

# UNOWA

## THE DEATH OF THE STANDALONE PANEL

Why Hardware-Only EdTech is Losing Margin (And How VADs Can Reclaim It in 2026)

### The Commoditization Trap

For the last decade, Interactive Flat Panels (IFPs) and tablets were the gold rush of EU EdTech. Today, they are a commodity. Hardware specifications like 4K resolution or 20-point touch no longer impress B2G buyers. Distributors and resellers are caught in a "**race to the bottom**", where margins are constantly squeezed by low-cost OEM alternatives and aggressive price wars.

### The Shift in B2G Procurement

European Ministries of Education and municipalities no longer buy "screens." They buy **pedagogical outcomes**. In 2026, the largest funding pools are directed toward solving specific social challenges, primarily:

- **Special Educational Needs (SEN):** Creating accessible environments for neurodiverse students.
- **Safe AI Integration:** Bringing intelligent, GDPR-compliant assistance to the classroom.

*A standalone IFP does not qualify for specialized SEN or Digital Inclusion grants. It requires a software multiplier to unlock these high-value budgets.*

## The Software Multiplier Effect

Value-Added Distributors (VADs) must transition from logistics hubs to ecosystem providers. By bundling standard hardware with highly specialized software, you transform a low-margin commodity into a high-margin, unique solution.

- **Old Model:** Hardware + Standard Whiteboard Software = Price Competition.
- **New Model:** Hardware + AI-Driven Inclusive Platform = Zero Competition & Maximum Margin.

## The VAD Playbook for 2026

1. **Stop Selling Specs:** Train resellers to pitch "Total Value of Education" rather than technical specifications.
2. **Bundle for Inclusion:** Create out-of-the-box bundles (Screen + Tablet + Inclusive Software) that perfectly match EU funding criteria.
3. **Protect the Deal:** Use proprietary, certified AI software in your bids to lock out cheap hardware-only competitors from public tenders.

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## UNOWA Strategy: Elevate Your Portfolio

**MIKKO by UNOWA** transforms any standard screen into an AI-powered inclusive environment. Partner with us to add unparalleled value to your hardware and win complex B2G tenders.

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