



Teacher Hub

High-Level Feasibility Study

Submitted to:

The Ministry of Digital Economy and Entrepreneurship

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Founders and investors considering this project are advised to conduct further analysis on projected adoption rates, development costs, and ongoing operational expenses. This additional scrutiny will help mitigate potential risks related to technology challenges, changes in regulations, market penetration, and competitive pressures.

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A National Entrepreneurship Policy Project



Ministry of Digital Economy
and Entrepreneurship



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Executive Summary

Teacher Hub aims to strengthen the educational landscape of the MENA region by empowering educators to thrive in the evolving digital era. According to Research & Markets, the global education technology market size is expected to reach USD 348 billion by 2030, growing at a CAGR of 13.4% from 2024 to 2030¹. Teacher Hub emerges as a promising platform. It addresses critical gaps in educational outcomes and market demands by offering educators comprehensive tools and a supportive ecosystem to expand their impact while enabling them to monetize their skills and launch their tutoring business and grow their reach.

The platform integrates features and tools from leading edtech and gig economy models, providing educators with essential resources such as website builders, branding kits, scheduling tools, and marketing support. Educators can showcase their expertise through customizable profiles, connecting easily with potential clients to discover and engage their services. Moreover, Teacher Hub features a dynamic marketplace where educators can offer one-on-one tutoring, group classes, workshops, and webinars, as well as sell educational content ranging from video lectures to worksheets and exams.

Revenue streams are diversified, including subscription packages, transaction commissions, and sponsored projects, ensuring robust financial growth and sustainability. Initial projections indicate promising market adoption, with subscription packages forecasted to grow from 500 units in the first year to 5,500 units by the fifth year. Likewise, transaction commissions are expected to grow significantly, reflecting heightened marketplace activity and educator engagement.

Teacher Hub is not just a platform but a catalyst for educational entrepreneurship in MENA, leveraging technology to expand access and reach. Through strategic partnerships, continuous innovation, and a deep understanding of regional educational dynamics, Teacher Hub is poised to empower educators, elevate educational standards, and shape the future of learning across MENA.

I. Introduction

In a rapidly evolving educational landscape marked by widening skills gaps and challenges in primary, secondary, and higher education sectors in Jordan, Teacher Hub emerges as a promising solution for addressing the disconnect between educational outcomes and market demands, and MENA's burgeoning edtech sector growth. By empowering educators through a versatile marketplace and robust support tools, Teacher Hub seeks to enhance accessibility, quality, and relevance of educational services across the region. With a focus on technological innovation, community building, and strategic growth, Teacher Hub is poised to redefine the role of teachers within the educational entrepreneurship landscape in MENA.

¹<https://www.researchandmarkets.com/reports/5415585/global-education-technology-market-size-share-and#:~:text=Education%20Technology%20Market%20Growth%20%26%20Trends,line%20with%20advances%20in%20technology>.

2. Market Analysis

According to Research & Markets, the global education technology market size is expected to reach USD 348 billion by 2030, growing at a CAGR of 13.4% from 2024 to 2030². The MENA (Middle East and North Africa) region is experiencing significant growth in the edtech sector, driven by government initiatives to improve education quality and accessibility³. According to Verified Market Research, the Middle East EdTech Market size was valued at USD 5,632 Million in 2022 and is projected to reach USD 11,249 Million by 2030, growing at a CAGR of 9.14% from 2024 to 2030⁴.

In the realm of educational technology (EdTech) platforms, notable names include **Coursera and Khan Academy**, renowned for their extensive online course offerings catering to diverse educational needs globally. **Edraak**, focusing on the Arab world, and **Noon Academy**, targeting the Middle East, provide online courses and tailored educational resources and tutoring services, contributing significantly to regional educational advancements. In the gig economy sector, platforms such as **Upwork** and **Fiverr** enable educators and freelance tutors to offer specialized services, including tutoring and content creation, to a broad client base.

Teachers Pay Teachers stands out as a platform where educators can create, share, and sell educational materials, fostering a collaborative environment among teachers worldwide. Teachers Pay Teachers (TPT) is a global platform where educators from around the world can create, share, and sell educational resources. It is not specific to the MENA region but caters to teachers globally. While it is used by educators worldwide, its operations and user base are not limited to any specific geographic region like the MENA area.

Oztaz is a competitor from the MENA region that offers personalized learning plans, it is considered one of the leading online private tutoring platforms trusted by academic institutions such as AUB, AUD, and Aldaar Academies. While not considered a competitor, the start-up should also be aware of **Aanaab** which is Saudi Arabia-based online platform that facilitates the ongoing professional and personal development of Arab teachers through distance learning solutions.

I Business Model

Teacher Hub is an edtech platform designed to empower teachers in the MENA region by providing them with the tools and network they need to start and grow their own tutoring businesses. It's the ultimate one-stop shop for educators looking to monetize their expertise through a teacher marketplace, connect with potential clients and offer their services to a broader audience. The platform integrates features from leading edtech and gig economy platforms, ensuring a seamless and efficient experience for teachers.

²<https://www.researchandmarkets.com/reports/5415585/global-education-technology-market-size-share-and#:~:text=Education%20Technology%20Market%20Growth%20%26%20Trends,line%20with%20advances%20in%20technology.>

³ <https://univdatos.com/report/middle-east-edtech-market/>

⁴ <https://www.verifiedmarketresearch.com/product/middle-east-edtech-market/>

The hub provides a comprehensive suite of tools and resources to help teachers establish and manage their own tutoring businesses. This includes website builders, branding kits, scheduling tools, payment processing, and marketing support. Teachers can create customized profiles showcasing their expertise, certifications, and student reviews, making it easier for potential clients to find and hire them. The hub also offers a marketplace where teachers can list their services, such as one-on-one tutoring, group classes, workshops, and webinars and publish and sell their content from video lectures to worksheets and exams.

Service Offerings

Basic subscription-based package: This is the basic educator profile with a list of teacher services, which includes creating a page for the teacher including the visuals and content, calendar booking, online meeting link. Here the founder of Teacher Hub can decide which one works best for the product but there is no need to rebuild the wheel. This list of teacher services is all set up by Teacher Hub's team creating a professional online presence on the portal for the teacher.

Premium package: Once the educator expands and has high demand on his or her services, they are able to set up virtual workshops and programs to accommodate such needs. Teacher Hub's team can help the teacher with branding, provide automated messaging, and WhatsApp services. Teachers can also subscribe for premium packages related to promotion and highlights on the platform. The premium package is suitable for teachers who are invested in growing their students base or already have a following and want to upgrade their business to be more professional and optimized for growth.

Transaction commissions: Marketplace where teachers can sell products such excel sheets/educational activities and services such as tutoring sessions, video lectures or workshops. Every time somebody purchases a product or a service, Teacher Hub gets 5% of the transaction fees. In the first year, subscriptions in the marketplace are open to everyone in order to promote the hub to the largest pool possible for teachers given the importance to recruit a diverse and sizable volume of them to help the network effect to kick-in as they attract students to the hub.

Sponsored projects: This is an impact-oriented revenue stream for donors and educational agencies seeking to leverage top-performing teachers to create educational resources and content for educators and students. Teacher Hub recruits expert teachers to develop content in specific subjects, remedial programs, or promote development goals like the SDGs and climate change awareness. Utilizing the subscribed teachers in its talent pool, Teacher Hub harnesses their expertise to generate high-quality educational content for clients looking for specialized skills, enhancing the overall educational landscape and addressing K-12 weaknesses.

Revenue

Teacher Subscription Packages: Projected demand for Teacher Subscription packages is expected to increase from 500 units in the first year to 5,500 units in the fifth year. This growth indicates a rising adoption of the platform among educators seeking basic service access. Revenues from these subscriptions can potentially grow from JOD 90,000 in the first year to JOD 825,000 in the fifth year.

Premium Support Subscription Packages: Premium Support Subscription packages, suitable for growth, show a projected demand increasing from 100 units initially to 1,600 units in the fifth year. This trend suggests an increasing preference among teachers for enhanced support services. Sub-total revenues for these packages could rise from JOD 18,000 in the first year to JOD 240,000 in the fifth year.

Transaction Commissions: Projected transaction commissions, based on a 5% fee per transaction averaging 20 JODs each (with the primary revenue projected to come from tutoring sessions), are anticipated to generate increasing revenues as transaction volumes grow. The revenue from transaction commissions is projected to increase from JOD 108,600 in the first year to JOD 1,075,000 in the fifth year, reflecting growing marketplace activity and teacher engagement.

Sponsored Projects: This revenue stream is launched in year 2, starting with one partnership and growing into 4 in year 5, generating a revenue of JOD 20,000 in year 2 and growing to JOD 100,000 in year 5.

Table 1: Revenue projection

Description / Year	1	2	3	4	5
Projected Demand (Quantity) Teacher Subscription	500	1,500	2,000	4,000	5,500
Price / Unit Teacher Subscription	180	180	150	150	150
Sub-total Teacher Subscription	90,000	270,000	300,000	600,000	825,000
Projected Demand (Quantity) Premium Support Subscription Packages	100	200	500	1,200	1,600
Price / Unit Premium Support Subscription Packages	180	180	150	150	150
Sub-total Premium Support Subscription Packages	18,000	36,000	75,000	180,000	240,000
Projected Demand (Quantity) Transaction Commissions	150	700	1,500	2,000	2,500
Price / Unit Transaction Commissions	4	4	4	4	4
Sub-total Transaction Commissions	600	2,800	6,000	8,000	10,000
Total Revenues	108,600	308,800	381,000	788,000	1,075,000

In conclusion, Teacher Hub can potentially experience substantial revenue growth over the projected five-year period, driven by increasing adoption of subscription packages and rising transaction volumes within its marketplace. These projections suggest a promising outlook for revenue expansion, provided the platform effectively captures and retains its target market of educators in the MENA region and attracts enough students to purchase their services through the Hub.

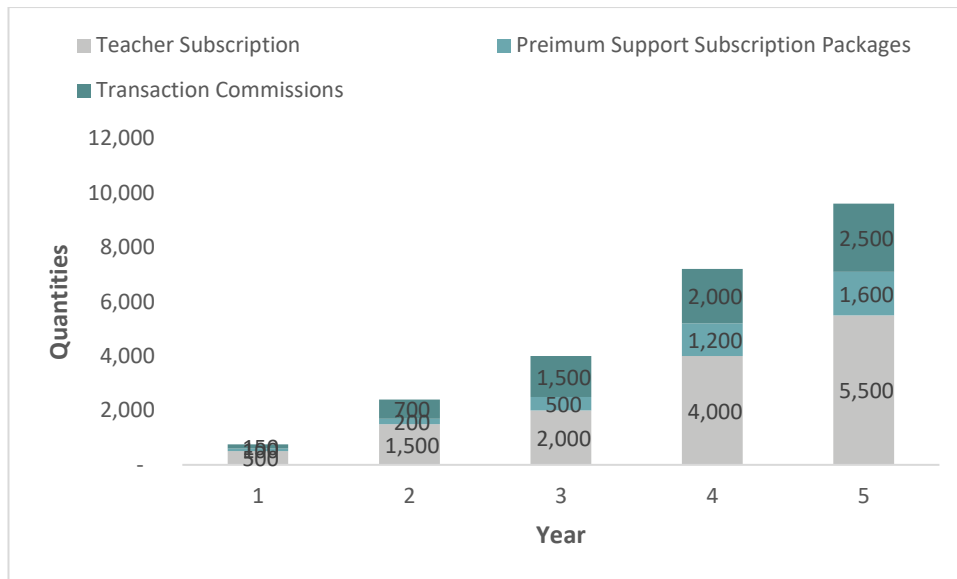


Figure 1: Product Mix by Quantity

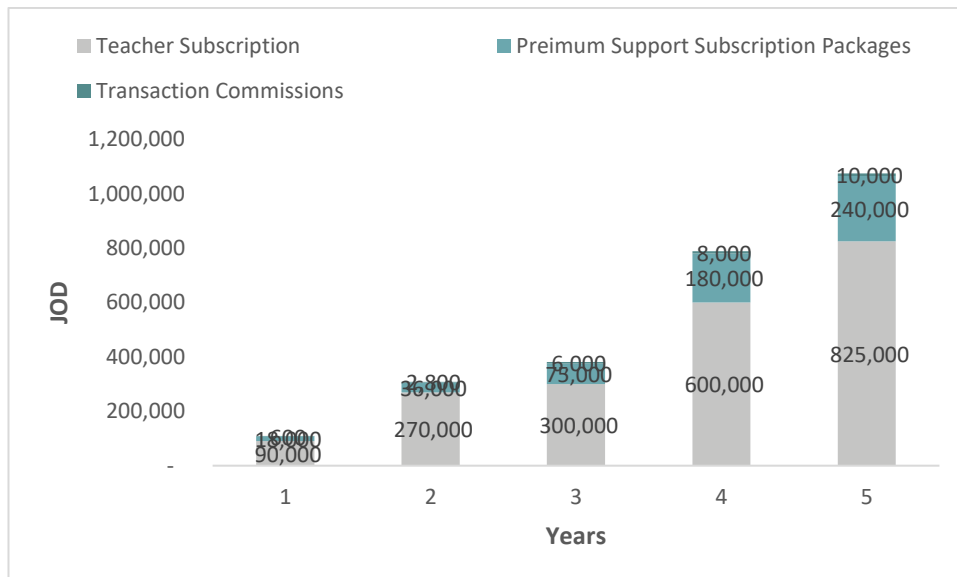


Figure 2: Product Mix by Revenue

3. Technical Analysis

Teacher Subscription Packages: COGS per unit remains constant at JOD 50 throughout all five years (conservative assumption). Sub-total COGS for Teacher Subscription packages increase linearly from JOD 25,000 in the first year to JOD 275,000 in the fifth year, directly correlating with the growth in projected demand from 500 units to 5,500 units.

Premium Support Subscription Packages: COGS per unit for Premium Support Subscription packages also remains constant at JOD 150 across all years. Sub-total COGS for these packages rise steadily from JOD 15,000 in the first year to JOD 240,000 in the fifth year, aligning with the projected increase in demand from 100 units to 1,600 units.

Transaction Commissions: There are no COGS for Transaction Commissions which increases the profit margin of this revenue stream.

Sponsored Projects: The COGS for this revenue stream are marked at 50% of the revenue in the first year this service is launched, and they decrease 40% in the second year onwards.

Table 2: Cost of Goods Sold – Five Year Projection

Description / Year	1	2	3	4	5
Projected Demand (Quantity) Teacher Subscription	500	1,500	2,000	4,000	5,500
COGS / Unit Teacher Subscription	50	50	50	50	50
Sub-total Teacher Subscription	25,000	75,000	100,000	200,000	275,000
Projected Demand (Quantity) Premium Support Subscription Packages	100	200	500	1,200	1,600
COGS / Unit Premium Support Subscription Packages	150	150	150	150	150
Sub-total Premium Support Subscription Packages	15,000	30,000	75,000	180,000	240,000
Projected Demand (Quantity) Transaction Commissions	150	700	1,500	2,000	2,500
COGS / Unit Transaction Commissions					
Sub-total Transaction Commissions	-	-	-	-	-
Total COGS	40,000	105,000	175,000	380,000	515,000

In conclusion, Teacher Hub's COGS trend analysis reveals stable unit costs for subscription-based revenues, ensuring predictable cost management as demand grows. However, further clarification or additional data is needed to fully assess operational costs related to transaction commissions and overall profitability.

Human Resources

The trend analysis of the employee data over a five-year span suggests potential patterns of growth and stability that could emerge. Initially, the Teacher Hub may start with only two roles: CEO and Lead Engineer. From Year 1 to Year 2, there could be a significant increase in the workforce, with the potential introduction of three new roles: Product Manager, Customer Support, and Sales Specialist. This expansion could result in a total of five employees. The number of employees might then remain stable for some time. In Year 4, the Teacher Hub could add another role, Software Engineer, increasing the total number of employees to six. This total could remain unchanged in Year 5. Throughout the five years, certain roles like CEO and Lead Engineer might remain consistently filled, while others could be introduced progressively. The overall trend suggests an initial phase of rapid growth, followed by a period of stability with occasional incremental additions to the workforce reflecting the platform's increased targets.

Table 3: Manpower recruitment plan – five-year projection

Title / Year	1	2	3	4	5
CEO	1	1	1	1	1
Lead Engineer	1	1	1	1	1
Product Manager		1	1	1	1
Customer Support		1	1	1	1
Sales Rep		1	1	1	1
Software Engineer				1	1

Initially, the Teacher Hub might project salary costs for two roles, CEO and Lead Engineer. From Year 1 to Year 2, there could be a significant increase in workforce costs with the potential addition of roles such as Product Manager, Customer Support, and Sales Rep, each contributing to the total salary expenditure. By Year 4, the addition of a Software Engineer could further increase salary costs. The total HR salaries might increase from JOD 42,000 in Year 1 to JOD 144,200 by Year 5.

The Teacher Hub could also expect an increase in Social Security costs, rising from JOD 5,985 in Year 1 to JOD 20,549 by Year 5. Health insurance costs might remain stable at JOD 5,000 in Year 1 but could see a substantial rise to JOD 15,000 from Year 2 onward. Consequently, the total HR cost could grow from JOD 52,985 in Year 1 to JOD 179,749 by Year 5. This overall trend suggests an initial phase of rapid financial growth due to the expansion of the workforce, followed by a period of stability with occasional incremental additions to salary and social security costs, potentially leading to a well-managed and predictable financial future for the Teacher Hub.

Table 4: Manpower total cost – five-year projection

Title / Year	1	2	3	4	5
CEO	21,000	23,800	28,000	32,200	35,000
Lead Engineer	21,000	23,800	28,000	32,200	35,000
Product Manager	-	15,400	18,200	21,000	23,800
Customer Support	-	7,000	9,100	11,200	15,400
Sales Rep	-	7,000	9,100	11,200	15,400
Software Engineer	-	-	-	16,800	19,600
Total HR Salaries	42,000	77,000	92,400	124,600	144,200
Social Security Cost	5,985	10,973	13,167	17,756	20,549
Health Insurance Cost	5,000	12,500	12,500	15,000	15,000
Total HR Cost	52,985	100,473	118,067	157,356	179,749

The projected cost of the operational expenses (OpEx) data over a five-year span suggests potential patterns of expenditure growth and stability that could emerge. Initially, the Teacher Hub might anticipate a rent expense for a serviced office starting at JOD 2,000 in Year 1, potentially increasing to JOD 4,000 by Year 5. The costs for consultants might be introduced

in Year 2 at JOD 3,000, remaining stable for a couple of years before potentially increasing to JOD 5,000 in Year 4 and Year 5. Advertising expenses could begin at JOD 5,000 in Year 1 and increase to JOD 10,000 from Year 3 onward. Legal and accounting fees might remain stable at JOD 2,200 each year.

The sub-total operational expenses could rise significantly, from JOD 62,185 in Year 1 to JOD 200,948 by Year 5. Other costs might follow a similar pattern, starting at JOD 6,218 in Year 1 and potentially increasing to JOD 20,094 by Year 5. Consequently, the total operational expenses could grow from JOD 68,403 in Year 1 to JOD 221,043 by Year 5. This overall trend suggests an initial phase of controlled spending with steady increases in specific areas such as advertising and consulting, potentially leading to a well-structured financial plan that accommodates growth and anticipates future expenditures.

Table 5: Operational Expenditures – five-year projection:

Description / Year	1	2	3	4	5
Rent in Serviced Office	2,000	3,600	4,000	4,000	4,000
Consultants		3,000	3,000	5,000	5,000
Advertising	5,000	7,000	10,000	10,000	10,000
Legal & Accounting Fees	2,200	2,200	2,200	2,200	2,200
Sub-total OpEx	62,185	116,273	137,267	178,556	200,949
Other Costs	6,219	11,627	13,727	17,856	20,095
Total OpEx	68,404	127,900	150,994	196,411	221,043

The trend analysis of the capital expenditures (CapEx) data over a five-year span suggests potential patterns of investment growth and stability that could emerge. Initially, the Teacher Hub might anticipate spending JOD 15,000 each in Year 0 and Year 1 on platform development, subscriptions, and hosting. This expense could increase to JOD 20,000 in Year 2, JOD 25,000 in Year 3, and potentially JOD 30,000 by Year 4 and Year 5.

The expenditure on laptops could start at JOD 3,000 in Year 0, decrease to JOD 1,500 in Year 1, and potentially see no further expenditure in Years 2, 3, and 4 before another investment of JOD 1,500 in Year 5.

The total capital expenditures could begin at JOD 18,000 in Year 0, decrease to JOD 16,500 in Year 1, then rise to JOD 20,000 in Year 2. The total CapEx might further increase to JOD 25,000 in Year 3 and JOD 31,500 in Year 4, before slightly decreasing to JOD 30,000 in Year 5. This trend suggests an initial phase of steady investment in platform development, followed by periodic adjustments in laptop expenditures, ultimately leading to a balanced capital expenditure plan that supports ongoing growth and technological upgrades.

Table 6: Capital Expenditures Cost – five-year projection

Description / Year	0	1	2	3	4	5
Platform (Development + subscriptions and hosting)	15,000	15,000	20,000	25,000	30,000	30,000
Laptops	3,000	1,500			1,500	
Total CapEx	18,000	16,500	20,000	25,000	31,500	30,000

4. Financial Analysis

6.1 Financial Study Assumptions

The feasibility study is based on the following key assumptions:

Discount Rate: The study employs a conservative discount rate of 14%, reflecting a cautious approach to valuation.

Financing Structure: The project is entirely financed by equity. This conservative approach avoids the financial leverage and thus underestimates project value, given the lower cost of debt compared to equity.

Terminal Value: The project assumes a zero-terminal value at the end of year five, aligning with the study's conservative outlook.

Cash Flow Projection: Cash flows beyond year five are excluded from the analysis, focusing on the initial project phase.

Tax Rate: The assumed tax rate of 20% complies with Jordan's income tax law.

Depreciation Rate: Capital expenditure (CapEx) is depreciated at an annual rate of 20%. Any deviation from this rate may impact projected profitability but not project feasibility, as depreciation is a non-cash expense.

Working Capital Assumptions

Operational liquidity requirements are guided by the following assumptions:

Cash Reserves: The project will maintain cash equivalent to 90 days of projected annual operational expenses, ensuring robust liquidity management.

Accounts Receivable (A/R) Collection Period: The average collection period for receivables is 30 days, reflecting expected credit sales conversion into cash.

Capital expenditures expected to be incurred in the first year were included as part of the initial costs of the project.

Provisions were made within the initial cost to cover any potential negative net free cash flow that may arise during the first five years of operation, if needed.

6.2 Financial Study:

6.2.1 Projected Working Capital

Table 7: Working capital projection (JOD)

Description / Year	1	2	3	4	5
Cash	17,101	31,975	37,748	49,103	55,261
Accounts Receivable (A/R)	9,050	25,733	31,750	65,667	89,583
Accounts Payable (A/P)	-	-	-	-	-
Net Working Capital	26,151	57,708	69,498	114,769	144,844
Change in Working Capital		31,557	11,790	45,271	30,075

This table shows that the net working capital needed for the project for the first year of operation is JOD 26,151, which has to increase steadily year over year to reach JOD 144,844 in the fifth year. The steady increase in the working capital comes to cover the rapid increase in the project operations and mainly the increase in the projected revenues.

6.2.2 Project Initial Cost

Table 8: Initial Cost Summary (JOD)

Description / Year	JOD
CapEx	34,500
Net Working Capital	26,151
Total Initial Cost	60,651

The project's initial cost is projected to be JOD 60,651, comprising JOD 34,500 as CapEx and JOD 26,151 as net working capital.

6.2.3 Projected Income Statement

Table 9: Projected Income Statement (JOD)

Description / Year	1	2	3	4	5
Total Revenues	108,600	308,800	381,000	788,000	1,075,000
COGS	40,000	105,000	175,000	380,000	515,000
Gross Profit (JOD)	68,600	203,800	206,000	408,000	560,000
OpEx	68,404	127,900	150,994	196,411	221,043
Net Probit Before Tax and Depreciation	197	75,900	55,006	211,589	338,957
Depreciation	6,900	10,900	15,900	22,200	28,200
Net Pprofit Before Tax	(6,704)	65,000	39,106	189,389	310,757
Tax Expense		11,659	7,821	37,878	62,151
Net Profit	(6,704)	53,341	31,285	151,511	248,605

The projected income statement indicates that the project will generate a loss of JOD 6,704 in the first year of operation. However, from the second year onwards, the net profit is expected to be positive and increase gradually over the study period, reaching JOD 248,605 in the fifth year of operation.

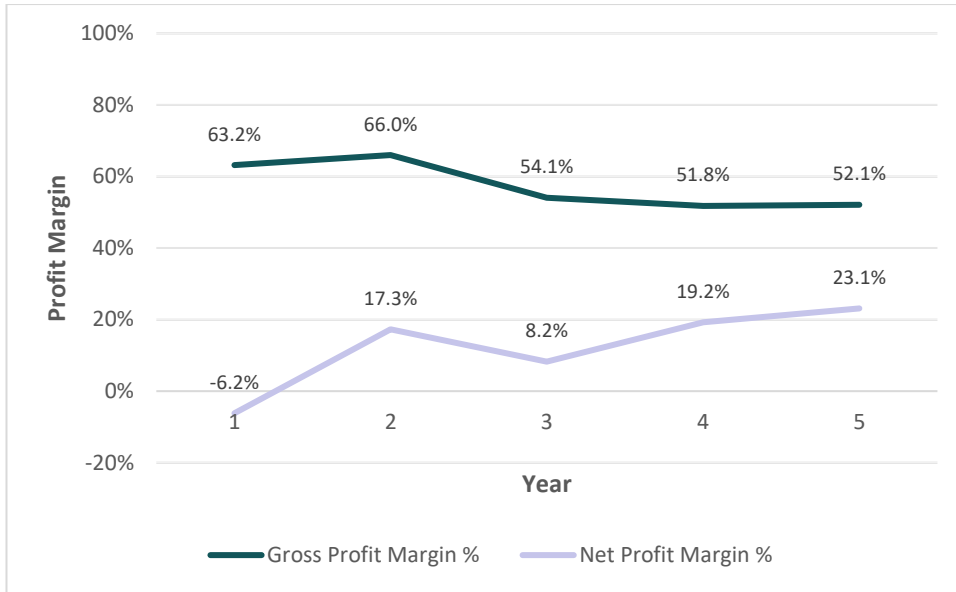


Figure 3: Gross vs Net Profit Margin

In the first year of operation, the project is expected to generate a negative net profit margin of 6.2%. However, the net profit margins are expected to be positive and increase gradually from the second year onwards. In the fifth year of operations, the gross profit margin is expected to be 52.1%, and the net profit margin is 23.1%.

On the asset management side, the study shows that the return on investment will increase steadily from -11.1% in the first year of operation to 148.7% in the fifth year.

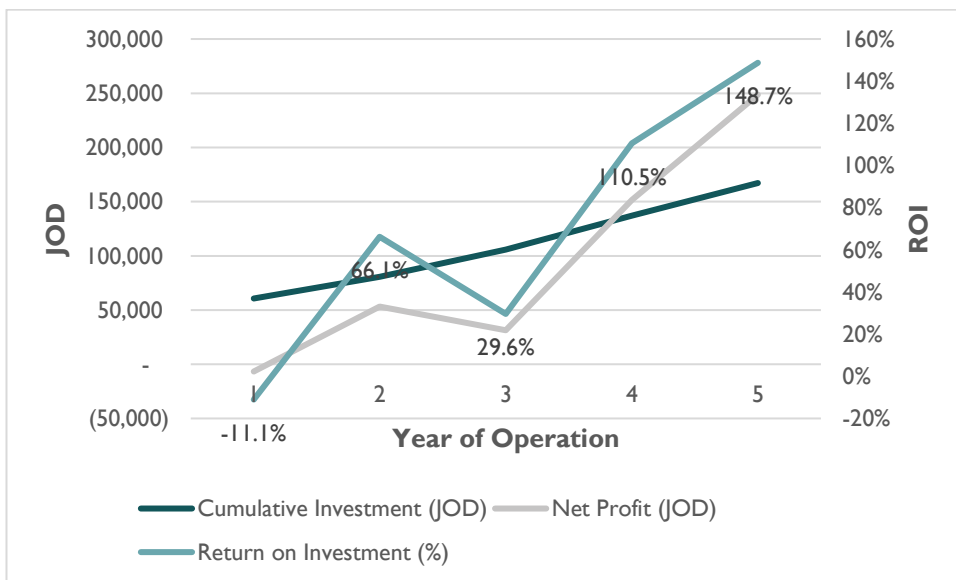


Figure 4: Return on Investment

6.2.4 Projected Free Cash Flow Statement

The table below demonstrates that the project can generate a positive free cash flow in the first year of operation, JOD 197. Furthermore, the free cash flow is expected to be positive and increase gradually over the course of the study. By the end of your five, the projected free cash flow will reach JOD 216,731.

Table 10: Free Cash Flow (FCF) Projection (JOD)

Description / Year	0	1	2	3	4	5
Cash-In Flow						
Net Profit		-6,704	53,341	31,285	151,511	248,605
Depreciation		6,900	10,900	15,900	22,200	28,200
Injected Capital	60,651					
Total Cash-In Flow (JOD)	60,651	197	64,241	47,185	173,711	276,805
Cash-Out Flow						
Initial Cost	60,651		20,000	25,000	31,500	30,000
Changes in Working Capital			31,557	11,790	45,271	30,075
Total Cash-Out Flow (JOD)	60,651	-	51,557	36,790	76,771	60,075
Free Cash Flow (JOD)	-	197	12,684	10,395	96,940	216,731

Based on these results, the project's feasibility indicators demonstrate its viability, with a net present value of JOD 126,256.7 and a profitability index of 3.08. Moreover, the project's internal rate of return (IRR) is expected to be 47.54%, indicating feasibility is not sensitive to changes in market conditions.

Feasibility Indicators	Value
Net Present Value (NPV)	126,257
Profitability Index (PI)	3.08
Internal Rate of Return (IRR)	47.54%

6.3 Sensitivity Analysis

To assess the project's sensitivity to market conditions, a sensitivity analysis was conducted involving six unfavourable scenarios:

- Decrease projected revenues by 5% while keeping other variables constant.
- Decrease projected revenues by 10% while keeping other variables constant.
- Increase operational expenditure by 5% while keeping other variables constant.
- Increase operational expenditure by 10% while keeping other variables constant.
- Increase initial costs by 5% while keeping other variables constant.
- Increase initial costs by 10% while keeping other variables constant.

Table 11: Sensitivity analysis outcomes

Sensitivity Scenario	Net Present Value (NPV)	Profitability Index (PI)	Internal Rate of Return (IRR)
Original Case	126,257	3.08	47.54%
Drop in revenue by 5%	56,309	1.85	29.36%
Drop in revenue by 10%	(49,002)	0.54	2.73%
Increase in OpEx by 5%	101,184	2.56	39.96%
Increase in OpEx by 10%	75,915	2.10	32.86%
Increase in initial cost by 5%	123,224	2.93	45.86%
Increase in initial cost by 10%	114,435	2.58	41.53%

The sensitivity analysis shows that, in general, the project is feasible and not sensitive to unfavourable market conditions. Apart from the 10% drop in revenues scenario, the project's economic feasibility is strong and viable under all the above-mentioned scenarios. The drop in revenues has a more dramatic impact on the project viability than the increase in the OpEx or initial cost by the same magnitude. It is recommended that investors check and further study the market to ensure that the projected revenues are achievable within the thresholds of the proposed initial cost and operational expenditures.

5. Integration with Other Sectors

Language Learning: With the rising demand for language learning, especially English and Arabic, Teacher Hub can collaborate with language learning platforms and institutions. Teachers can offer language tutoring services, leveraging the platform's tools to create immersive and interactive language courses. This sector integration can help reach a broader audience, including expatriates, students, and professionals seeking language proficiency.

Test Preparation: Teacher Hub can partner with educational institutions and Teacher Hubs that offer test preparation services for standardized tests such as the SAT, TOEFL, IELTS, GRE, and other international, regional, and local exams. Teachers can provide specialized tutoring sessions, study materials, and practice tests, enhancing students' performance. This integration aligns with the goal of supporting educational advancements and addressing specific student needs.

Higher Education and Universities: Collaborating with universities and colleges, Teacher Hub can offer adjunct teaching opportunities, online courses, and workshops. University professors and lecturers can join the platform to reach a wider audience and provide specialized courses. This integration can help bridge the gap between traditional higher education and modern online learning, making advanced and practical education away from theory more accessible.

Non-Profit and NGOs: Teacher Hub can work with non-profit Teacher Hubs and NGOs focused on education and community development. Teachers on the platform can volunteer their time or offer discounted tutoring services to underserved communities, refugees, and disadvantaged students. This integration would not only fulfil a social responsibility but also expand Teacher Hub's reach and impact in promoting education for all.

By integrating with these sectors, Teacher Hub can diversify its service offerings, reach new markets, and enhance its value proposition, ensuring sustainable growth and a broader impact on education across the MENA region.

6. Entrepreneur Persona

Entrepreneur: With a background in educational technology and business development, the entrepreneur should be dedicated to reimagining the MENA region's educational landscape. They aim to empower educators through Teacher Hub, a platform designed to help them establish and expand their tutoring businesses and knowledge monetization with the use of technology.

Educational Technology Expertise: Understanding of how technology can enhance teaching and learning experiences, including familiarity with educational software, platforms, and trends. This is important especially when working with the engineering and product development teams.

Business Development: Skills in identifying market opportunities, creating business strategies, and implementing growth plans through solid sales and marketing specific to the edtech sector.

These skills collectively enable the entrepreneur to effectively lead the development and growth of Teacher Hub, supporting educators in their entrepreneurial endeavours within the MENA region.

7. Stakeholders

Educators: Teachers and tutors across the MENA region who utilize Teacher Hub to start, manage, and grow their tutoring businesses. They benefit from access to tools, resources, and a marketplace to showcase their expertise and connect with students.

Students: Individuals seeking educational support, including tutoring, workshops, and educational content offered through Teacher Hub. Students benefit from access to a diverse range of educators and educational materials tailored to their needs.

Parents: Guardians and parents of students who engage with Teacher Hub's educational services. They are stakeholders as they often make decisions about educational support and services for their children.

Educational Institutions: Schools, colleges, and universities that may collaborate with Teacher Hub to provide adjunct teaching services, training programs, or access to specialized educational content.

Government and Regulatory Bodies: Authorities responsible for education policies and regulations in the MENA region. Teacher Hub must navigate regulatory frameworks and can potentially collaborate with government initiatives aimed at improving educational quality and accessibility.

Technology Partners: Companies providing technological infrastructure and support services to Teacher Hub, including software developers, cloud service providers, and telecommunications firms.

Investors: Individuals or entities investing in Teacher Hub's growth and expansion, interested in financial returns and the platform's impact on educational outcomes in the MENA region.

Community organizations and NGOs: Non-profit organizations and community groups involved in education and youth development, potentially partnering with Teacher Hub to extend educational services to underserved communities or support educational initiatives.

8. Risk Assessment

Risk	Impact	Likelihood	Risk Mitigation Technique
Market Adoption Risk	Teachers and students may be slow to adopt the platform, impacting user growth and revenue projections.	Moderate	To mitigate the risk of slow platform adoption among teachers and students, Teacher Hub will implement a multifaceted approach. This includes launching targeted marketing and awareness campaigns to educate potential users about the platform's benefits. Additionally, offering free trials and introductory packages will encourage initial adoption and allow users to experience the platform firsthand.
Technical Challenges	Technical issues, such as platform downtime or security breaches, could undermine user trust and platform reliability.	High	Teacher Hub will invest in a robust, scalable, and secure technical infrastructure to minimize downtime and enhance overall performance. Regular updates and maintenance will be prioritized to keep the platform secure and functional.
Financial Risk	Insufficient funding or revenue generation could impact Teacher Hub's ability to sustain and grow its operations.	Moderate	Diversifying revenue streams through subscription packages, transaction commissions, and sponsored projects will provide a stable financial foundation. Exploration of diverse funding strategies, including venture capital, grants, and strategic partnerships, will secure necessary financial resources to support growth and operations.
Competition Risk	The entry of new competitors or aggressive strategies by existing competitors could erode Teacher Hub's market share given the competitive nature of the edtech space	Moderate	Amidst potential competitive pressures, Teacher Hub will focus on continuously enhancing its unique value proposition to differentiate itself in the market. This will involve ongoing innovation and refinement of platform features to offer a superior user experience. Building strong customer loyalty through exceptional service, personalized support, and community engagement will be prioritized to mitigate the impact of competitive threats.

9. Recommendations

Enhance Teacher Quality and Reviews: Teacher Hub should prioritize enhancing teacher quality by implementing a stringent vetting process to ensure educators meet high standards of expertise and professionalism. This process should include verifying credentials, teaching experience, and methodologies to maintain educational excellence. Encouraging users to provide detailed reviews and ratings after sessions will be crucial in building trust and credibility within the community.

Expand Mobile Accessibility: Given varying access to traditional computers, prioritize mobile compatibility of the Teacher Hub platform. Ensure that all features, including content creation, scheduling tools, and client interactions, are fully optimized for mobile devices to reach a broader audience.

Continuous Content Quality Improvement: Establish mechanisms for ongoing review and enhancement of educational content → Teachers. Solicit feedback from educators and students to ensure relevance, accuracy, and alignment with curriculum standards and educational trends. Continuously optimize the platform's user interface based on user feedback to enhance usability and navigation. Offer responsive customer support services to address user inquiries, technical issues, and feedback promptly.

Market Expansion and Brand Awareness: Invest in marketing strategies to increase Teacher Hub's visibility and attract a wider user base across the MENA region. Leverage digital marketing, social media campaigns, and partnerships with educational influencers to promote the platform effectively.

Sustainability and Scalability: Plan for long-term sustainability by diversifying revenue streams, optimizing operational costs, and planning for scalability as user demand grows. Continuously innovate and adapt the platform to meet emerging educational needs and technological advancements.

Stay Updated with Latest Tools: Remaining at the forefront of educational technology is crucial for Teacher Hub's success. The platform should regularly research and integrate cutting-edge tools and technologies that can enhance educators' online businesses. This includes virtual classroom software, interactive learning tools, and communication platforms that facilitate effective teaching and engagement. Providing comprehensive training and resources to educators on how to leverage these tools effectively will be essential in maximizing their impact on teaching quality and student outcomes.

Implementing these recommendations can strengthen Teacher Hub's position as a leading edtech platform in the MENA region, supporting educational entrepreneurship and improving access to quality education for educators and students alike.

10. Conclusion

Teacher Hub stands poised to support educational entrepreneurship in the MENA region by empowering educators to thrive in the digital age. With a platform that offers comprehensive

tools, customer success, and diverse revenue streams, Teacher Hub addresses critical gaps in access to educational resources and gig opportunities. By fostering collaboration, recruiting quality teachers, and prioritizing data security, Teacher Hub not only meets current market demands but also anticipates future educational trends. As it expands its footprint and deepens its impact, Teacher Hub remains committed to advancing educational outcomes, bridging skills gaps, and contributing to the region's educational growth and development.

In conclusion, the project demonstrates promising feasibility indicators under very restrictive assumptions. Nonetheless, investors are advised to conduct additional analysis on projected demand, initial costs, and operational expenses to mitigate potential risks associated with adverse market conditions that could jeopardize its viability.

Disclaimer

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Founders and investors considering this project are advised to conduct further analysis on projected adoption rates, development costs, and ongoing operational expenses. This additional scrutiny will help mitigate potential risks related to technology challenges, changes in regulations, market penetration, and competitive pressures.

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