



TeachToday

The Global English Teacher Network

White Paper

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By Tom Chambers



Executive Summary

The English Teacher Paradigm Shift

For the last few decades, billions of dollars has been invested into platforms and technology for English learners all over the world. However, for English teachers it has been quite the opposite. There has been very little innovation and investment in the services available for teachers working abroad, often referred to as ESL/EFL teachers. They are still using the same platforms and outdated technology to find jobs and search for information online as 15 years ago. **Teach Today will change this.**

How? We have identified the main reason why there is yet to be any advancement in these services – **Teachers have been undervalued** because they are non-paying users. This causes two problems for teachers. It reduces their ability to demand better services, and cultivates less commitment and brand loyalty to any one service or platform.

We have come up with an innovative solution to these problems. We will create a platform which **values teachers based on their data**. We believe that data is the currency of today and teachers should be rewarded for it. At Teach Today we have devised a two phase plan which will cause a value shift in favour of teachers in the industry:

- 1) First, we will create the **Teach Today Rewards Network** - the largest active network of English teachers around the globe. Teachers will join the network for free by signing up and providing some career information. In return they will be rewarded with Teach Today Tokens which will be redeemable for products/services of partnering companies in the future. As the network grows and more teacher data is acquired, the value of the network and the tokens increase.
- 2) Second, we will develop and launch the **Teach Today App** - a next generation platform in which teachers who joined the Rewards Network can find jobs and share information. The platform will introduce a new business model which takes the earnings from the paying users (schools and recruiters) and redistributes it to the teachers in the network via a **Token Rewards Ecosystem**. Teachers will be able receive Teach Today Tokens for various actions related to job search and information exchange. The more active a teacher is in the platform, the more tokens they will receive, incentivizing them to use the services more and enhancing brand loyalty.