

Jetset ESL



InnovateHER 2016

Business Plan

Our Mission is to provide safe and affordable conversation classes through our online community of English learners.

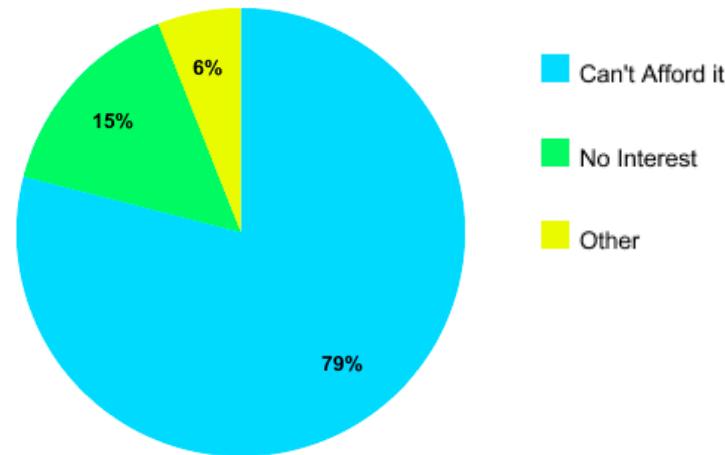
Our aim is to eliminate the English education disparity for women and families in developing countries and rural areas around the world.

Problem 1: Education Disparity

Women and families from developing countries and rural areas of the world do not have equal access to English Education.

- 79% of people who do not attend English classes do not attend because they cannot afford it.
- Out of the group who cannot afford lessons, 62% of the subjects were women and children who come from single mother homes.
- **More women want to learn English.**
More men are currently learning English.

Reasons Why People Do Not Take English Classes



-*British Council of Education 2014*

Problem 2: *Not Enough Real World Application*

Speaking is the best way to become fluent in a language.

Students who spend the majority of their time speaking with peers and native speakers, learn languages **3x faster** than those who do not focus on speaking.

ONLY 17% of English schools have speaking as their main priority in the classroom.

Most schools focus on test taking strategies, grammar, listening and writing. All of these are important to learning, however if students are not able to communicate in person, they will not be able to have opportunities in the future.

WHY SHOULD WE CARE?

**Women who know English
from non-English speaking countries have:**

1. High job opportunities
2. A rise in per capita income
- 3.. Higher Salary (30-50%)
4. Personal Development
(education, & living standards)



-EF English Proficiency Index 2015

The Solution



Join our
Online Cultural
Immersion
Basic Membership
Group Conversations
1:1 Conversations

Who It Helps Globally

Women and Families from low income households.
English Learners around the world.
Established English Schools

Who It Helps in the United States

Women who want to work from home.
(Stay at home moms, mothers working multiple jobs, military wives)
University Students
English Learners in the US.

How it works:

Each student creates a free basic membership profile.

Basic Membership

Group Conversations

1:1 Conversations

Free

1. Have access to scholarship news, weekly competitions and weekly lessons.
2. Have ability to have conversations with other students around the world.
3. No access to native speakers.

Pay/Class or Monthly Subscription

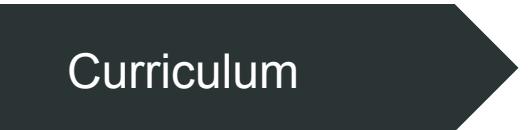
1. Classes no more than 5 students.
2. Guaranteed native English speaker in each class.
3. Students choose their own schedule.

\$10-\$20/ Class

1. Students sign up to talk with their favorite native English speaker.
2. Each conversation is 30 minutes long.

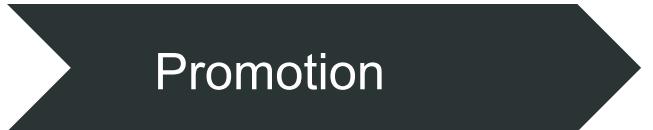
SCHOOL CONTRACTS: *Established English schools have two options.*

1. Adding our classes as a mandatory part of their curriculum.
2. Promoting our classes to their students.



Curriculum

1. Schools sign a 1-3 year contract making our conversations a mandatory part of their students curriculum.
2. Students from these schools will have a cheaper monthly subscription fee.
3. School will make a monthly profit of \$1-\$2/ student each month.
4. 1 student from each school will receive a scholarship that will help go towards their education.



Promotion

1. Schools agree to promote our conversation classes and our website to their students.
2. For every student that signs up for our monthly subscription they get \$1.
3. Students will not be eligible for the discounted price and they also will not be eligible for our yearly scholarships.

WHO WILL BE OUR TEACHERS?

We will hire responsible, sociable and caring native English speakers with access to a webcam and internet.

University Students

Military Wives

Single Mothers

We want to give university students the opportunity to make money and gain experience working in an international setting. Our internships will be the perfect opportunity for students to create their own schedule and earn extra spending money right from their dorm rooms.

Military wives have a very difficult time finding and keeping a job because of their transient lifestyle. Jetset ESL plans on using military wives as one of our main source of teachers. This will give them the opportunity to make money while having a stable job they can bring anywhere.

So many single mothers have a hard time juggling work with raising their children. We want to hire single mothers as our teachers so they have the opportunity to work from home. This will give them more time with their children which in turn will help them save money on childcare and supplement their income.

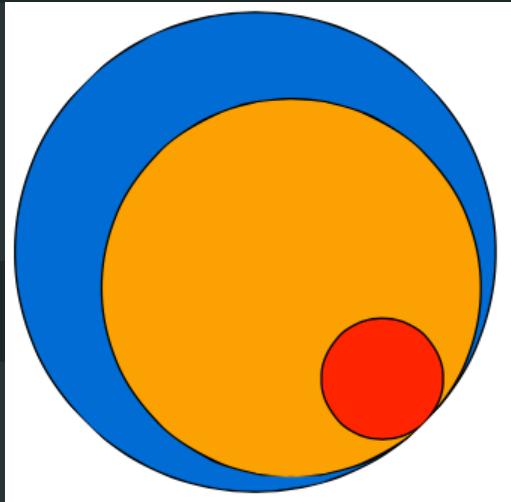
Why Now?

“Online opportunities for learning english internationally have not yet achieved its full potential but will do so very soon.”

“The global market size in global English learning is 123.6 billion dollars and has a forecast of a 25% growth between 2012-2017”

-Education Sector Factbook 2012 GSV EDU

MARKET RESEARCH



- Total Available Market
\$198.7 billion
- Served Available Market
\$123.6 billion
- Target Market
\$12.7 billion

TAM- Global Language Learning Market Size

SAM- Global English Language Learning Market Size

Target- Online English learners, ESL learners and ESL school programs in United States, Brazil, Indonesia, Mexico and Japan.

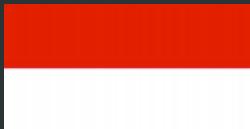
TRACTION

- 18.4 Thousand Loyal Instagram Followers
[@traveling_english_teacher](https://www.instagram.com/traveling_english_teacher)



- Created key relationships with school owners, teachers and students in:

Brazil, Indonesia, Mexico, South Korea, Japan, & USA



- Jetset ESL is also apart of the accelerator program XLR8UH

Strategic Plan

- We are going to use our existing contacts to target established English schools in the United States, South Korea, Japan, Brazil, Indonesia and Mexico. We are going to work with these schools via Skype until our website is developed and ready for use. Once our website is developed we will move all of the schools that are in testing phase onto our website and sign our yearly contracts.
- Once our website is built We are to utilize our Instagram account (18.4 thousand followers) and our facebook account (2,500 followers) to promote our website and drive traffic to our Online Cultural Immersion.
- In order to hire enough teachers we are:
 1. talking to different Universities around the world making our teaching positions internship opportunities.
 2. Joseph Pak is also using his military connections to promote our teaching positions to military wives on base.
 3. Promoting our job opportunities on different social media platforms for single mothers.

Future Projections:

School Contract
\$15/Month/Student

# Students	# Teaching hrs Needed	Half Hour Teaching Rate	Monthly Revenue	Monthly Profit	1 Year School Profit
200	40	\$5	\$3,000	\$2,200	\$26,400
500	100	\$5	\$7,500	\$5,500	\$66,000
1000	200	\$5	\$15,000	\$11,000	\$132,000

Future Projections:

Individual Website Sign Up
Group Conversations
\$18/Monthly Subscription

# Students	# Teaching hrs Needed	Half Hour Teaching Rate	Monthly Revenue	Monthly Profit	1 Year School Profit
200	40	\$5	\$3,600	\$2,800	\$33,600
500	100	\$5	\$9,000	\$7,000	\$84,000
1000	200	\$5	\$18,000	\$14,000	\$168,000

Future Projections:

Individual Website Sign Up
1:1 Private Conversations
\$15/ Half Hour

# Students	# Teaching hrs Needed	Half Hour Teaching Rate	Monthly Revenue	Monthly Profit	1 Year School Profit
200	100	\$7	\$6,000	\$3,200	\$38,400
500	250	\$7	\$15,000	\$8,000	\$96,000
1000	500	\$7	\$30,000	\$16,000	\$192,000

Potential Clients

Currently we are in a testing phase with the schools listed below. Following our testing phase schools will sign a two month contract for our promotional option. After our 2 month contract schools will then sign a one year contract making our conversation classes part of their curriculum.



Indonesia- E Hub
100 Students
\$15/Student/ Month
\$18,000 Yearly Revenue



Mexicali School District
.5000 Students
\$15/Student/ Month
\$900,000 Yearly Revenue



Brazil- Wizard Itu
325 Students
\$8/ Student / Month
\$31,200 Yearly Revenue



Intercultural Community College
Intercultural Community College has decided to sign a 3 month promotional contract. Following the 3 month contract they will then sign a 1 year promotional contract.



Hartwick College
Established an internship program with Hartwick College's education and English departments. We will start interviewing and training future teachers for Jetset ESI within the next 2 months.

Milestones & Plans for the Future



April 2016

- Website developed and active
- Sign contracts with 2 schools totaling at least 200 students.
- Have 300 individual users sign up onto our website.



October 2016

- Sign 7 contracts with established English schools totaling at least 1000 students.

Have 1500 individual users sign up on our website and actively be engaged.

June 2016

- Sign contracts with 5 different schools.
- Have at least 800 individual users sign up on our website.

January 2017

- Sign contracts with 10 different schools totaling at least 1500 students.
- Have 2000 individual users actively engaged on our website.

THE TEAM:



Bianca Tubolino
Co-Founder/CEO

- 8 years of teaching experience
- Taught in 6 Countries
- TEFL Certified
- NYS Teaching Certification
- BA in Education
- MS International Education



Joseph Pak
Co-Founder

- Taught English in South Korea
- International Experience
- US Army Medical Service Corps Officer
- US Army Logistics Team Leader



Louis Tubolino
Board of Directors

- Vice President at UsherWood Office Technology
- 30 years experience in sales, management and customer service.

Jetset ESL is fighting the education disparity by giving women and families domestically and abroad the ability to learn English in an affective and affordable way.