Teaching App

Business Plan and Investment Opportunity

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OPPORTUNITY

The Problem. Why now?

(☞ Investor Deck)

Since 2020, the global shift toward remote work and learning has permanently altered how people communicate, collaborate, and acquire knowledge. Distance learning, once a niche alternative, is now mainstream. At the same time, breakthroughs in AI—particularly in personalized tutoring—have made it possible to dramatically improve learning outcomes for individuals, solving Bloom's two sigma problem at scale.

Universities, corporations, and individuals alike are struggling to adapt. Legacy education systems are slow to innovate, and increasingly disconnected from how people learn, work, and grow in the real world. A new opportunity has emerged to democratize teaching—powered by AI, delivered through curated multimedia, and made accessible to anyone with a phone or laptop.

The Teaching App is designed to meet this moment.

HIGHER EDUCATION | MAY 11, 2020

The Coming Disruption Scott Galloway predicts a handful of elite cyborg universities will soon monopolize higher education.

Photo-Illustration: Joe Darrow

At the same time, professionals getting laid off from their corporate jobs are finding a lot of time on their hands. Many of them would like to start teaching and sharing their unique knowledge and approach, collaborating with other professionals to pass it on to a new generation of students. Our platform can help empower them, outside the traditional university model. Even younger students can benefit from new approaches, while public schools are slow to adapt.

There are lots of industry professionals who are unaffiliated with schools, who would love to make a second income teaching a course to their friends, but lack the time to organize a course properly. Teaching App can empower them to assemble a course from online materials and collect revenues starting with their friends – similarly to GoFundMe which has become the largest crowdfunding platform by serving the long tail of closely knit contacts.

All this means that individual teachers will be looking for alternative ways to organize their courses and make money teaching. It was projected that 320,000 teaching jobs may be cut across the USA, as a result of budget cuts by cities and states. Besides this, there are many teachers who don't belong to a school or university, including Yoga teachers, Talmudic teachers, and a myriad other subjects. Finally, there are tutors and coaches who know a subject and can provide individualized instruction to help small groups of 1-10 people facing the same challenge.

Trends Creating the Opportunity

- **AI as the great equalizer**: For the first time, AI can provide personalized coaching to every student—not just those who can afford private tutors.
- **Post-pandemic shift**: Remote-first and hybrid models are now accepted norms for both education and work.
- **Corporate reskilling**: Companies urgently need cost-effective, scalable solutions to upskill employees using real-world content.
- **Rise of the solopreneur teacher**: Millions of professionals—laid off, retired, or pivoting—want to teach what they know, without the hassle of starting a business.
- **Collapse of higher-ed trust**: Rising tuition and scandals have eroded the perceived value of a traditional college degree.
- **Content abundance, structure scarcity**: The web is overflowing with great material—but most people still need guidance, pacing, and structure to learn effectively.

Personas the Teaching Platform will Serve

🎓 Universities and Professors

Need to modernize course delivery, increase engagement, and integrate AI-assisted tutoring tools to remain competitive.

🧑‍💼 Corporations and Training Managers

Looking for scalable, trackable, and AI-augmented tools to upskill employees internally or externally (e.g. partners, customers).

🧑‍🏫 Independent Educators and Coaches

Yoga instructors, Talmudic scholars, music teachers, SAT tutors, career coaches—anyone with expertise who wants to reach small groups.

👩‍💻 Professionals in Transition

Laid-off workers, retirees, and stay-at-home parents who want to monetize their experience by teaching friends or niche communities.

🧠 Students and Lifelong Learners

From high school students needing help with algebra to adults learning coding—people seeking flexible, high-quality education outside institutions.

Jul 24, 2018, 08:23am EDT

Price Of College Increasing Almost 8 Times Faster Than Wages

Camilo Maldonado Senior Contributor ⓘ
Personal Finance
I cover the best practices for personal finance and paying down debt.

TWEET THIS

the cost to attend a university increased nearly eight times faster than wages did

Even before all this, the cost of higher education has steadily become more and more expensive over the past few decades, even as the Internet has started becoming a source of more and more information.

The artificial scarcity represented by famous universities has been propped up by the notion, widely repeated, that a college education is crucial. This has led even famous celebrities to bribe well-known universities to let their kids in.

Colleges have begun to resemble more akin to four-year cruises than education centers. Meanwhile, for many professions, the Internet represents a great opportunity to deliver education more effectively.

The Solution. What will it do?

The Teaching App helps anyone turn their expertise into an engaging, revenue-generating course. Teachers can easily assemble a course using curated materials—including videos, web links, PDFs, slides, images, and audio—without needing to create all content from scratch.

They then invite students to join live or asynchronous sessions, manage the cohort, and track progress. Students can pause, rewind, and learn on their own schedule—making the experience better than a traditional lecture hall.

Key Features:

- **Course builder** using web resources and original content
- **Session-based payment model** (pay-as-you-go or discounted bundles)
- **Invite-only and public course options**
- **Social gamification** to motivate learners and drive retention
- **Simple payouts for teachers**
- **Discounts for referrals and prepayments**
- **AI-powered tutoring and personalized feedback loops** *(coming soon)*

This won't be just another LMS. It's more like an entire teaching business in a box, built for modern, post-institutional education, with AI helping facilitate both course creation and learning.

The Teaching App will lower the barrier for teachers to create and monetize courses. Anyone can leverage the Web to share their expertise and create a course, and there will be a marketplace of courses and topics. Teachers will be able to assemble an online course from materials already found online.

Some of those materials can be recorded and produced by the teacher, but many of the materials will already have been published online by others, and have high production values.

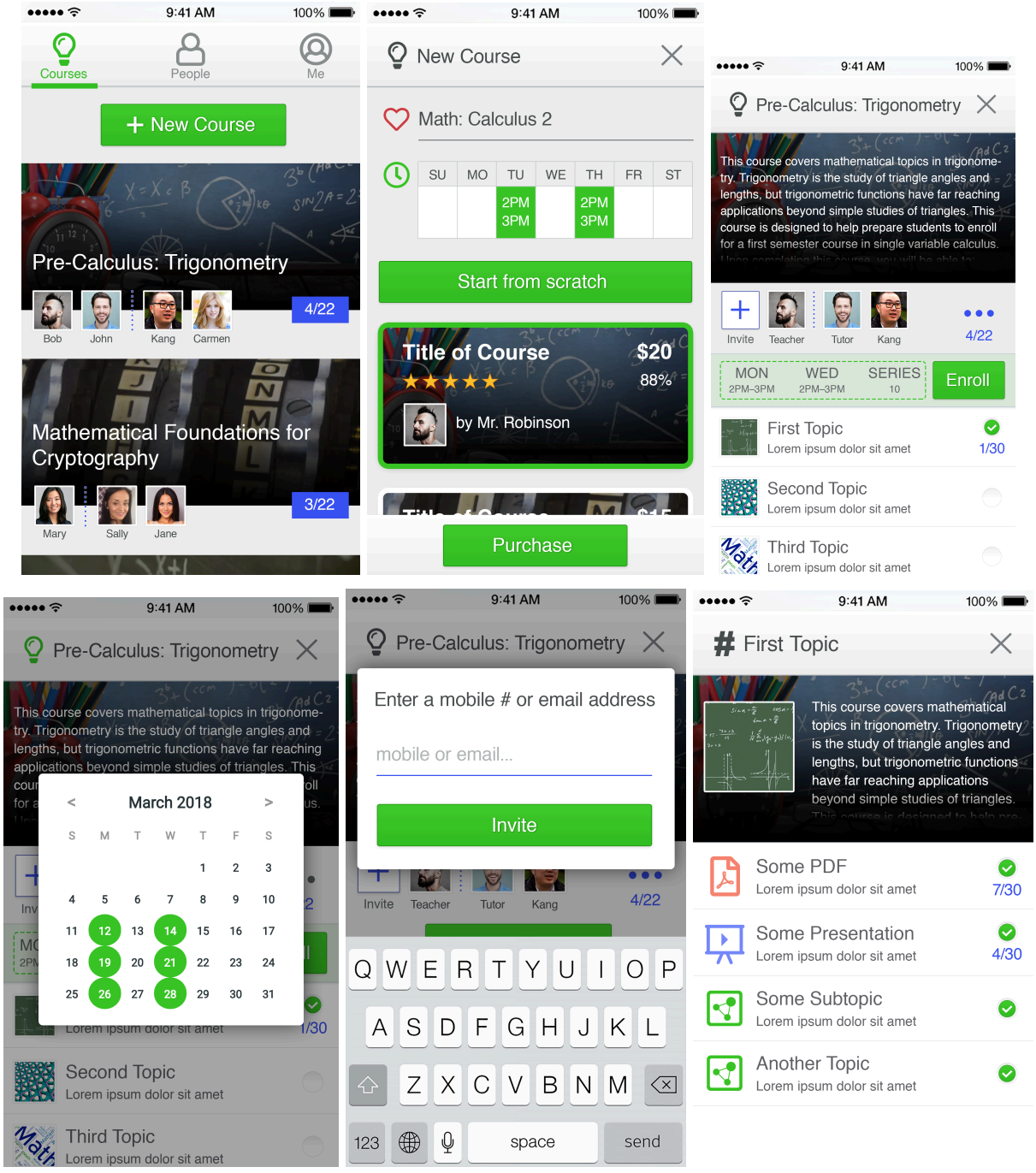
The teacher will then be able to invite and manage students. Due to the polished nature of the multimedia materials, the course will be a lot more entertaining for students. Not only that, but the "asynchronous" nature of the course being delivered over the app means students can pause, resume, rewind, take a break, go to the bathroom, and still understand the material – things that cannot happen in the traditional lecture setting.

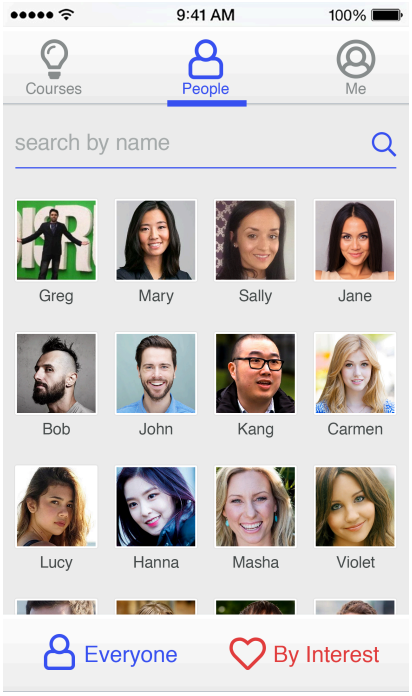
The Teaching app will let teachers get paid in a straightforward manner, which will become very important in these uncertain times. Each course will consist of multiple sessions, and students will pay to attend each session ahead of time. Because students pay per session and can quit anytime, they feel like the charges are simple and fair: they are paying for the teacher's time and effort in assembling the course. If students prepay for the whole course, or bring friends, they will receive discounts.

Social gamification methods deployed in the app will help encourage students to make progress in the course, and pay for subsequent sessions.

User Experience. What will it look like?

Click to check out the **Teaching App Prototype** on your desktop or mobile phone browser.

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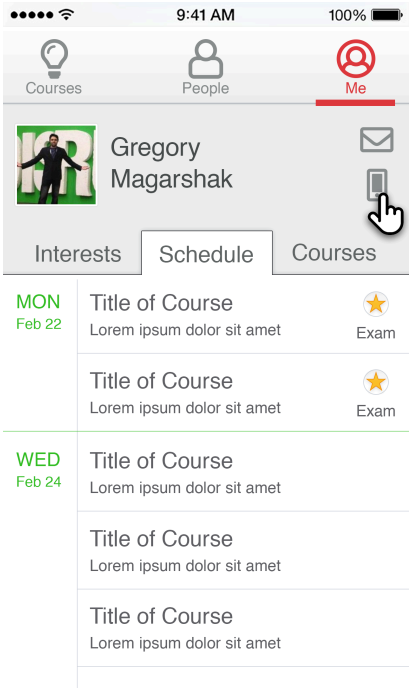
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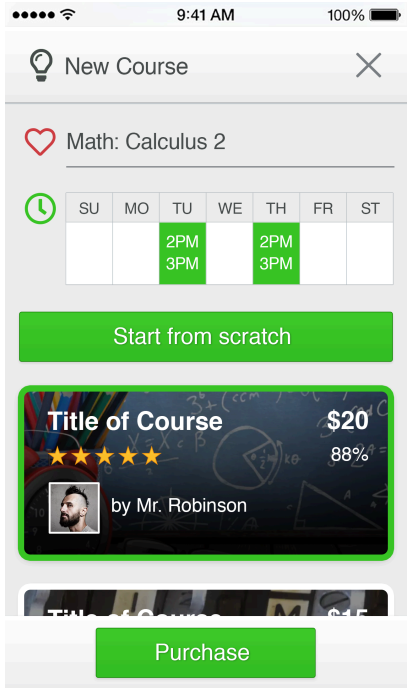
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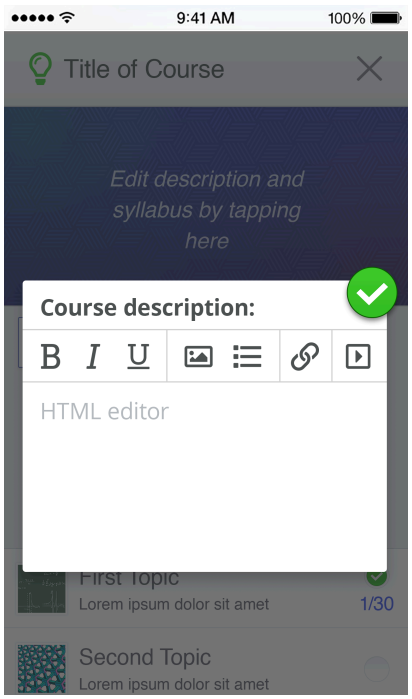
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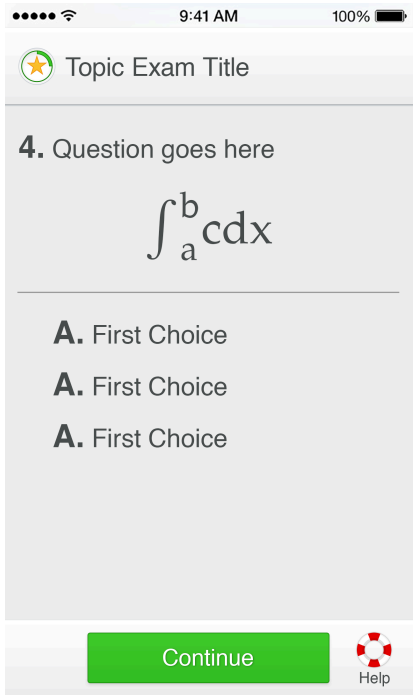
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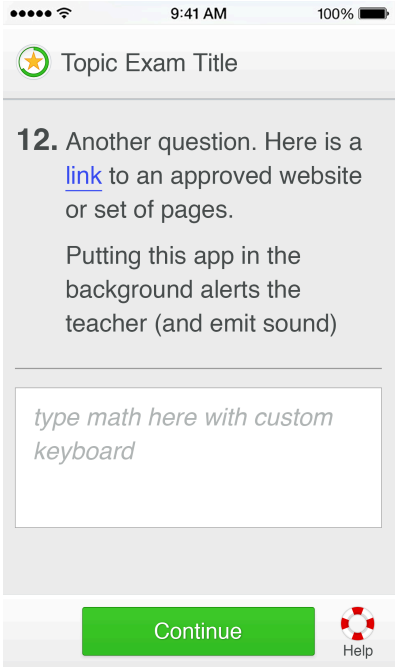
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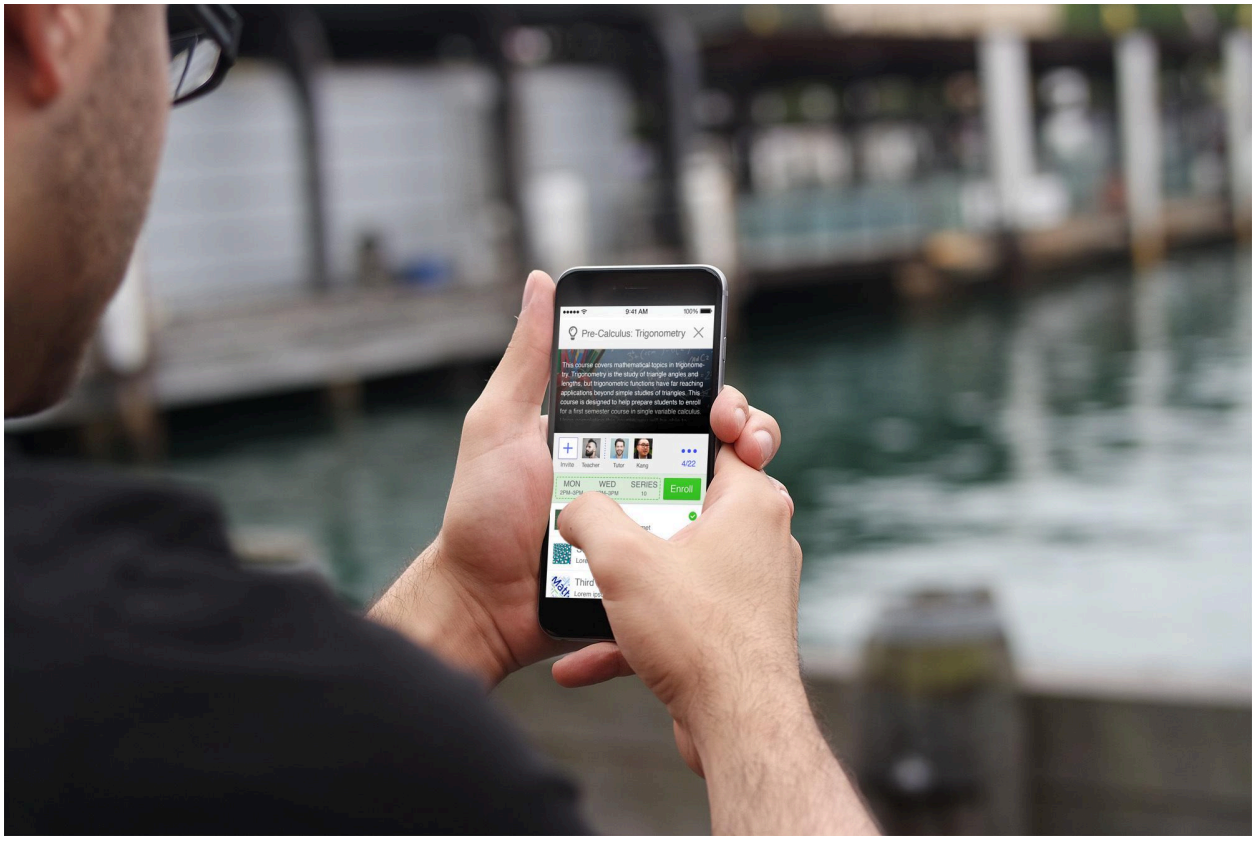
Topic Exam Title
12. Another question. Here is a link to an approved website or set of pages.
Putting this app in the background alerts the teacher (and emit sound)
type math here with custom keyboard
Continue
Help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Pre-Calculus: Trigonometry
This course covers mathematical topics in trigonome
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lengths, but trigonometric functions have far reaching
applications beyond simple studies of triangles. This
course is designed to help prepare students to enroll
for a first semester course in single variable calculus.
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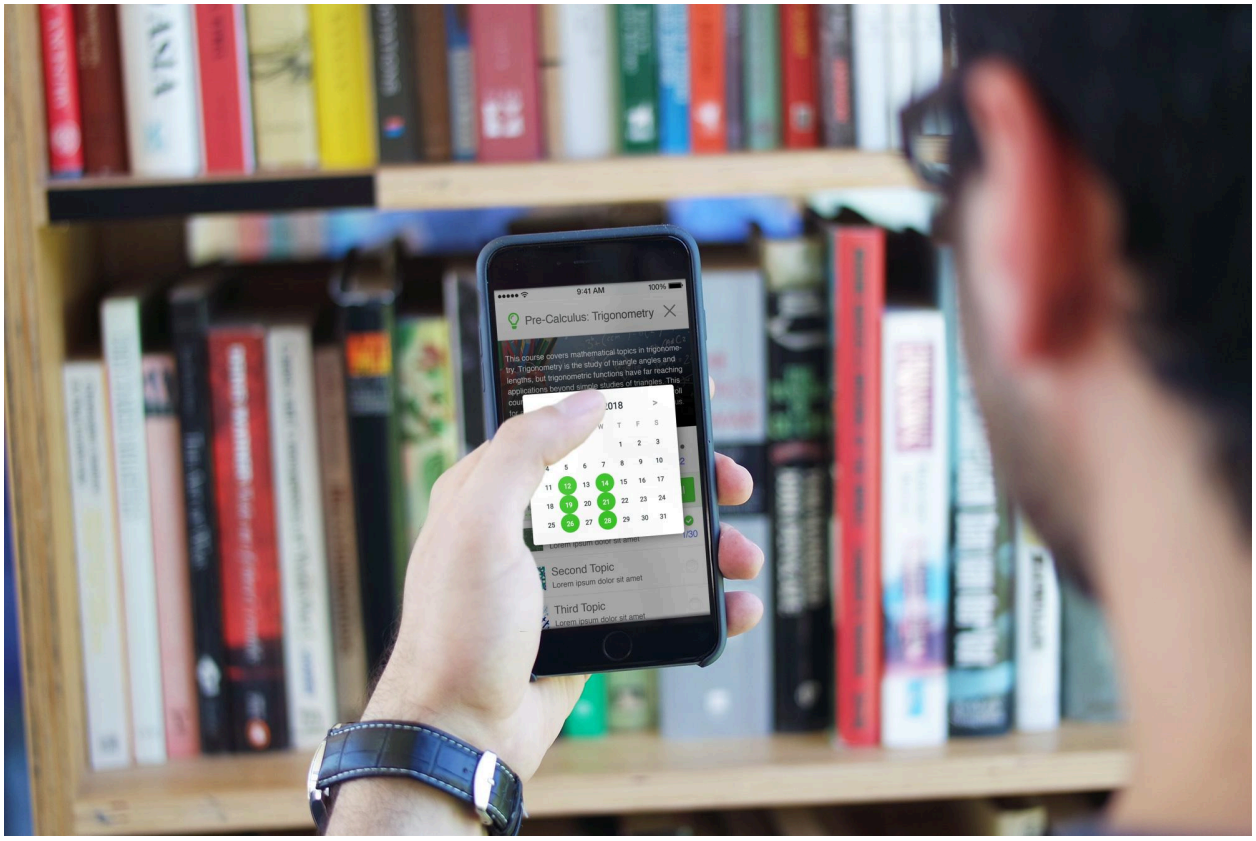
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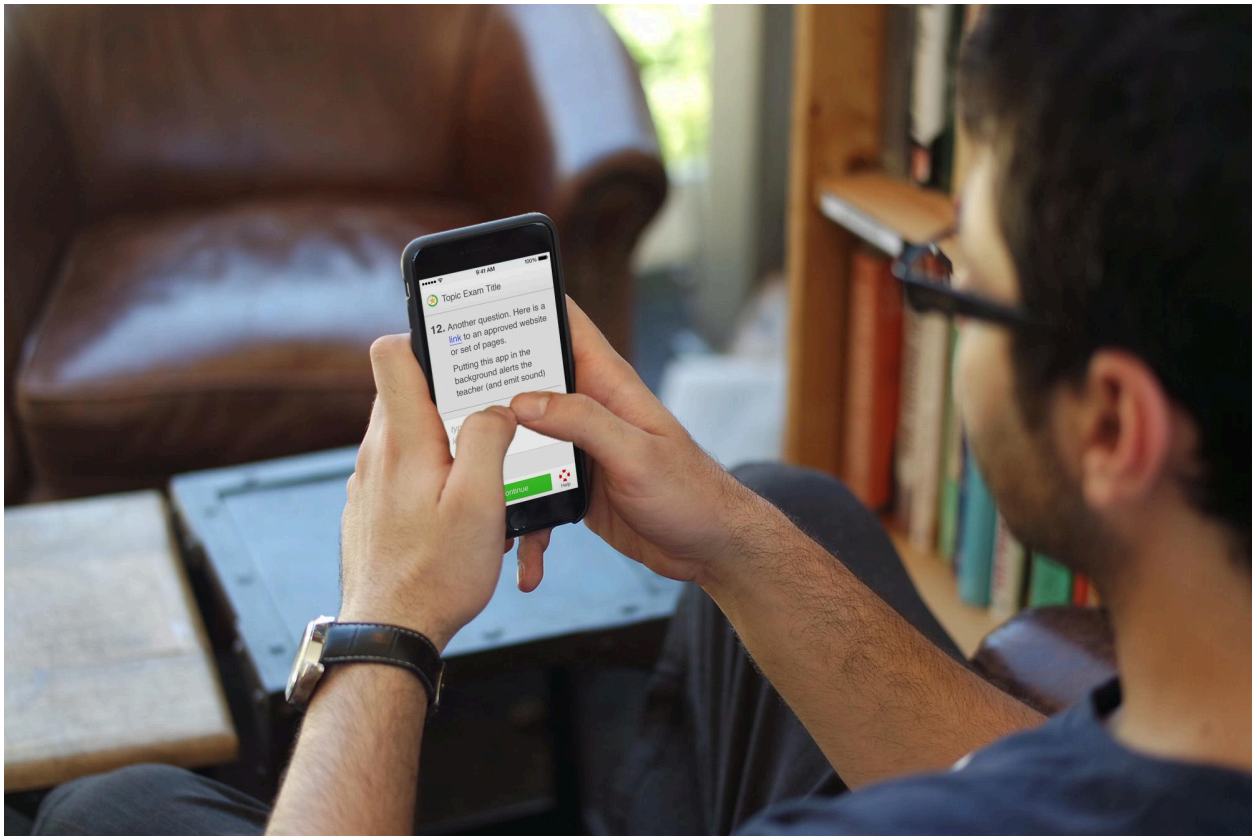
Topic Exam Title
12. Another question. Here is a link to an approved website or set of pages.
Putting this app in the background alerts the teacher (and emit sound)

For Teachers: From Idea to Income in Under an Hour

The Teaching App makes it simple for anyone to become an online educator—without technical skills, and without needing to film an entire course before launching.

1. Start with an Idea

A teacher logs into the app and enters a topic or title for the course:
“Financial Literacy for Teenagers”, *“Intro to Product Management”*, or *“Mastering the Violin”*.

2. Assemble the Course

Teachers can remix high-quality existing content instead of reinventing the wheel. AI tools help summarize, reframe, or quiz students on external materials, including:

- **Videos** (YouTube, etc.)
- **Webpages** (links to open in an in-app browser)
- **PDFs** (documents)
- **Powerpoint** (presentations)
- **Images** (scanned documents, etc.)
- **Audio** (Soundcloud, etc.)

3. Set the Format and Pricing

Teachers choose how to deliver the course:

- Live Zoom-style sessions
- Asynchronous self-paced delivery
- Hybrid (e.g. weekly live check-ins)

They set prices per session or bundle. Students can pay upfront or session-by-session. Teachers can offer referral discounts or friends-and-family deals.

4. Invite Students

Teachers share a unique invite link via text, email, or social media. The platform supports small cohorts (1–10 students) or larger public enrollments. Built-in CRM features help the teacher manage student access, progress, and communication—without needing outside tools.

5. Earn and Reinvest

Teachers get paid directly for their sessions. The platform handles payment processing, notifications, and optional upsells like:

- 1:1 tutoring sessions
- Premium group chats
- Course completion certificates

Gamified dashboards encourage teachers to improve ratings, collect testimonials, and grow their subscriber base.

For Students: Learn at Your Own Pace, From People You Trust

Students experience a modern, mobile-first learning environment.

- Session-based timeline with unlockable modules
- Video, audio, and article-based content that plays in-app
- In-app notes, bookmarks, and reminders
- Quizzes, challenges, and discussion prompts (where enabled)
- Progress tracking and badges for completed modules
- Friend invites, group learning, and social accountability

Unlike traditional MOOCs, students aren’t alone in a crowd—they’re in small groups with direct access to a mentor.

Minimizing Chargebacks, Maximizing Trust

The Teaching App is designed with built-in mechanisms to protect both teachers and students—ensuring fair outcomes, reducing payment disputes, and creating a system of accountability that scales with trust.

Refunds That Make Sense

Students pay **per session**, and after each one, they choose between:

- **Continue** to the next session (default if no action is taken)
- **Request a refund for the last session**, which disables access to it and pauses further sessions

Refunds are only available for the most recent session, minimizing abuse while giving students peace of mind. This flow encourages teachers to deliver consistent value and prevents chargebacks from piling up after long courses.

> Refunds are soft-ended, not reactive. Students feel control without friction.

Feedback That Drives Quality (Not Shame)

At the end of each session or course, students are prompted to leave feedback:

- A quick rating
- Optional written comments
- Option to record a video testimonial
- Toggle to allow the platform or the teacher to share their review publicly

If the experience was negative, the app routes feedback internally to the teacher and platform moderation team for follow-up—rather than making it public by default. This encourages honest, constructive feedback while protecting teachers from reputational damage due to isolated misunderstandings.

For positive reviews, students can opt-in to public testimonials, creating valuable social proof for the teacher's course.

Viral Loops Built Into the Certificate

When students complete a course, they receive:

- A **certificate of completion**
- A **personalized shareable page** with their testimonial, badge, and completed topics

This page includes a referral link—a unique URL that tracks any new students they bring in. If others sign up and attend paid sessions, the referring student earns affiliate rewards or credits they can use on future courses.

Examples:

- “Here’s what I learned from this AI Bootcamp! Get $10 off if you sign up with my link.”
- “I just finished this course on negotiation. Highly recommend.”

This turns every student into a potential ambassador—without adding pressure or requiring them to “go viral.” It rewards natural word-of-mouth via trusted social graphs.

Built-In Incentives for Teachers and Students Alike

- **Teachers**: Get notified of issues early, can resolve them proactively, and build trust-based reputations through ratings and referrals.

- **Students**: Have agency and clarity about refunds, know their reviews matter, and can earn rewards by sharing their authentic experiences.

Together, these systems reinforce a **community-driven economy of trust**—where quality teaching and real learning drive growth.

Teach, Present, or Host Panels—Right From Your Phone

The Teaching App doesn’t stop at course creation. It comes with built-in presentation technology that empowers teachers, speakers, and panel hosts to run live, interactive sessions—whether in person, remote, or hybrid.

No extra software. No AV crew required. Just your phone and the app.

How It Works

Control Everything from Your Phone

Teachers or presenters can use their smartphone to:

- Advance slides
- Launch preloaded videos, PDFs, or documents
- Ask live questions or polls
- Trigger audience QR codes to collect answers
- Show live poll results on screen with a single tap

Seamless Audience Participation

- Anyone in the audience scans a QR code shown on the big screen or in the livestream
- They instantly join the session—no app install required
- They can follow along, respond to prompts, vote in polls, or submit questions
- Results appear in real time, creating a dynamic feedback loop

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For In-Person, Remote, and Hybrid Events

- **In-Person Conferences**: Presenters use phones or tablets to control everything. Audience members scan QR codes to join live.

- **Remote Viewers**: Can join via QR code from YouTube/Twitter/X stream overlays or embedded links. The same content and questions reach them.

- **Hybrid Events**: Both groups interact in parallel, with no distinction—just like they're in the same room.

Peer-to-Peer Livestreaming

The app supports **resilient peer-to-peer video relaying**, ensuring:

- Minimal latency
- Better reliability if a few nodes drop out
- Scalability for large sessions without overloading central servers

Optional AV Operator or Panel Host Controls

- **Venues** can designate an **AV operator** using a laptop or tablet:
    - Share screen and slides
    - Control microphone sources
    - Mix and switch layouts: presenter, audience cam, slides, multiple panels

- **Panel moderators** can switch slides, bring up audience polls, or spotlight speakers—all from their own phone or tablet in real time

Whether it's a classroom, boardroom, or ballroom, the Teaching App lets you run smooth, modern events—without friction or expensive AV setups.

Summary of Key Presentation Features

Feature	Description
Phone as clicker	Advance slides, launch content, control from your device
Audience QR code	Scan-and-join instantly—no install needed
Live polls & quizzes	Ask a question, show live answers in real time
P2P livestreaming	Low-latency, scalable, resilient architecture
AV control optional	Operator or panel host can switch cameras, layouts, and audio
Multi-camera support	Easily mix speaker, slide, and audience views

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This turns every classroom, conference, or live stream into an interactive show—not just a one-way lecture.

Impact on Society and Education

These ideas were first articulated in 2014 by Greg Magarshak, as he was working on the Qbix Platform. Since then they have been refined into a complete system:

Many people regard the public school system as a daycare center for parents who need to work. But when it comes to education, there is lots of room for innovation. Using technology like mobile apps, we are in a better position to measure and improve educational outcomes than ever before.

When done right, the results can be amazing. We can go from expecting a typical bell curve to achievement and understanding from nearly every student. Here is a full overview of how to do that:

1. Give every family a parental-control iPad if they don't have a computer at home.

2. Deliver the lecture part of each class via an engaging multimedia presentation bought from a marketplace of these things. Instead of a boring teacher or one teacher teaching 20 students, a great presentation would be repeatable by thousands and millions of students, and every year can be improved. It could also be critiqued and fact-checked by reviewers in the market. The market would update them like textbooks.

3. The next day, the school day would start later, so kids could get a good sleep (health and cognitive reasons) and a good breakfast (nutrition reasons), the latter can be delivered in school, for kids to come on time and socialize.

4. After breakfast and homeroom, the Tests would begin. Every day, the tests would be testing for real knowledge that would be obtained from the previous day's presentations. They would test two levels: minimum adequate comprehension, and solid comprehension. This would replace homework and the method of solution could also be analyzed.

5. Students who did not score high enough to demonstrate minimum comprehension for that day would be quickly identified by their test scores. They would be scheduled for smaller *remedial* classes later that day for that subject. That means the main time they spend with a teacher would be more individualized and tailored to where they are struggling as actually

determined by their attempts on the tests.

6. For a student who scores well on all or most tests, the day would be quite pleasant and free of remedial classes. They could do any number of things – and if they have to remain in the school, fine – there will be plenty of entertainment and socializing there. That is their reward for learning and comprehending the previous day, proportional to how many subjects they were able to do.

7. Right after the Tests, all students would still have to take classes which aren't only comprehension focused such as Gym and Debate etc. But there are very few of those.

8. The students would themselves choose how to schedule their time to study for the next day. It could be a study session with friends or a private study session. No one would force them to sit through a lecture.

Benefits:

1. Insane amounts of homework from multiple classes are replaced by Tests which are already scored in terms of difficulty, cognitive load, and how much time they take. So the school is fully aware of how much load they are putting on the students. Currently there is homework creep.

2. Instead of struggling privately and spending money on private tutors many low-income families can't afford, the students would get individual attention after their performance was analyzed in a Test setting. Home would be reserved for a lot more self-motivated learning, mimicking the real world.

3. The kids would have freedom and responsibility to set aside their own time to learn, and incentive to learn that they do not have when told to sit down and shut up for 5 hours a day. It would also lower incidents of diagnosis of ADHD, especially in restless younger boys in grades where psychological development and aptitude feedback is crucial to get right.

4. Lectures are boring and too variable in quality. An uncommonly great teacher may only be able to reach 20 students while the rest get mediocre or bad lectures. There is no reason to keep things this way when technology can replace lectures with professionally produced multimedia at home.

Animations and stories teaching algebra and calculus for example.

5. If you go to the bathroom or zone out during a lecture, you are faced with big dilemmas, having to copy notes from classmates. Here you just rewind. A kid can even pause the lecture for 2 hours and go play basketball or watch another one, finishing this one when they want. Truancy would be greatly reduced.

6. Note taking would not be compulsory and you wouldn't be training kids to be 2nd century Roman scribes. Instead you'd be ingraining habits about learning online which they will carry for the rest of their life. For 99% of us all the material is already written clearly online. Note taking should be optional.

7. It would actually be cool among kids to be educated because these kids would get access to programs the remedial kids didn't. So we would foster a desire and self motivation in kids to learn. Both teachers and kids would be motivated in their remedial classes to prepare kids for comprehending lectures of the next day. Going to a remedial class means that the next day's tests are likely to be guaranteed pass. If these remedial classes get the kid to eventually start consistently scoring above Adequate, into Solid Mastery, both the kid and the teacher are rewarded.

8. Which brings me to granularity, measurability and accountability. The interaction of teachers and students would be in a smaller classroom setting, and more effective. Struggling would be caught early. Each subject would be broken down into very granular modules (one a day). A kid falling behind would be seen a mile away.

This is an example of actually refactoring the system to take advantage of existing technology and aligning the incentives and delivery mechanisms of the system with what what technology has made possible. It has been possible for 15 years now via internet and 40 years via VHS. It's about time this has been tried.

An app to facilitate this would have additional benefits over regular textbooks and infrequent exams:

- It could enable instant scoring of quizzes, which until now was not possible, by having students take the quizzes on their phones, or scanning a multiple-choice result. This would allow instant decisions about who needs additional help that day.

- If a student puts the app in the background (e.g. to look things up on the internet) this could alert the teacher, and thus prevent “cheating”. The teacher could have some whitelisted sites inside the app which the students would be allowed to use as reference on quizzes.

- The daily quizzes could double as attendance, proving not just that the student was there, but how they did.

- There would be a feedback mechanism between a marketplace of study material (videos, lectures, articles, etc.) and how well students do the next day. Unlike textbooks which are updated once a year, we’d have teachers and students across 1,000 classrooms testing and refining each module for each day, resulting in measurable improvements over time.

But the question is more about bureaucracy. Given the way public schools are run today, would a principal and teachers ever be willing to try something new? It may be impossible to reform the system so drastically all at once. And what would we do with all those kids and their free time? Wouldn’t this lead to more bullying and abuse as maturing 11 year old kids are stuck in a building for 8 hours a day?

I used to believe the only avenue for trying this system are private and charter schools, but now I see that many public schools are open to testing out such new apps and ideas to flip the classroom, on a smaller level. Luckily, my company is in a position start making these kinds of apps in a couple years!

INVESTMENT

Qbix, Inc.

The Teaching app is a project launched by Qbix, Inc. As a partner in the venture, Qbix will take care of all app development and maintenance. It will also help bring the initial users to the app. The company is welcoming partners to help finance the initial development and release of the app, and share in the profits and subsequent rounds of funding.

Qbix founded in 2011, and has released apps that have attracted over 8 million users across the globe. Qbix builds open source technology to empower people and unite communities. Today, most of the community software we all use is locked behind server farms owned by large corporations like Facebook and Google. Whenever we need to connect, communicate and collaborate, we rely on these corporations to manage our data, identity and brand. If they don't support certain features, we just have to work around it and hope one day they will support them. They hold all the power in the relationship and can extract rents or deplatform people altogether.

The Qbix Platform makes it much easier to build, release and maintain applications like the one described here. It takes care of many features an app on their store, enhance their existing website, and more. Everything works across all devices, taking advantage of features like push notifications, real-time updates, videoconferencing, touch interfaces and more. The Platform consists of a growing number of reusable software components that can be assembled to build complex apps, and they all work seamlessly together. It is this re-usability that allows the Company to increase its profit margins year after year.

Qbix Team

Michael Strong, Founder and CEO

Founder of The Socratic Experience, the only high-touch virtual school that equips students through Socratic dialogue, 1-1 mentoring, and creative and entrepreneurial projects for lifelong happiness and success.
Michael has the experience and connections to grow the Teaching.app platform to worldwide adoption.

Gregory Magarshak, Founder and CTO

Concert pianist as a child. Entered college at 14. Master's in math from NYU. Internet entrepreneur with experience teaching courses in universities, as well as building educational apps for local schools. Greg is the architect behind the technology that powers the Teaching App.

Andrey Tepaykin, Platform Director

Over the last 13 years, Andrey has developed a wide range of websites for startups and small businesses. He has extensive experience with web technologies as well as open source frameworks like Joomla, Magento, CodeIgniter, Kohana — and now — with the Qbix Platform. Andrey works on our web apps and trains future Qbix Platform superstars.

Liubomyr Bondarchuk, P2P Director

Liubomyr has been working with us for over 7 years to build essential features for distance learning and presentations, including peer-to-peer livestreaming, AI models for facial recognition and eye tracking, attendance, attention, and much more. He is joining the Teaching.app developer team to incorporate real-time and social features, and implement gated access to real-time content and events.
Our team has worked together for years.

Partnership Terms

In order to keep everything clean, the Teaching App will be developed and fully owned by **Teaching, Inc.** (Corporation) a C Corporation duly organized under the laws of Delaware. The Company has no debts, liens, or assets.

At the start, shares in Corporation will be owned 50/50 by the two founders, Michael Strong and Greg Magarshak. This ownership stake will be diluted down as follows:

Corporation will conduct an initial, Pre-Seed round of funding, to raise around $100,000 and build the minimum viable product, to be released in app stores. Immediately following the Pre-Seed round, Corporation and founders will work together to raise a $2 million round, to fund the subsequent roadmap.

Corporation will build Teaching App and platform on top of the Qbix Platform and pay Qbix, Inc. for development and hosting under a work-for-hire arrangement. IP built on top of the Qbix Platform specifically for the Teaching App and Teaching Platform will belong to Corporation.

Qbix Inc. will contribute an unlimited, worldwide, royalty-free license of the Qbix Platform to Corporation, in exchange for a 10% stake in the company. Corporation may at any time use this license to work with other development teams or hosting companies.

Qbix will also promote the Teaching app in an organic, targeted way to its user base of teachers around the world, helping it achieve quick adoption and get to the top of the rankings in the app stores. In exchange, Qbix will receive affiliate revenue from teachers brought from its user base, and their courses.

Subsequent rounds of funding for Corporation will dilute all existing owners equally. All owners in Corporation immediately after the Pre-Seed round will enjoy pro rata rights to maintain this share in subsequent rounds.

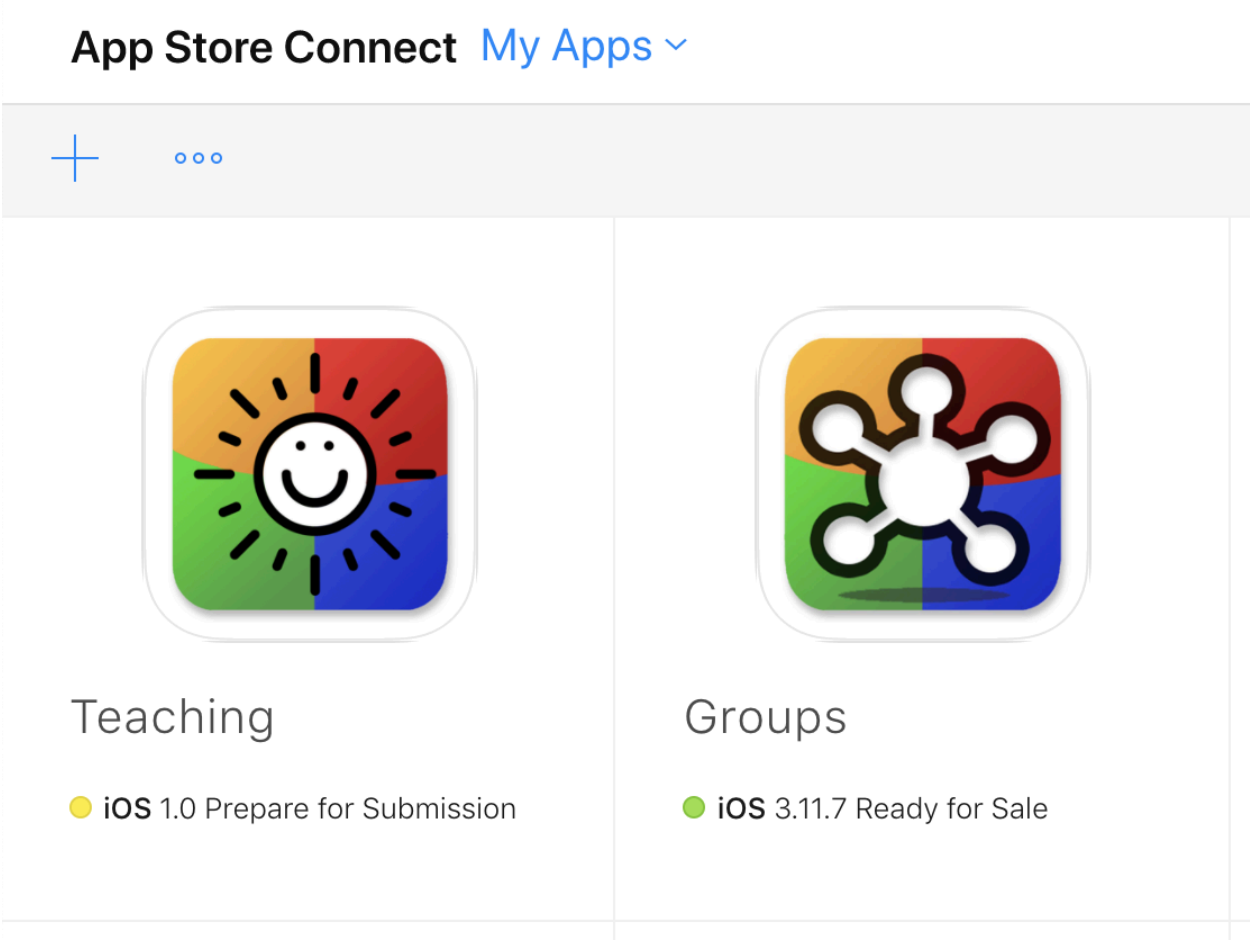
Immediately after the Pre-Seed round is completed, the Board of Directors of Corporation will consist of the two founders and one board seat to represent investors. Articles of Incorporation and Bylaws will be amended to reflect this.

PROPERTIES

We already own (*i.e.* have reserved) several very valuable names for SEO and ASO purposes. Once we launch the app, we can give it an initial boost by advertising them from our current apps, which are downloaded by over 2,000 new users a day and updated by over 2 million people. Once they become popular, the app and domain can continue to be found by a lot of students and teachers every day, as they search for the word “teaching”.

App Stores

We have reserved the name “Teaching” in the iOS app store. On the Google Play store, we don’t need to reserve names, because apps from different companies can have the same name.



Internet domain

We bought the domain name teaching.app for $5,000. So now we have the Teaching brand totally secured on the Web, and in App Stores.

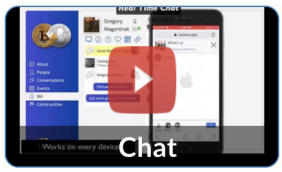
Technology Platform

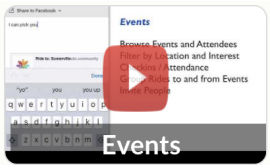
Already, 90% of the functionality in the Teaching app has already been developed by **Qbix Inc.** and packaged into the **Qbix Platform**. It took 10 years and over $500,000 to develop. Most of it is available as open source on **GitHub**.

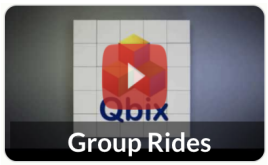
App Features and Components

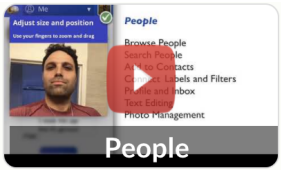
Already, 90% of the functionality in the Teaching app has already been developed by **Qbix Inc.** and packaged into the **Qbix Platform**. It took 10 years and over $800,000 to develop. Most of it is available as open source on **GitHub**.

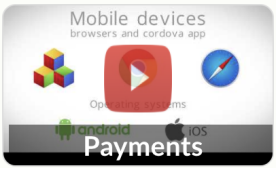
Just like Wordpress powers 35% of all websites in the world, and Automattic (its parent company) is valued at $3 Billion, so Qbix Platform is designed to power apps like Teaching, that help people to connect and collaborate. Here are some of the features and battle-tested components that we can use to build the Teaching app:

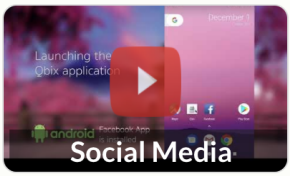


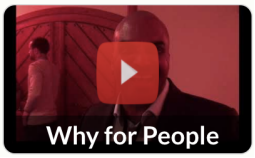








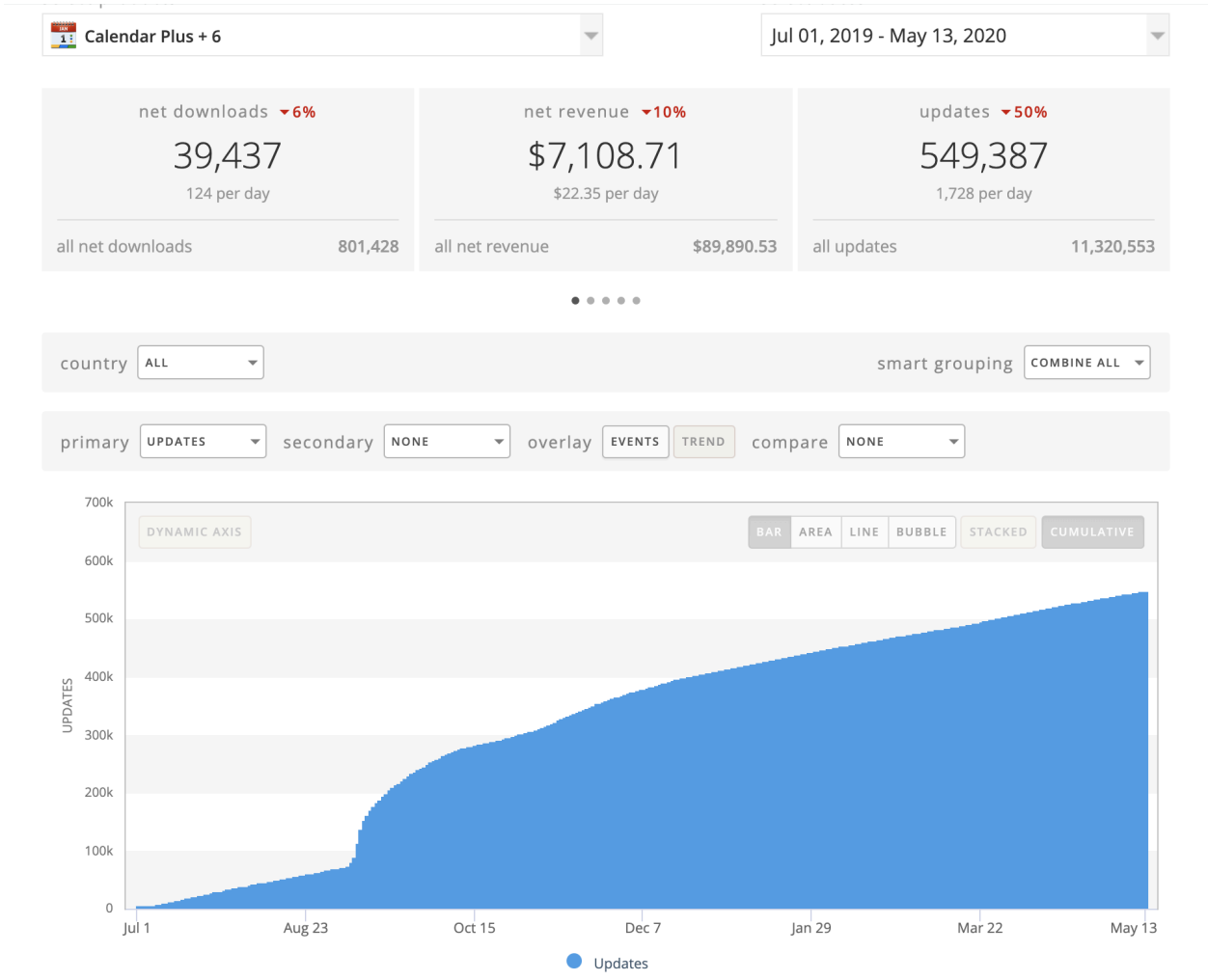




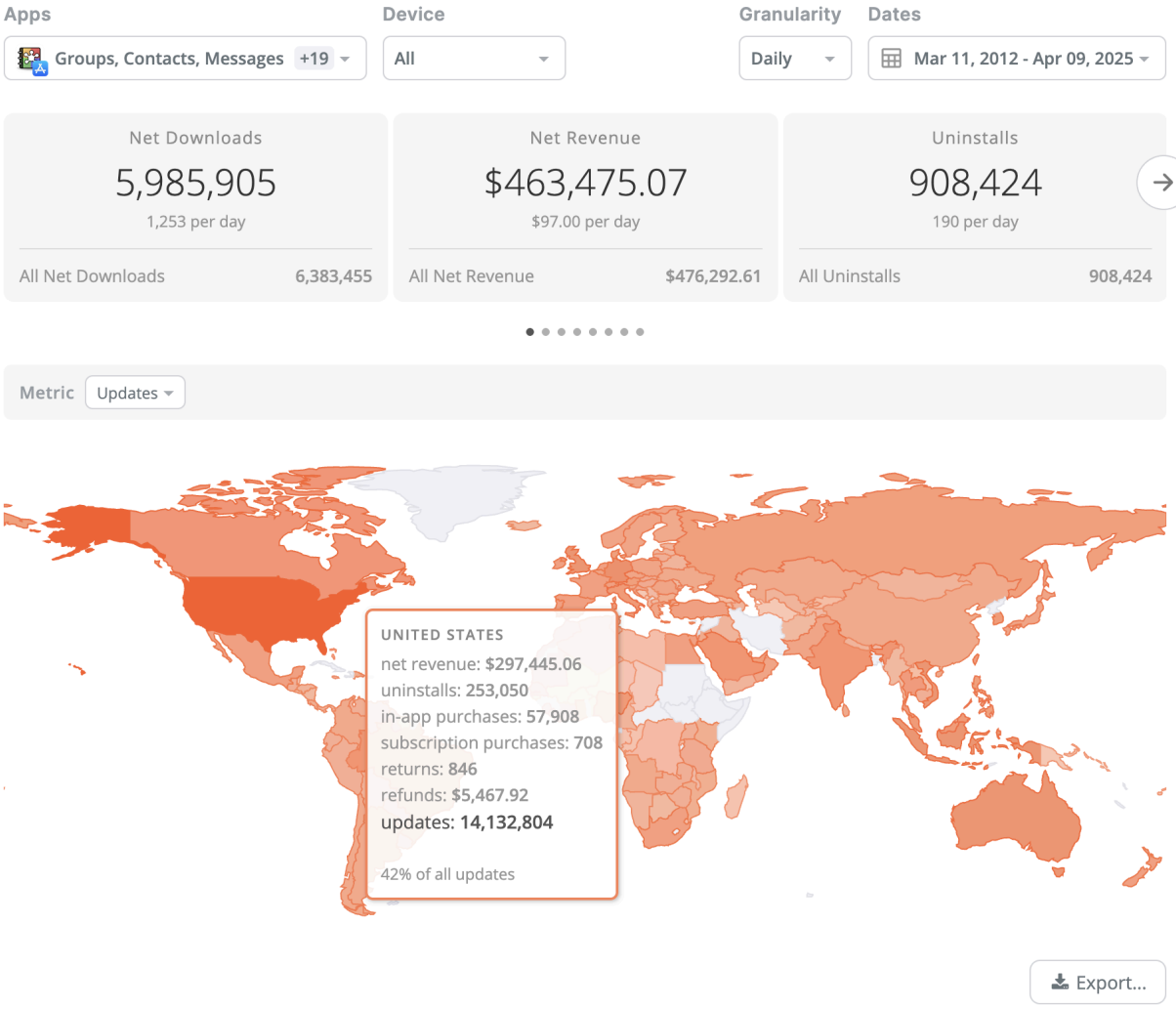
User Base

The apps that Qbix has developed and released have thus far attracted **8 million people in over 95 countries**. The company has raised $242,000 from investors before going on to make $1MM in revenues. So, we know how to create successful apps and generate sustainable revenue streams.

How many people have kept our apps after downloading them? We learn that information whenever we release a new version of our app. Over the next 30-90 days, we are able to see how many people are updating the apps. Last August, we found out that at least half people have updated the Calendars app:



Here is an overview of the countries these Groups users are in, from the period of March 22 – April 22. Around half of them are in the United States:



MARKET ANALYSIS

Market Opportunity

The education technology market is predicted to grow annually at 11% and reach $341 billion by 2025. Approximate annual revenue of Udemy is $28M in comparison to Coursera — $140M and Udacity $67.5M. Moreover, EdTech Venture Capital invested $2B into edtech startups in 2018. There are many monetization models:

1. Paid courses

This is the most obvious way to monetize elearning website. According to public stats, top 10 teachers on Udemy have earned more than $17M. Udemy instructors earn 97% of course revenue if the customer was referred by the teacher and 50% if a student has come by Udemy recommendation.

2. Paid certificates

Coursera allows students to buy a certificate for $50. The data analyzed on iMBA course at Coursera shows that 49,000 students paid $50 for a certificate. In addition to that, 150 people have bought a college credit and 800 a degree for $22K.

3. Monthly subscriptions

This business model isn't new and becomes very popular nowadays. It's easier for people who enroll in a long-term course to pay $50 every month instead of paying a large sum beforehand. This model is also great for business, as money is coming every month and it's easier to predict revenue.

4. Corporate education

Companies usually invest in employees education. Both Udemy and Coursera provide corporate learning. On Coursera, the payments start at $400 per user per year for a minimum of 5 users and on Udemy at $240 at the same terms. More than 500 companies are signed up for Coursera for Business.

5. Donations

The best example of this monetization model is Khan Academy, a 501(c)(3) nonprofit organization, which is free for students as well as for teachers. According to their report, in 2017, Khan Academy fundraised more than $53 million for the development of the platform.

Competitive Landscape

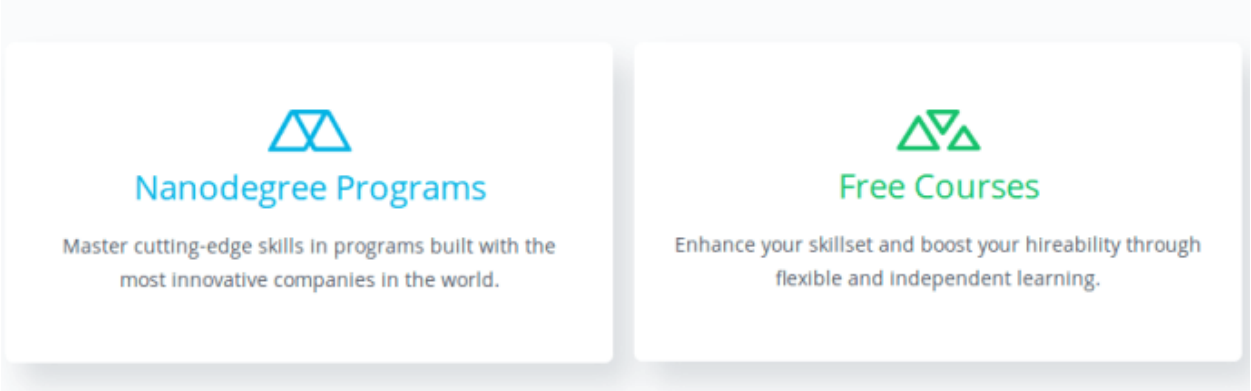
Coursera

Coursera was founded in 2012 by two Stanford Computer Science professors, and now features partnerships with top universities and educational institutions worldwide. Every course is taught by highly-qualified instructors in a format that may include recorded video lectures, graded assignments, quizzes, discussion forums, and peer-to-peer/ peer-to-instructor learning.

Courses normally last 4–6 weeks, are online and open to anyone, and range from free to $99 (usually paid for the verified certificate). Coursera has a series of more in-depth courses called Specializations, which can cost between $39–79 per month and take 4–6 months to complete. They also offers several of university-recognized online degrees in business, computer science, and data science.

Admission is required for these online degree programs, and they can cost between $15–25,000. Coursera has recently launched 2 Master's degrees in Accounting and Entrepreneurship.

Udacity



In a seeming trend, Udacity was born from Stanford University, as well, when two professors decided to launch an “Introduction to Artificial Intelligence” course online, for free. The story goes that this course attracted more than 160,000 enrollments across 190 countries.

Udacity is more of a skills-based platform for professionals, offering Nanodegree programs and credentials that are industry-specific. Their top specialities are Web Development and Data Science. The courses (which offer free access to all course materials) are developed with input from education and industry experts. Format includes short videos, exercises, projects, and mentoring.

Their Nanodegrees, consisting of 5–7 courses, cost $199/month and can last from 6–12 months. Enrollment in a one of these gets you more perks: code-review, feedback, a personal coach, and verified certificate. They offer tuition reimbursement and a job guarantee as part of certain Nanodegrees. And now, Udacity even offers an accredited, online Master’s Degree in Computer Science in partnership with Georgia Tech.

edX

Similar to both Coursera and Udacity, edX was launched by a prestigious university, two in fact: MIT and Harvard. edX is a non-profit that features rigorous coursework in a variety of subjects. They also have what is called Open edX, which is an open source platform that powers edX courses and is freely available. Through Open edX, “educators and technologists can build

learning tools and contribute new features to the platform, creating innovative solutions to benefit students everywhere."

As of April 2017, the edX platform offered 1,386 courses (free to audit but may pay up to $150 for the final certificate) and 76 programs. Their programs include university-credit programs and MicroMasters. They also have what is called Xseries, which is group of Specialization Courses. Format includes videos, video transcripts, discussion forums, peer-to-peer learning, and in-person meetups.

It should be noted that Coursera, Udacity, and edX are the 3 most popular platforms, having the most course offerings and students enrolled. For the first time in 2016, edX was ranked above Coursera and Udacity in a MoocLab survey.

Our Unfair Advantages

Unlike existing platforms that still take a "heavy-duty" approach to creating a course, the Teaching App is designed to make it simple and quick for professionals to create a course and monetize it, by assembling it from existing material online.

Our insight is that the Web is full of great resources, and people can theoretically learn almost any subject online. What people really need is someone with experience to curate all that material into a digestible course and coach them when they get stuck or go the wrong way.

We are able to make "course creation for the rest of us", allowing anyone with a certain expertise to create a course. Teachers often don't have the resources to produce an entire course themselves. This app lets them put together everything they need.

Students are often busy professionals, who don't have the time to attend a specific course at a specific time. This app will move society from large, professionally produced courses that take place at definite times, to courses produced by content creators that can be watched and re-watched at any time. This is similar to how society transitioned from TV shows that were broadcast at a certain time, to YouTube videos which are produced by amateurs.

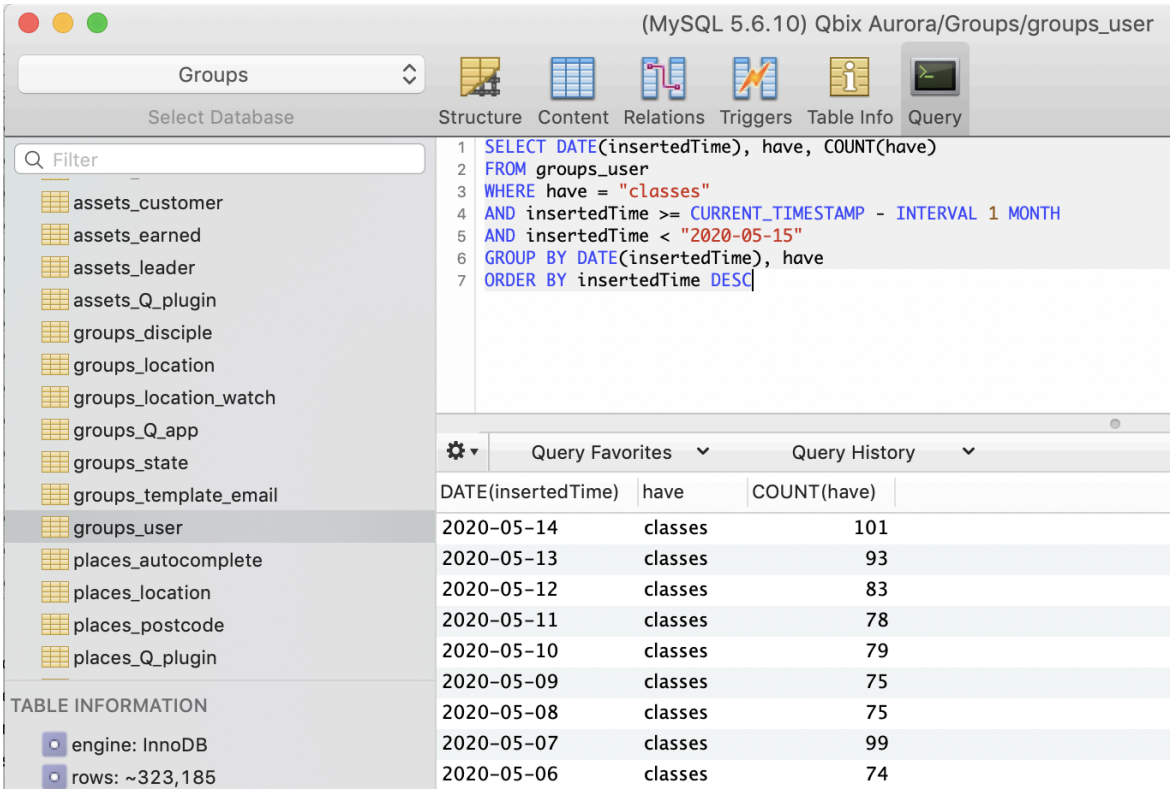
The result is a much broader "long tail" of content, much of which can be very useful and esoteric, and thanks to the testing and feedback loop, can be refined much more quickly and efficiently than standard textbooks and courses.

Oh, and by the way, we are not just starting from scratch. We have the technology to make this app a lot more social and user friendly than the competitors. And, we have access to millions of users, around the world, and can launch this app as soon as it is developed.

ROADMAP

Go-To-Market Strategy

Millions of users have installed Groups app, and tell us why they did it. It turns out that hundreds of thousands installed Groups to communicate with their class:



We save their emails in our database, and are able to reach out to them when it's time to beta test or launch the Teaching app. Thanks to our existing user base, we can quickly get the Teaching app to shoot up to the top of the rankings, and due to its name, it can stay there even if we stopped sending it users later. Keep in mind that each teacher who downloads the app will be inviting all their students to download it, resulting in 20-100x as many downloads.

Because much fewer downloads are required to get an app to the top of the charts in the Paid apps categories (vs Free apps), it may make sense to release the original Teaching app as a paid app for $0.99, not to mention that we can make money selling it as we promote it to our existing user base.

We can also reach out to potential teachers and tutors worldwide on LinkedIn and Craigslist.

Initiatives

Most of the initiatives are designed to pay for themselves within 6-12 months.

Basic App

- Install Sendy on Amazon Web Services to send newsletters.
- Choose from some great email templates to send
- Create content segmented by audience, # of days since app install
- Send emails out after people installed app or signed up
- Send them to a landing page, A/B test and iterate

Webpage

- Make a landing page and sales funnel on the Web
- Set up analytics and attribution
- Market the Teaching app directly to users inside the Groups app

Newsletter

- Install Sendy on Amazon Web Services to send newsletters.
- Choose from some great email templates to send
- Create content segmented by audience, # of days since app install
- Send emails out after people installed app or signed up
- Send them to the landing page, A/B test and iterate

Monetization

- Ability to pay out teachers
- Groupon-like dynamics for pre-selling a course before it's even produced
- Paying per session, can quit anytime
- Bulk discounts if pre-buying entire course

Virality

- Ability for teachers to share course on facebook, twitter, email, sms, etc.
- Rewards and incentives for students to bring others to the course

Ratings and Reviews

- Students who paid for a course can review it as well as individual topics
- They are encouraged to share good reviews on facebook
- Bad reviews can be shared privately with the teacher

Testing and Feedback

- Each session begins with a quiz, for attendance and seeing how well the information was understood. Those who fail the quiz can get a remedial session (office hours).
- If too many people fail a topic, then that topic presentation needs to be redone.

Strategic Partner Onboarding Strategy

Turning Existing Coaching Programs Into Allies, Not Competitors

The Teaching App is not here to compete with existing course creators—it's here to *amplify* them. Our Go-to-Market strategy includes a unique, high-leverage approach: directly onboarding top-tier coaches and educational entrepreneurs already running programs in adjacent spaces. Instead of spending capital to fight for visibility, we turn existing players into partners and distribution channels.

Why This Works

There is a growing ecosystem of independent coaching programs that are:

- Already monetizing education in their niche
- Active on platforms like Skool, Kajabi, Circle, Thinkific, and Teachable
- Investing in sales funnels, ad spend, and community engagement
- Always looking for visibility, affiliate opportunities, and ways to add value to their students

We meet them where they are—and give them a path to multiply their reach, revenue, and authority through the Teaching App.

Step-by-Step: How We Onboard Coaching Programs

1. Initial Outreach via Infiltration and Value Offering
We identify high-potential coaching programs and join as students—either through free consultations or by purchasing entry-level tiers. This allows us to:

- Access key staff (sales reps, community managers, or lead coaches)
- Understand their structure and sales process
- Build rapport from the inside out

2. Offer Collaboration, Not Competition

Once connected to a decision-maker or coach, we explain:

- We are organizing a broader course experience in NYC or online
- We are curating expert-led modules from successful educators
- We'd like them or their top coach to lead a *featured module*, join a panel, or run a hot-seat session
- This spot gives them instant credibility and exposure to our audience

3. Upsell Opportunity for Them, Value for Us

We propose a mutually beneficial deal:

- They can promote their own flagship course or coaching program at the end of their module
- We request their affiliate program details, and upload their assets (videos, text, testimonials) to be hosted on our platform
- This makes their content discoverable, indexed, and evergreen—with affiliate links tracked to them

4. Win-Win Referral Flywheel

Teachers on *our* platform can now:

- Embed their module into their own courses
- Cross-promote to their own audiences, earning affiliate commissions if students upgrade to the original coach's program
- In effect, become another *distribution node* for the coach's business—giving them a scalable upsell channel

This flywheel turns their content into *assets*, which are continuously generating value on both sides.

5. Financial Structure and Soft Lock-In

To ensure long-term goodwill and accountability, we formalize:

- A one-time payout for inclusion of their module in our course (if applicable)
- A revenue-sharing clause: if any student signs up for their paid program via our platform, we earn a 10% referral commission
- This is a fair and minimal stake—but it creates a soft obligation. Even if the coach tries to sidestep attribution, the spirit and letter of the agreement encourage them to "make it right" with value on the front-end.

This structure promotes long-term alignment. It also makes sure we're compensated fairly for introducing students into their ecosystem.

Strategic Benefits of This Model

Benefit	Description
Free Content Acquisition	We receive high-quality modules without producing them in-house.
Built-In Distribution	Coaches promote their modules (hosted on Teaching.app) to their audience.
Trusted Authority	Our course is elevated by featuring credible, proven instructors with real-world programs.
Affiliate Ecosystem	We generate revenue not just from our courses, but from partner upsells too.
Legal Alignment	A light contract and affiliate clause ensure fair play while avoiding friction.

Long-Term Vision

As more partners join, we build a **network of affiliate educators**:

- Students discover advanced programs from trusted teachers
- Teachers refer students back into the Teaching App, where other coaches can also benefit
- The entire ecosystem compounds in value as courses, affiliate paths, and social trust grow

FINANCIAL PROJECTIONS

Revenue Models, Costs, and Growth Assumptions

The Teaching App business model is designed for **sustainable unit economics**, predictable cash flows, and network-driven growth. Below are our initial financial projections based on three monetization layers: paid sessions, affiliate commissions, and SaaS features for teachers.

Revenue Streams

Revenue Source	Description	Pricing Model
Paid Sessions	Teachers charge per session or bundled course	$10–$50 per student per session
Affiliate Commissions	% cut from upsell into coach's external program	10% of gross referred course revenue
Course Pre-sales (Groupon Model)	Early buyers unlock course creation and bulk discounts	$49–$199 per cohort
Premium Features for Teachers	Advanced CRM, analytics, certification, replays	$29–$99/month
Certification Fees	Optional student badges, verifications, testimonials	$5–$25 per certificate
Platform Transaction Fee	% of all sessions and referrals processed	5%–15% depending on teacher tier

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Year 1–3 Projection (Conservative Case)

Metric	Year 1	Year 2	Year 3
Teachers onboarded	500	3,000	10,000
Avg. students per teacher	10	15	20
Avg. sessions per student	4	6	8
Avg. revenue per session	$20	$22	$25
Gross revenue (sessions only)	$400K	$5.9M	$40M

Affiliate commissions earned	$40K	$300K	$1.2M
Premium SaaS subscriptions	$72K	$324K	$960K
Total Gross Revenue	**$512K**	**$6.52M**	**$42.16M**

Assumptions: Modest conversion from our initial email base, low churn, and organic viral growth via teacher referrals and social sharing.

Unit Economics Snapshot

Metric	Value
CAC (Year 1 est.)	~$18 / teacher
LTV (avg. teacher)	$1,200+
Payback Period	< 1 month
Gross Margin	80–90%

DEFENSIBILITY & COMPETITIVE MOAT

Why We Win — and Stay Winning

Unlike platforms like Coursera or Udemy, the Teaching App is not trying to be the university of the internet. It's building the infrastructure for the *long tail* of teaching and learning. Here's what sets us apart long-term:

1. Content-Agnostic, Format-Native

- Teachers can remix existing web content with AI assistance instead of needing to film hours of original video.
- Fastest time-to-market for anyone wanting to share expertise, unlike competitors locked into traditional MOOC structures.

2. Social Network Effects

- Every teacher who runs a session invites 10+ students.
- Every student who finishes a course becomes a potential affiliate and referrer.
- Our viral loops compound usage naturally and reduce paid acquisition needs.

3. AI-Powered UX

- AI co-pilots for both teachers and students—delivering personalized learning, summarization, feedback, and smart pacing.
- Content quality improves *automatically* based on feedback and outcomes, creating a continuous improvement loop.

4. Platform Integration and Portability

- Our backend, powered by Qbix, supports white-labeled deployment, real-time video, payments, CRMs, and P2P delivery.
- Teachers can build followings that persist across courses and even other communities.

5. Affiliate Ecosystem

- Partner coaches, schools, and creators embed their modules in our courses, generating upside for all.
- Our system turns competitors into distribution partners—helping them monetize while we retain students in our ecosystem.