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What is MatchMaker Education Labs?

- Is a startup focused on creating new products based on our innovative core technology.
- Will be creating products for many different learning markets.
- Focused on B2B with partnerships being a key component of our market strategy.
- MatchMaker has an enabling technology that we intend others to use in creating new and innovative products and solutions.
- Working toward an ***open*** sustainable model in which MMEdLabs supports the community



Our History

- Concept started as part of the CA Technology in the Curriculum project in 1984 – Align learning resources with standards
- Resulted in many mistakes and refinements over three decades
- An early iteration was commercialized by MediaSeek Technologies
- The foundational process has become a best practice
- Critical insights associated with structure and implementation allow us to generate more nuanced relationships both within and across disciplines.

Intentional vs Implied Relationships

- Semantics and contextual bias
 - Digital vs
 - Book vs
 - Address competency X which consists of a, b, & c
- We tend to believe that intentional is better than inferred yet the latter is more transparent about the intent and captures that
- We have significantly enhanced the implementation by coupling human mediated context with AI
- MMEdLabs' describe once technology minimizes initial effort while creating extensible representations of all sorts of educational assets

Never Metadata We Didn't Like

- We have been involved with the LRMI from early on
- We incorporate LRMI properties where they apply to describe many different types of learning assets:
 - Competencies / Curriculum Standards
 - Learning resources – regardless of media type
 - Courses and lessons
 - Certifications
 - Job Requirements
 - and much more
- We can work with anything that can be described as competency-based



Demonstration

Imagine the process...



wikiHow to Create Papier Mâché

Creating community through partnerships

- Our goal is to integrate this into existing business models
- We are establishing partnerships with existing service providers



- We are looking for additional partners to offer services in support of this effort
- We are also looking for market leaders to collaborate to expand the use of this technology to any and all areas of learning.
- The LRMI properties are a key component of our strategy.



Questions?

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