2 Economics, Law and Ethics (ah793)

You have an idea for an innovative new type of application for self-directed teaching and learning. The *eTeacher* uses state-of-the-art natural language processing approaches to allow for text and speech interaction. Over time, it builds a profile of the user's most effective means of learning, and tailors the teaching style accordingly. The intended users are secondary school students and adults who wish to refresh their understanding of Mathematics, English, Geography, or History. You plan to monetise the application by way of advertisements and in-app purchases.

(*a*) You are seeking investors. Discuss the economic and legal considerations that might inform your business plan and persuade investors to fund your startup. For a convincing pitch, you should define the necessary terms and explain your reasoning.   [7 marks]

(*b*) Explain how things might change if the economy goes into recession.   [3 marks]

(*c*) Outline the principles of the General Data Protection Regulation (GDPR). How might you comply with the GDPR and allow individuals to exercise their rights?
[10 marks]