

International Markets

Moderator

Kathy Hurley

Panelists

Bob Longo, eTech Group

William Lorie, CTB McGraw-Hill

Andres Moreno, Open English

John Stuppy, TutorVista

Andres Moreno opened the panel. Given the vast number of people currently learning English (2 billion), he wanted to create a more accessible way for people to learn languages. First-generation language programs required the user to choose a level (i.e. beginner, intermediate, advanced). Second-generation language programs created a profile and personalized program for each user based on individual assessment; these create a service rather than a product. "Edutainment" makes learning a language more interesting.

Bob Longo of eTech Group spoke next about the luxuriously slow change rate in the K-12 world. The internet, alternatively, is fast-paced and allows for a more diverse learning environment with better support—there is no time to be very focused or deliberate.

William Lorie represented CTB-McGraw. CTB is the education assessment products and service provided for McGraw Hill (founded in 1926). CTB-McGraw Hill is becoming a global provider, supplying education assessment tools in the Middle East, China and India. Its first market was in based in Qatar, which is currently building a large education environment and acquiring many people and services from the United States and England. It is becoming what Lorie calls an "education city," successful due to CTB-McGraw's regional presence and a desire to facilitate STEM (science, technology, engineering and mathematics) capacity among people.

China, Laurie noted, accommodates the world's largest student population (which engages in regular assessment via state-mandated testing) as well as the second largest number of wired people in a given country (second to the U.S.). The growth of the online population currently outpaces any other country in the world. But with only 300 psychometricians and increasingly more opportunities for outside companies to be involved in certification, the country represents a potential source of prosperity and challenges.

Challenges

- o Insistence on localized products
- o A local partner is necessary for foreign companies. Discussions regarding a potential partnership can take a long time.
- o Strong differences between China and West; i.e. Internet filtering
- o Bring value: Take a gift

John Stuppy's company, TutorVista, has tutored 300,000 students in 27 countries, utilizing scheduled and on-demand tutors. He discussed the various methods and technologies used to enable and enhance global tutoring: VoIP, affordability (\$99/month flat rate), virtual whiteboards, and scope (more than 20 subjects covered). It's like Netflix meets international tutoring – a common consumer technology for academic purposes.

Stuppy also purchased Edurite, a new content group that boasts 6,000 simulations. He described India ("lots of brick and mortar"), home to 1 million schools and 200 million

students, as a huge opportunity. Online tutoring services such as Vista Tutoring (a national brand with 500 centers) and Tutor Vista English Coachings are \$4 billion and \$500 million markets, respectively.

Some international growth issues that Stuppy urged his audience to consider included:

- o Culture
- o Market needs and drivers
- o Products/services
- o Standards/curriculum
- o Technology infrastructure
- o Partner or direct
- o Language localization- accent, spelling terms.
- o Source of funds
- o Human resources – hire, recruit, monitor and manage