

Empowering Entrepreneurs to Succeed

leap

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Introduction to Adeptivity

Adeptivity, an international EdTech startup helmed by a talented multidisciplinary team, promises to catalyze a paradigm shift in how education embraces artificial intelligence. Boldly challenging conventional norms, this venture seeks to interweave cutting-edge AI capabilities into the fabric of learning, ushering in a transformative era where education breaks beyond its traditional boundaries.



For schools, Adeptivity offers a comprehensive platform to track and improve teacher performance, aiding in informed decision-making.

Tapping into the EdTech Market

With a market revenue exceeding \$100 billion in 2022 and a projected growth of 15% in Canada from 2023 to 2027¹, the EdTech sector presents a fertile ground for Adeptivity. The Ontario government's investment of \$50 million in virtual learning² underscores Canada's positive attitude towards EdTech, making it an ideal market for Adeptivity's expansion.

Adeptivity's business model is built around coaching as a service, catering to both individual educators (B2C) and educational institutions (B2B). Starting with Canadian teachers, the plan is to gradually extend services to schools and districts.

Competitive Edge and Market Positioning

The online teacher professional development sector in Canada remains largely untapped, offering a significant opportunity for Adeptivity. Despite competition from government programs and private institutes, Adeptivity's unique blend of personalization and cost-effectiveness sets it apart. The success of their concept in Iran, adapting to local challenges and incorporating feedback from Iranian Canadian educators, further proves their readiness to meet the specific needs of the Canadian market.

Adeptivity's two-year roadmap includes securing legal ownership of its unique creativity theory and leveraging its veteran educators' 28 years of experience. Having established their business in Iran and incorporated in British Columbia, Canada, the team is well-prepared to enter the market. The core team, along with six additional staff members and project-based contributors, forms the backbone of this ambitious venture.

Using various indicators such as validity, flexibility, originality, and elaboration in teaching, the platform fosters a more creative and dynamic classroom environment.

Adeptivity's evaluation criteria extend beyond academic performance, focusing on personal development. Using various indicators such as validity, flexibility, originality, and elaboration in teaching, the platform fosters a more creative and dynamic classroom environment. Teachers are assessed based on their content, attitude, and speaking speed, with performance indicators varying depending on the subject reviewed.

A New Horizon for Canadian Education

Adeptivity stands poised to redefine the Canadian educational landscape, offering a unique solution that merges technological advancement with the essential human touch. By equipping educators with the necessary skills and tools to thrive in an AI-influenced world, Adeptivity is not just adapting education for the future—it's shaping it. 🌟

1. <https://www.researchandmarkets.com/reports/5670291/canada-edtech-market-summary-competitive>

2. <https://news.ontario.ca/>

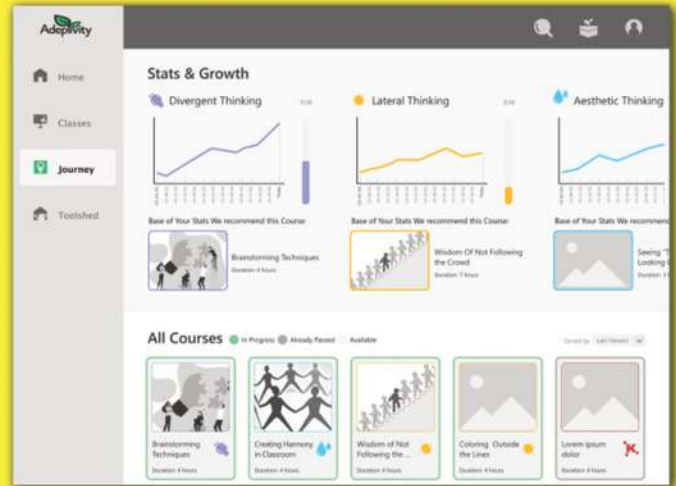
Revolutionizing Education in the Age of AI

The inception of Adeptivity was propelled by the advent of advanced AI technologies like ChatGPT, which prompted a reevaluation of the educational landscape. Recognizing the challenges faced by the 21st-century education system, especially in harnessing the full potential of teachers, Adeptivity proposes an innovative approach, focusing on enhancing soft skills, which are pivotal yet often overlooked.

Adeptivity's Innovative Approach

Adeptivity's core offering is a self-guided online professional development software designed for teachers and educational institutions. It stands out with four key features:

Video analysis of classroom teaching, providing valuable insights into real-time teaching dynamics.



Personalized AI-driven training courses, tailored to meet individual teacher needs and enhance their skill set.

A platform enabling teachers to share their experiences and learnings, fostering a collaborative environment.

A community space for exchanging lesson plans and teaching skills, further nurturing professional growth.

