

## Competitor Landscape & Analysis

| Business                                    | Teach Learn Lead  | Powerful Learning Practice       | Fit2teach  |
|---|---|----------------------------------|--|
| Problem / Need                              | Connecting with a large network of teachers to share ideas and build community  |                                  | Teachers are under a lot of stress in a daily life   |
| Product / Service Provided                  | "Facebook for Teachers"- a social networking app for Teachers that allows them to share lesson plans, career advice, and general teaching experiences with like-minded teachers |                                  | Gives teachers the tools to measure, track, manage and improve your work-life balance and overall wellbeing.   |
| Delivery Method (i.e., Schools, Home, etc.) | App   |                                  | App  |
| Geography Served                            | United States   | Australia, Canada, United States | worldwide  |
| Business Model / Revenue Streams            | N/A   |                                  | just a startup at this point   |
| Age of Business                             | --  |                                  | founded in 2017  |
| <b>Strengths</b>                            |   |                                  |  |
| What are their business advantages? (3-5)   | Channeled social network strategy specifically for teachers   |                                  | 1. Niche(there are wellbeing apps for people, not specifically for teachers) 2. Calculates unique teacher wellbeing score. 3. Easy to use                  |
| User sweet spot?                            | Teacher-focused, emphasis on holistic support (not simply pedagogical resource-sharing, but also mental/emotional support)  |                                  | The majority of EdTech apps are for students or improving learning, but teachers are people as well. You want care and need to balance their life as well. |
| <b>Weaknesses</b>                           |   |                                  |  |

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| Known challenges?  | It appears that they don't have a very large userbase. Perhaps advertising/ outreach is a challenge for them   | 1. The score doesn't seem to be grounded in any research - it's just a visual representation of how stressed a user is. 2. The app provides no strategies to improve the situation leaving it to the user. |
| User blind spots? (How would you address this blind spot differently?) |  | Not too fun to use - need to answer the same questions every day - it might get boring really fast.  |
| <b>Opportunities</b>   | <b>YOUR IDEA</b>   |  |
| Market Gaps?   | There is definitely lack of resources available to teachers for their professional support and well being. Especially those that would take no time to use: obviously anybody can google answer to any question, but a teacher doesn't always have time or energy for that on a daily basis. |  |
| New technologies?  |  |  |
| New / expanded needs of customers?                                     |  |  |
| <b>Barriers for Your Idea</b>  |  |  |
| Marketplace?   |  |  |
| Environment/Policy/Regulations?  |  |  |
| Timing?  |  |  |
| Organizational Assets?   |  |  |
| Other?   |  |  |