



Hallway



HALLWAY

VENTURE PITCH
PAUL BROWN
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Introduction



The International School market generates more than \$ 81 billion USD in education fees and has seen strong growth coming out of the pandemic (HolonIQ, 2022). The industry growth is primarily due to English being recognized as a global language and the demand for English competency to get into the best universities. There are approximately 13,000 International schools, serving 5.8 million students and employing 571,000 teachers. According to the ISC, student enrolment and new school development have doubled over the past ten years and shows continued momentum (ISC Research 2022).

With this increase in international schools comes the demand for native English-speaking teachers. The hiring process of English teachers is struggling to keep up with demand. While 97% of teachers are looking for jobs online, international schools struggle to meet hiring demands. International teaching has a large turnover at an average of 17% yearly turnover per school (Mancuso et al. (2010).

A gap in the industry is for a marketplace to connect teachers directly to the rapidly growing demands of international hiring. Hallway will fill this gap by creating a website to connect teachers, build user profiles, showcase experience and allow schools to hire candidates directly without the need for recruiters.

Company Description



Hallway is proposing to create an industry-specific website that allows teachers to create profiles to showcase their academic accomplishments, teaching experience and other industry-related qualifications.

International teachers have shown they want industry-specific job sites rather than all-encompassing job listings. Hallway offers international schools the opportunity to create profiles that showcase their school, build their employee network, post job openings and browse actively looking teachers.





For Schools

Gives page to showcase their school with real time updates of events, open houses, sporting events, extra projects etc. Allowing teacher candidates to look at the school and get a better understanding of it before applying for a job – making for a better professional fit saving time and money updating websites and hiring recruiters.

For Teachers

Allows teachers to create profile that represents them and allows potential employers to get a better understanding of them than just a resume. Can showcase events they participated in, teams they coached or professional development they attended. Allows teachers to understand a school before applying, saving time and money and moving to another country without understanding the school.



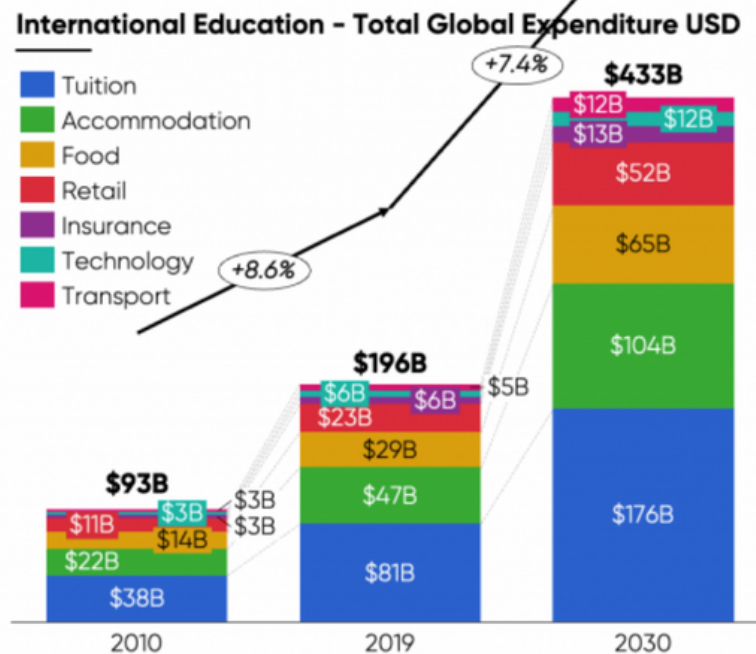
Industry Analysis

HOLONIQ. GLOBAL IMPACT INTELLIGENCE

Holon IQ

Total International Education expenditure will grow from \$196B pre-pandemic and reach \$433B by 2030.

- Tuition.** Average expenditure per student varies significantly by market and credential, ranging from a few thousand to one hundred thousand per year. As the market resurges, global tuition will reach \$176B by 2030. The US, UK, Australia and Canada make up around 80% of global tuition, representing around half of the total volume at relatively premium price points.
- Accommodation.** Pre-pandemic global investment in purpose-built student accommodation peaked around \$16B per year. In each major location, approximately 40% of the funding comes from cross border sources. Global accommodation expenditure will reach \$104B by 2030.
- Food.** International students influence the cultural diversity of a study destination and the internationalization of an institution. International students spent \$29B on food in 2019, expanding by 2030 to \$65B. Beyond the nutritional basics, they create demand for more variety and flavors from home.
- Retail.** From department stores to online shopping, international students spent a combined \$23B in 2019 with that number approach \$52B by 2030.
- Insurance.** Health and other insurances represent \$6B in 2019, \$13B by 2030.
- Technology.** Laptops, phones and other devices represent \$6B in 2019.
- Transport.** Planes, trains and automobiles represent another \$5B in 2019.



Source: HolonIQ, February 2022. All numbers in the chart are rounded to the nearest billion and as such may not appear to add correctly in some circumstances.

www.holoniq.com

The total value of the international education market is on pace to grow to \$433 billion at a CAGR of 7.4%. The 5 million student enrollment is looking to grow to 8 million students by 2030 (HolonIQ, 2022). This increase in student enrollment increases schools' demand for hiring qualified teachers.



Business Model




Teachaway.com (a direct competitor to Hallway), located in Vancouver, BC, charges as much as \$499 for a 30-day single job posting. In 2016 they saw net revenues between \$2 - 5 million. Teachaway.com sees over 50,000 job applicants each month. High competition to fill roles in the growing market brings competition to hire teachers and schools are willing to pay to reach the right candidates. Hallway will use this similar model.

Featured Jobs



Featured Job

High School English Teacher

 Kang Chiao International School Kunshan Campus  Kunshan City, China  License required
Ongoing




QUICK APPLY

[View Job Details](#)



Featured Job

IB Chemistry Teacher

 Kang Chiao International School Kunshan Campus  Kunshan, SuZhou, China  License required
Ongoing




QUICK APPLY

[View Job Details](#)



Featured Job

A-Level Chemistry Teacher

 Kang Chiao International School Kunshan Campus  Kunshan, SuZhou, China  License required
Ongoing




QUICK APPLY

[View Job Details](#)



Featured Job

IB Mathematics Teacher

 Kang Chiao International School Kunshan Campus  Kunshan, SuZhou, China  License required
Ongoing

QUICK APPLY

[View Job Details](#)



Market Competition

Schools may join Hallway for free if they are registered International school. However, if they would like to post job openings they need to pay for single posts or a subscription service for unlimited job postings. The jobs will show up in real time on the job board but also show on their schools landing page so teachers can see if the schools they are viewing are hiring. Schools can directly view candidate's profiles, teaching experience and past school employment. This makes for a more personal and effective hiring process and saves time on candidates they are looking to pursue further.

Competitors:

<https://www.tieonline.com/default.cfm>

<https://www.searchassociates.com/>

<https://www.teachaway.com/>

<https://www.tes.com/>

Conclusion



Hallway a networking platform and global community that connects international teachers directly to International Schools. Our platform saves schools money in the hiring process and creates a better professional fit. We also create confidence in teachers to find the right schools for them, increasing the chance of longer contracts and happier work environments.

Hallway will need initial seed money to get started and outsource website development and server hosting. Hallway will then look for additional funding once a user base has been established.

THANK YOU



References:

ISC Research. (2022, July). International School Data for 2022. Retrieved from <https://iscresearch.com/>

Mancuso, S., Roberts, L., White, G. (2010). *Teacher retention in international schools: The key role of school leadership*. Journal of Research.

HolonIQ. (2023). *International Education Market Set to Reach \$433B by 2030*. Retrieved from <https://www.holoniq.com/notes/196b-international-education-market-set-to-reach-433b-by-2030>