

freejoo

THE GLOBAL COMMUNITY OF EDUCATORS

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Institute of
Innovation &
Entrepreneurship



THAMES
INTERNATIONAL

Business
School



we

empower educators

to be

effective 21st century educators

trusted by more than 130,000 educators

The building is closed.

School is being held
online due to

PANDEMIC

education institutions are in a state of **flux**



educators are stressed

- >their workloads have increased over the years
- >a lot of the stress comes from teaching online without having the expertise to do so



educators need **training**

- >125 million educators globally
- >60% have no access to relevant, affordable, and localized training
- >existing teacher training methods and materials are outdated
- >right now, teacher training is expensive and unscaleable
- >no way to measure the efficacy of teacher training programs



education institution revenues have **dropped**

- > setting up a technology infrastructure on campus that can support all types of learning is expensive
- > student enrollments have dropped since the last year

its a global problem

make it SUCCESS MONEY WORK LIFE VIDEO

'I felt like I was being experimented on': 1 in 4 teachers are considering quitting after this past year

Published Thu, Jun 24 2021 8:57 AM EDT 25 2021-9:47 AM EDT

Abigail Johnson Hess @ABIGAILJHSS



Pay freeze for England's teachers a 'slap in the face', say unions

School leaders hit back saying once inflation was taken into account, the government's freeze amounts to a pay cut




▲ Unions said teachers and other education staff are key workers and have contributed to the UK's pandemic response. Photograph: Anthony Harvey/Rex/Shutterstock

Teachers in England are to get no pay rise this year, the government has confirmed, sparking fury from unions who described it as "an insult" and a

1 in 4 Australian year 8s have teachers unqualified in maths — this hits disadvantaged schools even harder

May 25, 2021 7:16am AEST



'My mental health is at an all-time low': Teachers talk of burnout, MOE aware that 'gaps' need plugging

As they struggle with a heavier workload due to the pandemic, teachers open up about inadequate support from school leadership and why their mental health seems an 'afterthought'.



Some teachers are struggling to seek help for their mental health. (File photo: iStock)

Home-based learning, safe masks and uncertainty of appraisal process have meant teachers are taking on more work than they can bear.

Students made more "highly strung" by COVID-19 restrictions are affecting teachers too.

MOE says engagement survey shows that 70 per cent of teachers "can cope" with work stress, but "acknowledges" struggles of the rest.

Teachers share their problems seeking help from school leadership, amid prevailing stigma attached to mental health issues.

INDONESIA ECONOMIC FORUM
PROMOTING ECONOMIC AND SOCIAL PROGRESS

Teacher shortage threatens Indonesia's Future

Indonesia Economic Forum, 2 years ago

Across the world, countries are facing teacher shortages. In Indonesia, including fewer young people wanting to become teachers and a growing population have led to the current situation.

According to the UN Educational, Scientific and Cultural Organization, teachers will be required to teach private and public schools.

SECTIONS Monday, October 4, 2021 INQUIRER.NET

Not all teachers can teach

By: Segundo Eclar Romero - @inquirerdotnet Philippine Daily Inquirer / 04:03 AM June 22, 2020

COVID-19 has been a revealing stress test for our political, health, security, social, economic, judicial, mass media, educational, regulatory, and local government institutions. The police fanned out en masse in camouflage uniforms and assault rifles, instilling shock and awe among the people while imposing quarantine restrictions. Poor checkpoint procedure implementation, errant commanders and overbearing sentries have an unpopular level of performance. The health care system headed by the Department of Health has come to grief because of the delayed, inadequate and unsystematic way of responding to the COVID-19 pandemic, especially the cavalier generation of officials who lack the political will and lack of transparency in crisis response. Now it is the Department of Education that is under fire. It is the Department of Education that is unable to lead the education system managers, teachers and parents, on this grand effort to continue education without face-to-face schooling?

At the moment, there is a lot of thrashing about. There is a lack of an all-of-government strategy and multistakeholder consultation to understand the overall problem. President Duterte himself doubts that learning will work, although he has agreed to Education Secretary I Briones' "blended learning" proposal.

Vietnamnet GLOBAL

TIN TỨC | 25AO | TINTUONGLO

04/10/2021 05:26

HOME NEWS EXCLUSIVE CONTENT VIDEO POLITICS BUSINESS SOCIETY ENTERTAINMENT & SPORTS TRAVEL SCI-TECH & ENVIRONMENT VN & WORLD

Teachers complain about problems in online teaching, ask for guidance

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28/08/2021 08:00 GMT+7

Indonesia Faces a Shortage of 1 Million Teachers in Public Schools

November 24, 2020, 06:16 PM



NEWS • LIVE TV INDIA TODAY APP

Challenges for teachers which never existed before

Teachers today have to stay ahead of the curve to provide world-class education amid the Covid-19 situation across the globe. Here are a few challenges for teachers which never existed before.

Adobe Creative Cloud Take your ideas to the next level

India Today Web Desk New Delhi April 14, 2021 UPDATED April 14, 2021

India Today Web Desk New Delhi April 14, 2021 UPDATED April 14, 2021



Teachers complain about problems in online teaching, ask for guidance

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28/08/2021 08:00 GMT+7

Schools and teachers have become familiar with the new teaching mode. Teachers not only prepare lesson plans thoroughly, but also use information technology in their teaching and seek new methods to have effective lessons.

However, many problems still exist. Thi Gioi, a teacher at Minh Duc Primary School in Hai Phong City said first grade teachers have to work harder.

In in-person classes, teachers can meet students face to face and help them and remind them of work. In online classes, teachers don't know what students are doing," she said.

Meanwhile, teachers have to do more to prepare for an online lesson. They have to make a plan to guide students in their school work and give exercises.

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According to Indonesian Vice President Ma'ruf Amin, the Ministry of Education and Culture has asked the Ministry of Education and Culture to use digital learning software to be used in the content and requirements of the curriculum.

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the world needs more **trained** educators

>2billion new learners will enter the education system by 2050

>an additional 69million trained teachers are needed by 2030 to meet the UN goal of universal education



provides 21st-century education to educators, helps increase the supply of trained educators, helps education institutions generate an additional source of revenue and is currently trusted by **>130,000** educators from over 35 countries

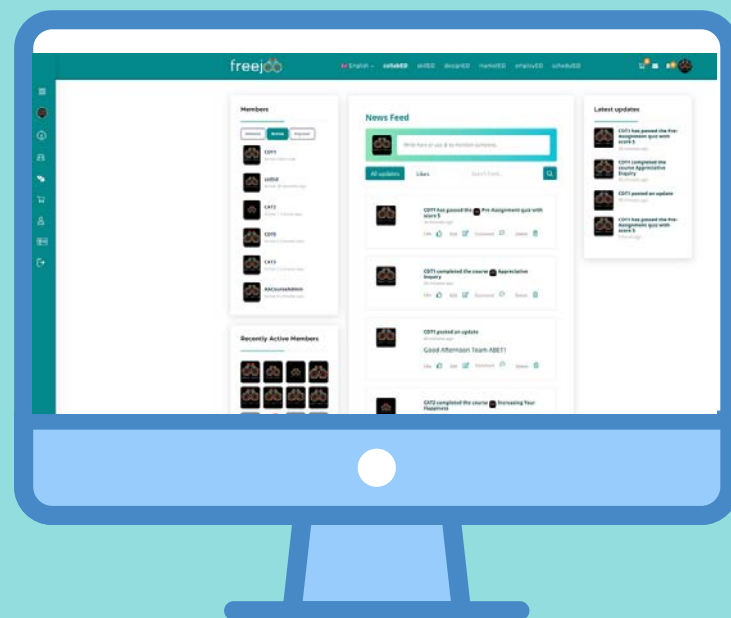
"two big thumbs up to akadasia!"

- Violeta Cruz Esparanza, associate professor - university of rizal system [main campus], ph



collabED

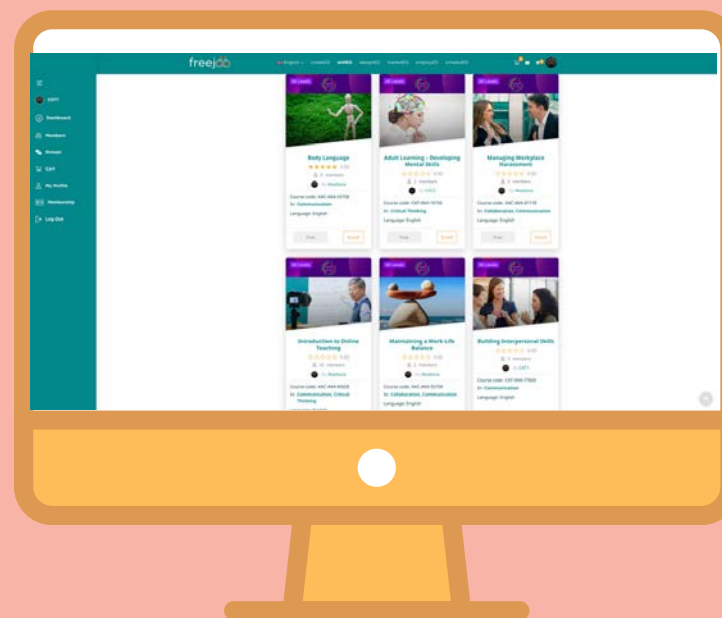
an international community of teaching practice where educators can collaborate, network, share ideas and support each other



like LinkedIn, for educators

skilledED

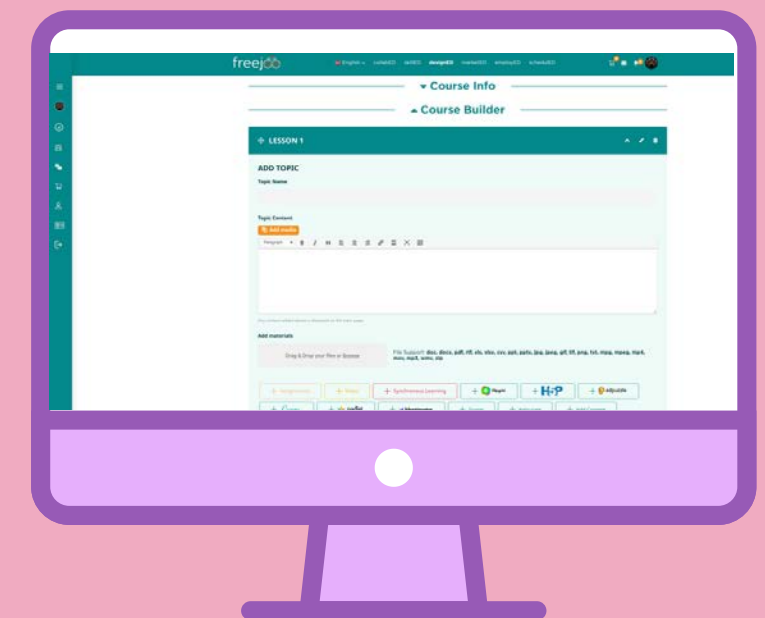
personalized learning pathways for educators to learn pedagogical, technical, and soft skills for 21st-century education and future of work



like Netflix, for educators

designED

easy to use digital tools to help educators practice their own instructional design skills and design engaging courses for their learners



like Canva, for educators

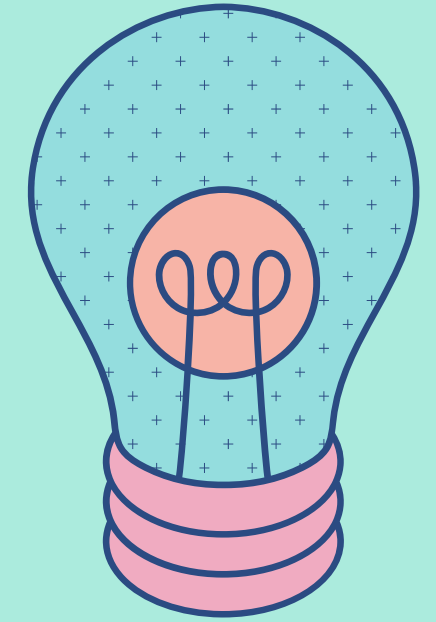
blockchain certificate issuance as a service

- > education institutions can **customize and issue** their own digital certificates and badges to their learners
- > all digital certificates and badges are **issued on the blockchain** and are **tamper-proof and verifiable**



educators as learners

all courses focus on 21st-century education



who designs the courses?

Akadasia and several other global experts, including Ngee Ann Polytechnic (SG), Julia Gabriel Education (SG), etc. more course providers are being added regularly



what is the course content like?

the course content focuses on 21st-century education and helps educators improve three specific skills: 1) pedagogical, 2) technical, and 3) soft skills, in a wide range of languages



how does the learning happen?

educators can learn at any time, from anywhere and can design their own personalized learning pathways to earn micro-credentials on the blockchain for every course completed

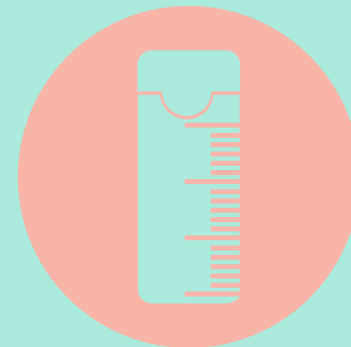
data driven improvement

measure the efficacy of your teaching and learning



track

educators can track how they are learning by monitoring their progress on their respective dashboard



measure

academic administrators can evaluate and measure the efficacy of course design even before learners get access



lifelong learning

the recommendation engine* can guide educators on what courses to take in-order to improve their craft

*coming soon

training package

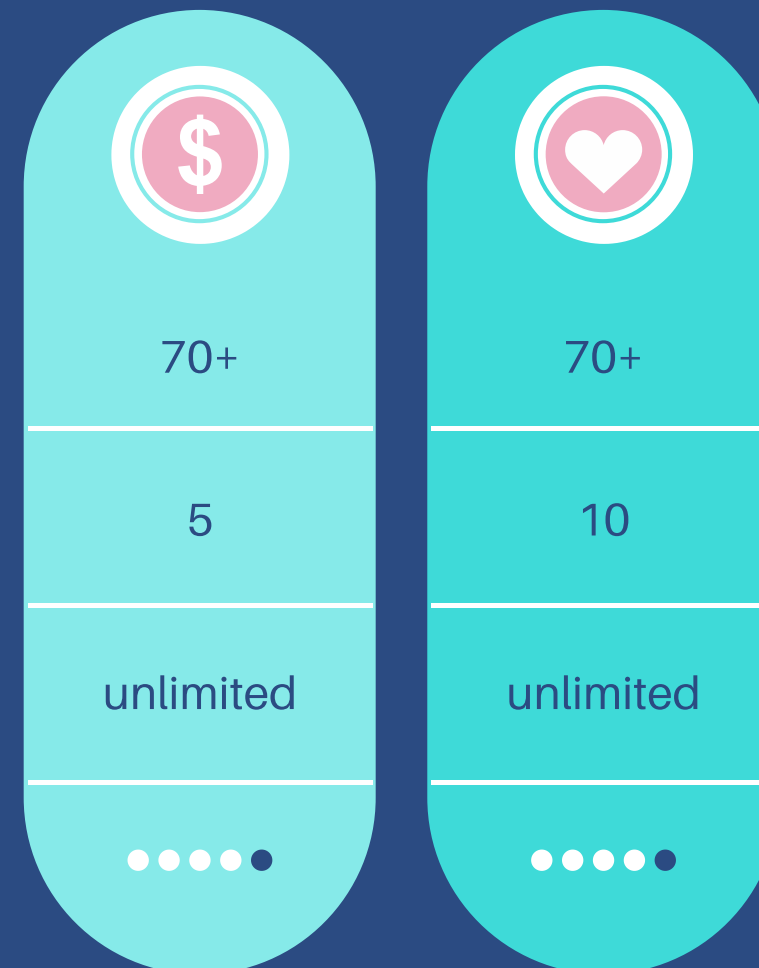
annual premium memberships for all staff on campus

features

- access courses (skilledED)
- design courses (designED)
- access to community (collabED)
- customer satisfaction

one year
membership
US\$20/yr/user

three year
membership
US\$20/yr/user



save US\$15/yr/user



optional service

blockchain certificate issuance fee
per student/per year: US\$2.50

first use case

- > institution **a** has 200 teachers
- > signs up for a **one year** membership
- > pays US\$4000
- > increases course creation capacity mid-year
- > pays an additional US\$3000
- > **total cost incurred: US\$7000, in the first year**



- > institution **b** has 200 teachers
- > signs up for a **three year** membership
- > pays US\$4000
- > **total cost incurred: US\$4000, per year**

transformation package

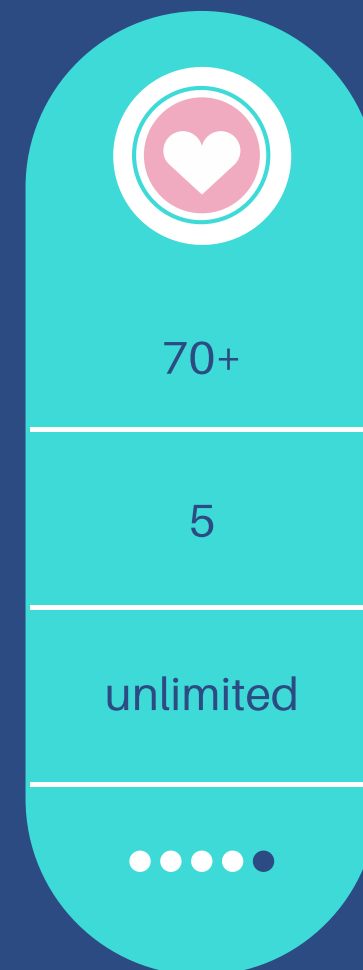
annual premium memberships for staff on campus + blockchain certificate issuance as a service

three year membership required

features

- access courses (skilledED)
- design courses (designED)
- access to community (collabED)
- customer satisfaction

FREE



blockchain certificate issuance fee*

US\$2.25/yr/student: minimum 2500 students

US\$2.00/yr/student: minimum 5000 students

US\$1.75/yr/student: minimum 10000 students

US\$1.50/yr/student: minimum 15000 students

*
education institutions can issue an unlimited number of certificates and badges per student, per year and are free to mark-up on this cost

second use case



- > institution **a** has 200 teachers + 3000 learners
- > signs up for a three year membership
- > all 200 teachers get free access to freejoo for 3 years
- > pays US\$6750, per year to issue **unlimited** certificates and badges
- > charges learners a miscellaneous fee of US\$10 for this service
- > **earns: US\$23,240, per year, for three years**
- > **saves on manpower cost** involved in issuing and reissuing certificates
- > **increases the perceived value of its certificates** with industry
- > **allows learners to have life-long access** to their certificate portfolio

current customer base

indonesia

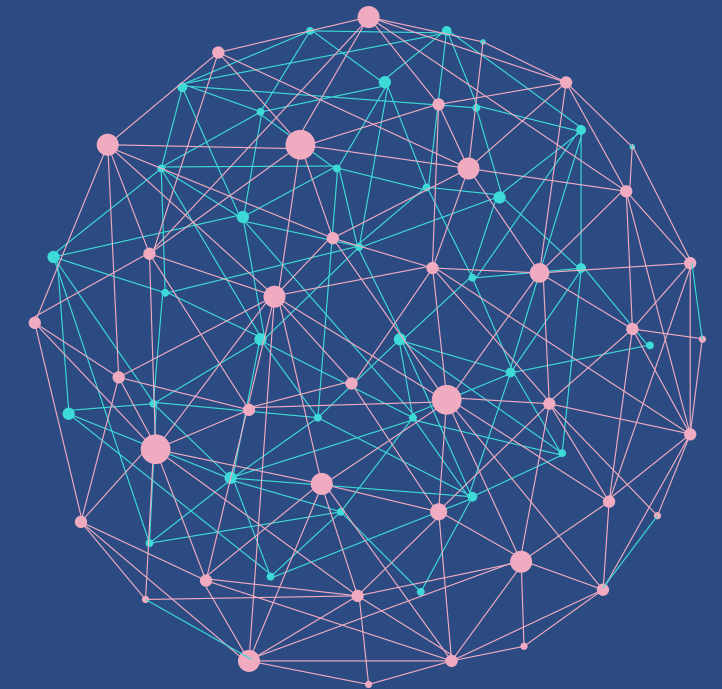
- department of education, nusa tenggara timur
- ikatan guru indonesia, east java
- university of san pedro, nusa tenggara timur

philippines

- batangas state university, batangas
- brainlinks academy, mindanao
- department of education, manila
- jubilee christian academy, manila
- lazada university, manila
- lyceum of the philippines university, batangas
- northwestern mindanao state college of science and technology, tangub
- philippine association of state universities and colleges, manila
- thames international business school, manila

singapore

- julia gabriel education
- singapore polytechnic
- singapore university of technology and design



educators love us

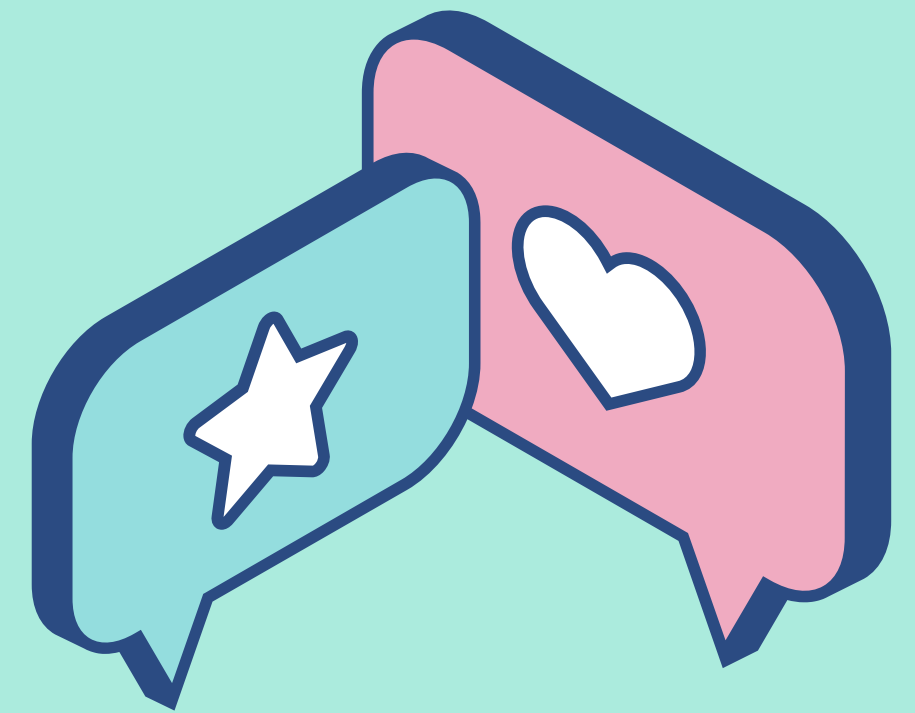
we meet their wants and their needs



platform access is restricted to educators with either an @edu email id, a valid teacher's license, or a valid staff pass



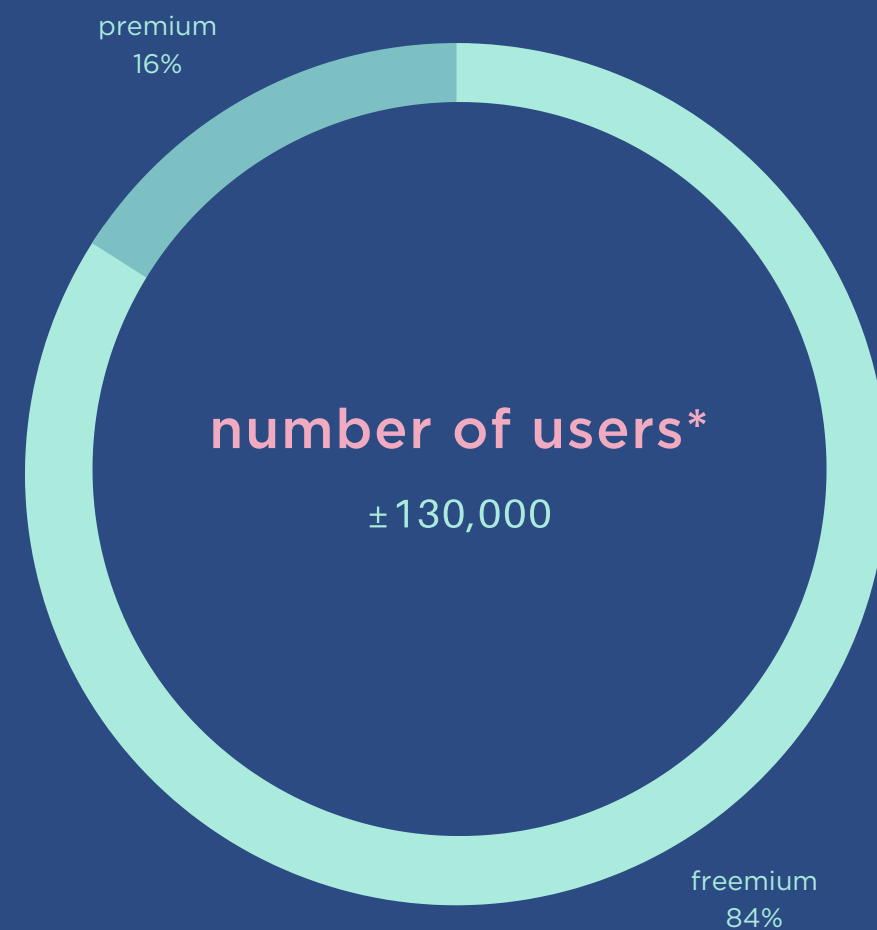
educators pay **US\$20** per year, for full access to FREEJOO; and can learn at their own pace, from anywhere



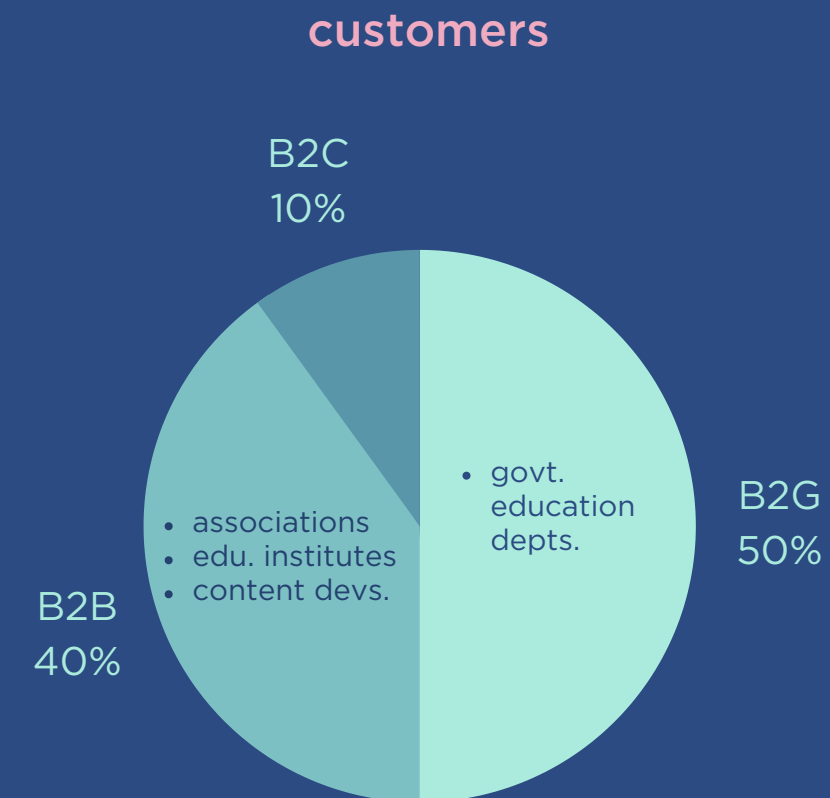
courses are available in English, Bahasa Indonesia, Hindi, Filipino and Vietnamese and payments can also be made in cash

NPS: 99.6%

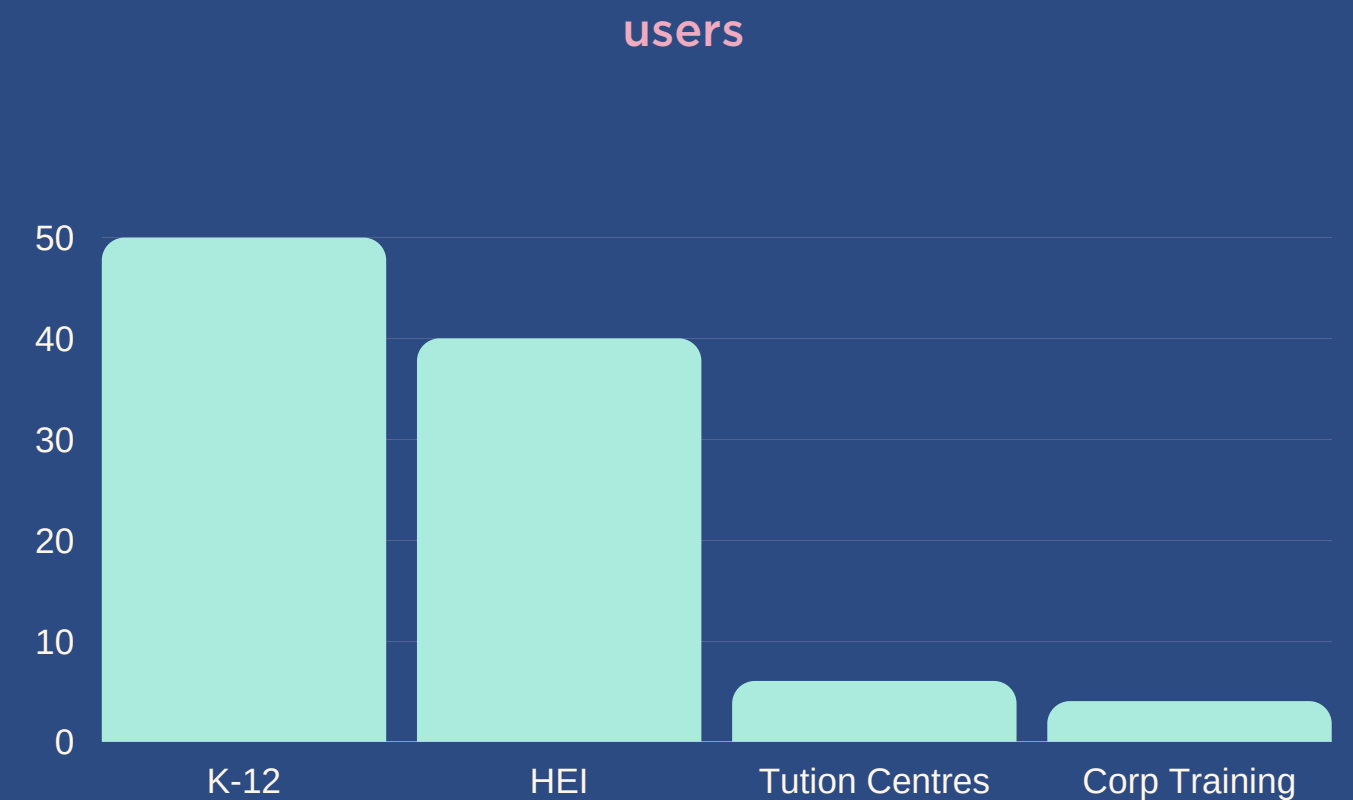
user metrics



*current conversion rate is based on freejoo v1 and is expected to increase with v2



90% of our business is generated from b2g and b2b customers



our teachers come from k to gray sectors

± 100K users completed at-least 1 course

± 18K monthly active users

± 8K new users every month

driven by impact

sdg4 - ensure inclusive and equitable quality education
and promote lifelong learning opportunities for all



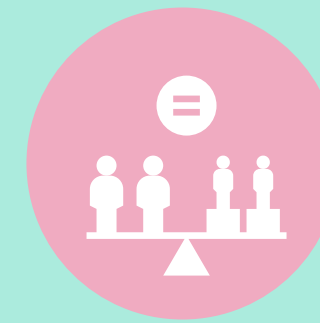
sdg4.c

increase the supply of qualified
teachers in developing
countries.



sdg4.4

increase the number of people
with relevant skills for financial
success



sdg4.3

equal access to affordable
technical, vocational, and
higher education

our measurement metrics

- number of teachers certified to teach effectively in emerging markets
- number of income generation opportunities created for teachers
- number of low-income family students enrolled in courses created by certified teachers

a multi-national team

18 people, located across 6 countries



Neelesh

Co-Founder + CEO
Singapore

- 30+ years of senior-level experience in education and entrepreneurship
- face and voice of FREEJOO
- direct access to Asian markets and investor relations
- ex-director at Singapore Polytechnic



Joel

Co-Founder + Partnerships
Philippines

- 30+ years of senior-level positions in multinational companies and entrepreneurial ventures
- business development, product innovation, and government relations



Roy

Co-Founder + Country Manager
Philippines

- 20+ years of senior-level experience at MyAyala.com, WeChat PH
- manages sales in the Philippines, product management, marketplace partnerships, and customer support



Katherine

Co-Founder + Operations
Singapore

- 20+ years of mid-level corporate experience
- oversees the back-office operations, HR, legal contracts and documentation, grant management, and billings



Sourendra

Chief Technology Officer
Singapore

- 20+ years of senior-level experience in multinationals
- overall technology platform architect, and digital transformation services
- oversees customer support provider



Kirsten

Chief Academics Officer
USA

- 25+ years of senior-level academic experience
- oversees academic partnerships, course design and development, accreditation, and micro-credential pathways.

freejoo is at the **epicenter** of the 21st century education landscape,
providing **unique value** to **education institutions**,
and connecting them to **everyone** within the eco-system

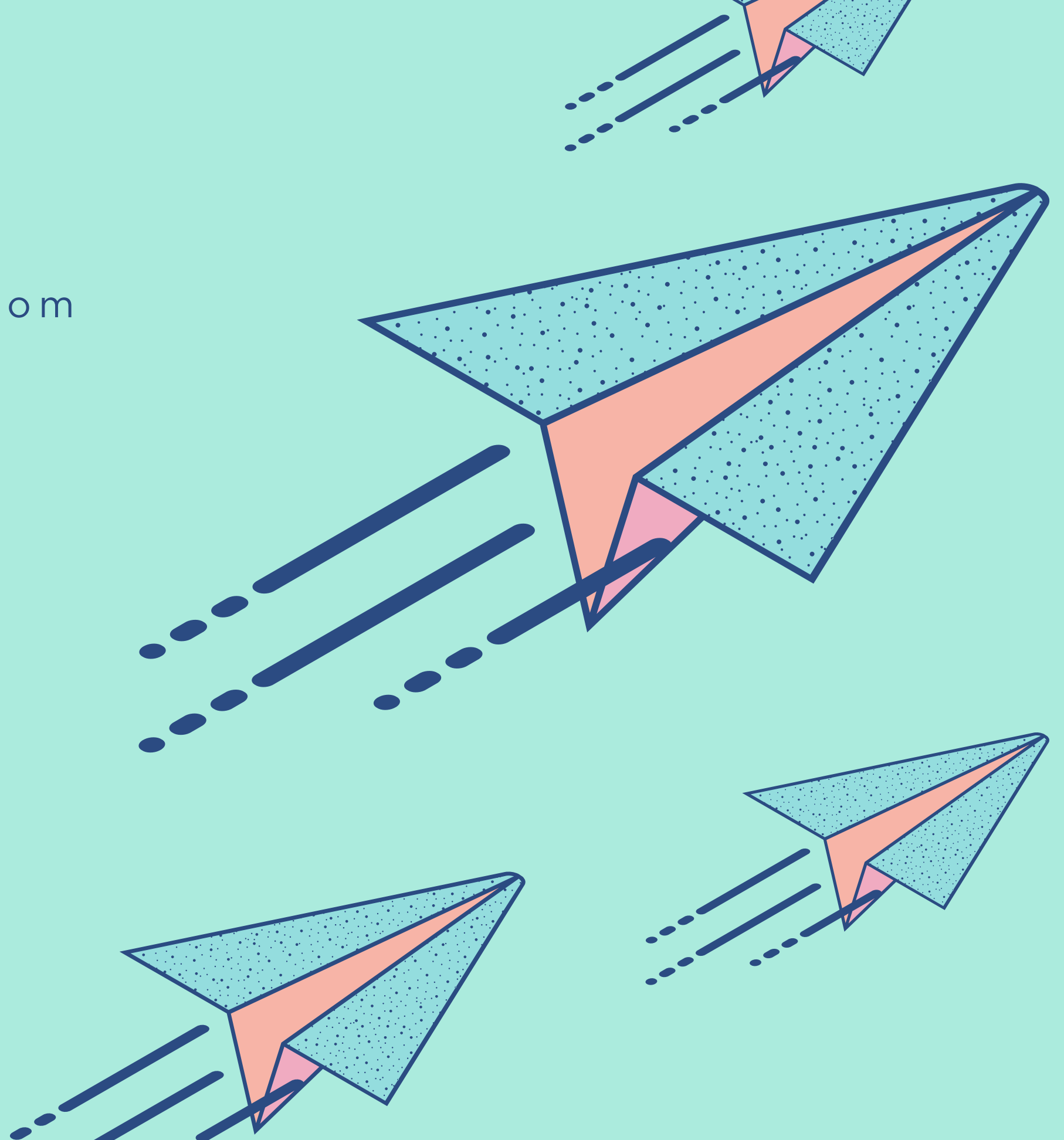




how will you
secure the future of your
learners, if you choose to leave
your teachers in the past?

thank you

sales inquiries: breakfree@akadasia.com





additional information

current app integrations

edtech applications

- flipgrid
- mentimeter
- padlet
- h5p
- edpuzzle

video conferencing tools

- zoom
- jitsi

design tools

- canva



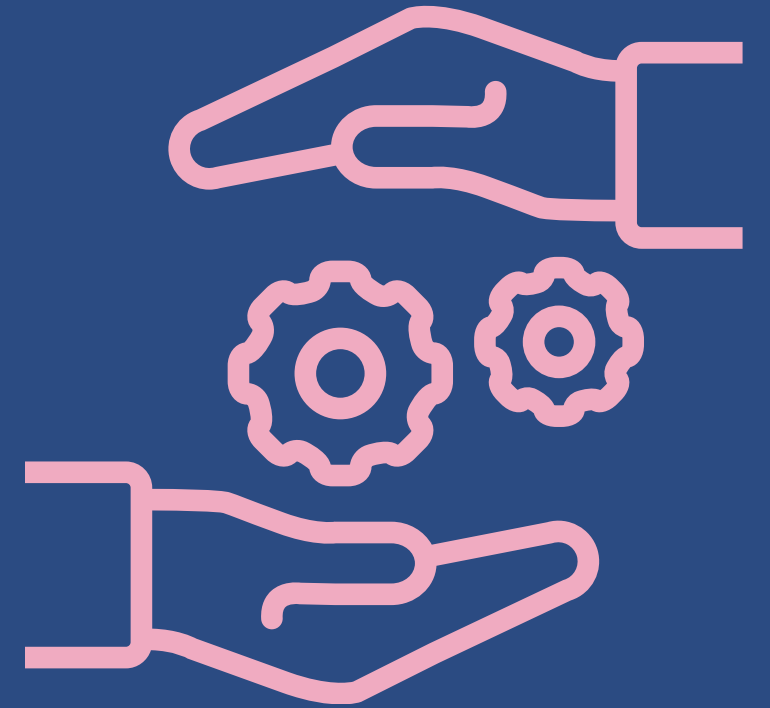
current content dev partners

singapore

- julia gabriel education
- ngee ann polytechnic

usa

- gayle rosen, inc



free content available on freejoo



- adult learning - developing mental skills
- adult learning - developing physical skills
- appreciative inquiry
- attention management
- building assertiveness and self confidence
- building interpersonal skills
- dealing with generation gaps
- delivering constructive criticism
- digital citizenship
- diversity and inclusion
- emotional intelligence at work

- future of education: helping teachers stay relevant
- health and wellness at work
- importance of continuous professional development
- improving mindfulness
- improving self-awareness
- increasing your happiness
- introduction to online teaching
- maintaining a work-life balance
- managing workplace anxiety
- managing workplace harassment
- measuring results from training

paid content available on freejoo - i



- being a likeable boss
- blended learning for elementary schools
- blended learning for high schools
- blended learning for tertiary schools
- body language
- business etiquette
- business succession
- change management
- coaching and mentoring
- conducting employee reviews
- conflict resolution
- creating constructive online assessments
- creating webinars
- creating your first online course
- creative problem solving
- crisis management
- critical thinking
- design thinking for educators
- designing inclusive learning environments
- developing a lunch and learn
- developing as a manager
- developing communication strategies
- developing corporate behavior
- developing creativity
- developing engaging online learning environments 101
- developing engaging online learning environments 201

paid content available on freejoo - ii



- digital literacy for non-technical educators
- teaching entrepreneurship
- facilitation skills
- financial literacy for educators
- futurepreneur 101
- futurepreneur 201
- goal setting
- handling difficult individuals
- knowledge management
- leadership
- learning to take initiative
- life coaching
- manager management
- managing personal productivity
- marketing basics
- media and public relations
- meeting management
- learning essentials
- motivation
- negotiation skills
- networking
- organizational skills
- personal branding
- personal productivity
- presentation skills
- project management

paid content available on freejoo - iii



- public speaking
- respect in the workplace
- risk assessment and management
- safety in the workplace
- self-leadership
- sensitivity training
- servant leadership
- social intelligence
- social learning
- social media in the workplace
- soft skills for 21st century education
- stress management
- supervising others
- team building
- teleworking
- time management
- train the trainer
- trust building and resilience
- workplace violence