TEACHX

"INFINITE LEARNING EXPERIENCES"

Who We Are & Why We Exist

Who We Are
Teach X is a collaborative content curation platform that enables educators to easily connect and collaborate with industry professionals and volunteers.
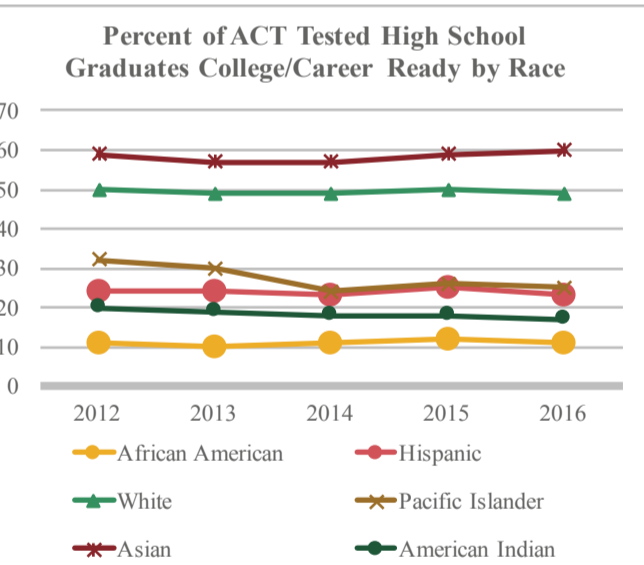
Mission
Our mission is to create and sustain a diverse learning community of engaged professionals for underserved teachers who support and empower educators to create unique learning experiences that challenge and inspire students to reach their fullest potential.

The Motivation
In 2016, after two of my male students went to prison, & two dropped out, my frustrations festered into outrage that we (me included) were preparing students of color better for prison than for their own purpose. With our rigid textbook instruction, I felt we were running kids away, towards prisons, poverty and poor opportunities which did not show them alternative pathways for success.

In my 11th Grade Literature class, 1 in 4 students were reading on grade level, only a handful had college aspirations and none of them had an internship experience to explore career options. Sadly, this is the reality for thousands of minority high school students and the teachers that struggle alone trying to help them. I was one of those teachers working to help 200. So I began to organize a lunch and learn with local professionals, integrate real-world learning experiences during classroom instruction and make career exploration field trips for my school. That is how Teach X was born.

Percent of ACT Tested High School Graduates College/Career Ready by Race

Legend: African American, Hispanic, White, Pacific Islander, Asian, American Indian — years 2012–2016, scale 0–70.

How We Work
Teach X is a collective ecosystem of change agents who share their journey, gifts and skills with educators. With our platform, we leverage them to support educators and engage students in unique learning experiences in and outside of the classroom. On our app, educators simply create a project that connects their classroom to applicable college and career ready skills that students can apply in a "real-world" learning experiences with "real-world" professionals and experts.

For instance, teachers can request:
- Store Owners to give live store inventory data for students to analyze for a math class project
- Web Developers to help students develop websites for student-led businesses in economics
- Marketing Creatives to help teach rhetoric with live commercial ads for English class
- Engineers to help build prototype windmills for alternative energy at school in Physics and plan field trip at a nearby windmill.
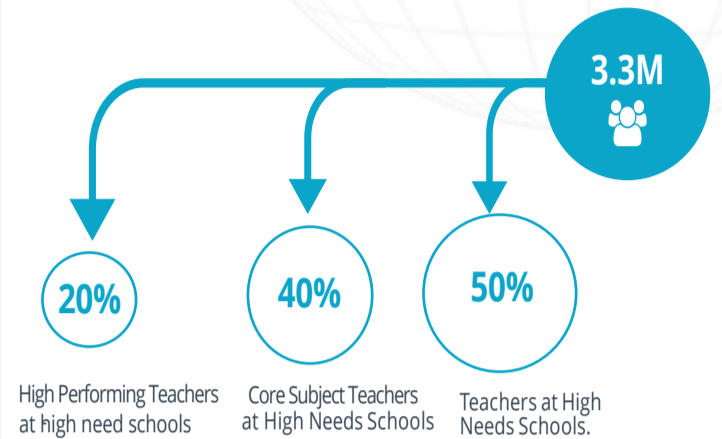
Through strategic partnerships with businesses, Teachers will have a wealth of resources and helpers at their fingertips to create transformational learning experiences for students in one streamlined platform.

Executive Summary

According to the 2016 ACT Annual Score Report, only 10% of African American students were considered college and career ready. Economic isolation and concentrated poverty has left many students of color in underperforming, racially segregated schools, unprepared for college and career opportunities. Unfortunately, schools in high poverty and high minority communities are less likely to have the resources and access to professional relationships to prepare these students for future in-demand professions, which ultimately leaves them stuck in poverty and struggling in the job market.

This is why we have created Teach X. Research suggests students must practise and learn the outcomes that are expected of them under realistic conditions to prepare them for the real-world. Through strategic partnerships, our app connects professionals with schools to offer students live and virtual practice with in-demand skills in real-world activities.

WORLD OF KNOWLEDGE
Knowledge is not trapped in a box, in a class, or in a book. It is all around. It is incumbent upon us to seek it out in every corner, rooftop, and mountain all over the world. We can never stop searching for it because our future depends on it.

CREATE — CONNECT — APPLY — EXPERIENCE

Target Customer

3.3M

- 20% High Performing Teachers at high need schools
- 40% Core Subject Teachers at High Needs Schools
- 50% Teachers at High Needs Schools.

Market Analysis

Target Market: Content Creation & Curation

SIIA's 2014 Educational Technology Industry Market: PreK-12 report shows that the majority of revenue from edtech was generated by platforms that offered unique content, content curation and collaborative opportunities for teachers to exchange ideas. Teach X seeks to target the content curation segment to primarily support teachers in creating project-based assessments.

$8 Billion
- 7% Enterprise Management
- 45% Instructional Support
- 47% Content/Curriculum
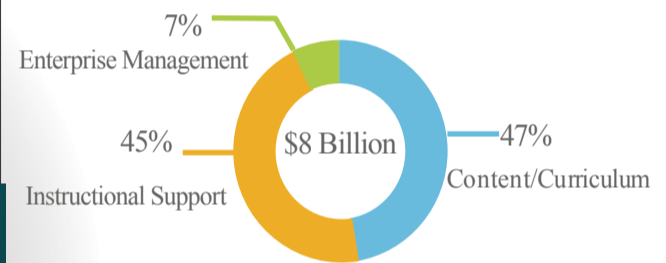
Vision & Goals for the Future

Our core belief is that as more community professionals step into our classes, build relationships with our teachers and help our students, the more our schools will be transformed into community hubs that will cultivate the next generation of change agents and leaders ready for the world. Our goals are to:

- Cultivate a professional ecosystem with corporations for schools in metro Atlanta. Partner with 3 schools to pilot and host inaugural summit.

- Improve black students college and career readiness by 30% by providing 21st century skills and hands on learning experiences by 2020.

- Pioneer an integreated, interdisplinary, community-driven framwork for learning that influences core curriiculum in underserved schools

Competitor Analysis

Teach X	Teacher's Pay Teachers
Network of industry professionals & Teachers	Network of Teachers
In-Person Resources & Support	Digital Resources and Support
Content Creation & Implement	Content Share & Exchange
Online & Mobile	Online Platform

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