zoom turns wherever you are into your office
Connect with other people	Yes. Through offline and online events. NYPL offers all kind of events for adults, educators, young professionals, children, and many more.	Yes, through third party apps	Yes, through third party apps	Yes, through social media	Yes, through the linkedin app	Yes, the app is setup to accommodate this	Yes, through the comment sections on videos as long as comments are turned on.	Yes, through the app you can connect to anyone that has zoom
Workshops/ Webinars/ Events	Yes. author readings and book signing events, many classes, community support resources, author talks, exhibitions, performing arts.	Yes, lectures through a third party app	Yes, lectures through a third party app	No, app is only for ebooks and audiobooks	Yes, either through pre-recorded videos or through live lectures in the app	Yes, you can connect with other members anytime or attend The Wing events as long as you have an active membership	Yes, you can pre-record them or stream them live	Yes. Can be used as a third party application to bring users lectures/events/workshops
Career Help	Yes. Many career services with a section on the website and a calendar dedicated to the topic. Job search workshops, and many other career services.	Yes, has a separate department for Career help	Yes, has a separate department for Career help	No, app is only for ebooks and audiobooks	Yes, prospecting businesses can see what videos you have completed, and the app can help you apply to posted jobs	No, they only offer you connections through their network of fellow The Wing members	Yes, through videos teaching you best interview practices, resume help and how to setup a portfolio.	No. The main purpose is for video conferencing but when you are applying for a job that is very far away (plane ride) and they want to do an interview, this is a viable choice.
Free Features	Yes. As a public library, most of the resources at the library are available. A small portion of events might require a ticket.	Yes, they offer entry level bootcamp classes for you to try	Yes, they offer entry level bootcamp classes for you to try	Yes, the app itself is free and does not have ads. The only catch is you have to have a library card and your library has to be part of the OverDrive Network	Yes, offers a free month but then has you paying a monthly or yearly fee to continue	No, access to The Wing is only available through a paid membership	Yes, youtube is a free service as long as you do not mind ads in your videos or while streaming.	Yes, can use this app for free but it has limitations
Paid Plans	Available for the public as a public service. Some fines and fees can apply if a book is overdue. Memberships are available varying from \$25 - \$2500. Donations are accepted as well.	Yes, in order to be certified you must pay	Yes, in order to be certified you must pay	No, the app itself is free and does not have ads. The only catch is you have to have a library card and your library has to be part of the OverDrive Network	Yes, after the free month it is a pay monthly or yearly plan	Yes, you have access to The Wing network through a membership	No, youtube offers youtube TV but that is more focused on giving you access to streaming TV channels and not towards streaming videos for learning purposes.	Yes, can use the app with no limitations
Certified Learning	No	Yes, upon completion of courses you get a certification	Yes, upon completion of courses you get a certification	No, app is only for ebooks and audiobooks	Yes, but only if the videos are used in accredited programs.	No, this app is more of a network/networking app	No, this is more of a video/streaming video service over a learning service	No. The main purpose is for video conferencing
Takeaways								
What are they doing well?	The New York Public Library offers books, ebooks, and audiobooks to be checked out of the brick and mortar locations as well as allowing ebooks and audiobooks to be checked out electronically. They offer both free and paid events and offer in person classes. They show when the classes are available and due to the corona virus they are starting to offer some classes online.	Flatiron School offers classes for both online and in person learning. With a huge network of professionals, your learning experience is mostly based on a little bit of reading, some videos and then recapped during lectures. Lectures can be done in person or via video conferencing software. Once completed, you get a certification saying you are competent in the field of what you learned.	Like the Flatiron School, Udacity offers classes online but does not have an in person option for learning. Most learning comes from lectures through third party video conferencing software, online reading and videos. Once completed, you get a certification saying you are competent in the field of what you learned.	Libby is free as long as your library is part of the OverDrive network (which 90% of libraries in North America are). There are no ads, and you can checkout both ebooks and audiobooks for your enjoyment.	LinkedIn learning has linked up networking, job searching, job posting, resume building, portfolio showcasing and e-learning all in one place.	The Wing has networking down to a science. With a vast network of helpful and approachable people, this group could be the one you need to land your next job.	Youtube is the one place for all your video needs. You name it, there is more than likely a video of it. You need to learn how to do something, there is a video for that. Youtube delivers what you want to see and learns what you like to see. This allows youtube to show you videos that fall into the same category as the ones you were previously watching.	Zoom is user friendly and is free. You can use Zoom on any device, which means wherever you go, you can take your office with you. Zoom allows you to connect to anyone and videoconference about the topic at hand.
Where can they improve?	The New York Public Library can improve by allowing online classes and streaming lectures/events. Upon completion of any courses they should also give out certifications to show that the person that took the class is competent.	Flatiron School can improve by allowing the curriculum to be available offline and by suggesting some ebooks or audiobooks on the subjects they are teaching.	Udacity can improve by setting up some locations for people to actually go and learn in a brick and mortar location. They could also allow the curriculum to be available offline and suggest some ebooks or audiobooks on the subjects they are teaching.	For our purposes, Libby is great as an option for checking out books but not a great option on the learning front. Libby could work on getting that last 10% of libraries in the US to join the OverDrive Network.	LinkedIn learning is fine on its own but when you add all the other options in that are kinda pushed onto you from linkedin it becomes sometimes too overwhelming. Maybe setup a different system that can be linked to your linkedin if you choose to.	The Wing is great for networking but that's about it. If they want to keep growing they need to start offering some more things other than just the network	The main problem with youtube is that anyone can post videos to it. Want to learn how to do something? You search youtube and they show you 900 videos on how to do what you searched but only 10 of those videos is the correct way to do it.	Zoom's onboarding could be a little better. They kind of throw you to the wolves and just expect you to know what you are doing.
							Key	
							Direct Competitors	Indirect Competitors
							Yes	No