

**Weaknesses**

One of the main problems with my project is the technical quality of the elevator pitch; the pace was slow, visuals not ideal, and sound quality poor. I would love to be able to film and edit it professionally. A quicker pace and better voice-over, could better capture the investor’s attention.

My deck has too much text. This again is due to technical limitations. Ideally, if presented to a live audience, I would use more graphic slides and explain them. However, obtaining enough suitable free copyright images and doing a good enough voice-over of the deck slides was beyond my means.

In terms of the feasibility of the project, filming workshops is expensive, but many conferences take place in colleges and universities that have TV and video students that could be asked to volunteer their know-how; at least until regular funding is obtained. It is, however, a weakness, and the success of the project depends on obtaining adequate financial support or contributions from existing teacher associations.

**Strengths**

The market niche is very real and large. English Language Teacher’s only options are Master’s degrees, Cambridge certificates like the TKT and CELTA, and the very odd course; however, none are free. There are more than 50 English Language Teacher associations worldwide that would love to attract more members and to strengthen their professional community; by supporting eLT-PD, they can offer their members practical, accessible and free online professional development. Language schools could make use of the workshop database of to organize regular professional development for their teachers; teacher training institutes could make use of the workshops to enrich their courses; teachers could have access to workshops from conferences they can never attend; and the associations that donate the filmed workshops may attract people to future conferences. By only giving free access to members of one of the affiliated teacher associations, we promote the creation of a professional identity and enlarge and enrich the English Language Teaching community.

**Overall**

I am really glad I took ETEC 522. Before this, I had no idea what the difference was between a profit and non-for profit venture, and that the latter was even possible online. I am passionate about teaching and sharing what I know, and I know there are many other teachers out there like myself. My dream is to one day be able to launch a venture like the one described above in order to strengthen my professional community, and in turn, help our students. Why professional development? Because…

“… when we are no longer learning, we no longer teach,

because we have lost the power to exemplify what it

means to be intellectually active**.”**

(FRIED R L (1995) *The Passionate Teacher: A Practical Guide”*: Boston: Beacon Press )