

# Grammar Captive

Your Gateway to Better English

## Products and Services

Online Language Education and Consulting

[grammarcaptive.com](http://grammarcaptive.com)

Provide free, online, audio-visual instructional material designed to teach English grammar to non-native English language teachers and intermediate-to-advanced second language learners from around the world. Thereby create a large, focused, international customer base that can be used for the purpose of conducting paid, online webinars, affiliate marketing, online-tutoring, community membership, and the sale of other second-language-related materials and services such as reference books, home-stay opportunities, and tourism.

## Trade Name

The trade name ***Grammar Captive*** is based on the idea that we are all captives to the grammatical rules of our language, and that, if we want to free ourselves from this captivity, then we must become the master of what imprisons us. In other words, we must learn the rules well so that we are no longer troubled by them when we go to speak or write.

## Nature of the Project

(start-up time, 9 - 12 months)

**THE INDUSTRY:** The modern approach to second language learning has largely abandoned the study of grammar in the English language classroom and has thus created an important void in the foundation of many second, and even first, language learners. This void is keenly felt among non-native English language teachers who represent the majority of English language teachers in the world today.<sup>1</sup>

**COMPETITIVE INDUSTRIAL ADVANTAGE:** Grammar Captive's competitive advantage is a clear recognition of the aforementioned void and the ability to fill it with first strike advantage.

## Business Model

**PRINCIPLE OF RECIPROCITY:** The internet is much more than a place to advertise one's own tangible products and services. It is also a place to create niche audiences that form a solid customer base for other producers to advertise their products and services — a customer base. The creation of a such a customer is achieved by offering something of quality for free, becoming popular, and consequently inducing others to

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<sup>1</sup> Hong Kong Language Needs Assessment (HKLNA) Project. <<http://www.hashimori.com/moogonghwa/earth/current/hklna/index.html>>

make online purchases. These purchases can be on one's making, or alternatively, the products and services of one's affiliate-others. This business model has proven to be extremely successful as demonstrated by people like John Lee Dumas and others<sup>2</sup>:

**TARGET AUDIENCE:** Although mandatory universal English language education varies from country to country, just about every national government requires at least three hours of English language education a week. This means about one tenth of all secondary grade school teachers are teaching English.

In 2014 there were some 84 million grade school teachers teaching some 1,441 million grade school students worldwide.<sup>3</sup> Of these about 32 million secondary school teachers were teaching some 567 million students. About half of all teachers have access to the internet.<sup>4</sup>

A brief calculation reveals that Grammar Captive is targeting an audience of more than 1.6 million language teachers. Advertisers become interested after an audience of 1,000 has been generated.<sup>5</sup>

**QUALITY CONTENT:** Although there is no dearth of grammatical reference works for the English language, most of them — both on- and offline — are little more than a list of ossified rules that fail to come alive as naturally acquirable rules of speech in the minds of most language learners.

More than 20 years of experience teaching English in eight countries on three continents, as well as my own acquisition of three second languages, have taught me how to reach second language learners in a way that they can easily understand no matter their native tongue. Add to this my knowledge of internet and presentation technology, and a powerful combination results.

**CONSISTENCY:** In order to provide high quality content one must be consistent in both time and format. In short, the teacher must be present when the student is in need, and the student must know always what to expect. A loyal audience is a an audience with the potential to grow.

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<sup>2</sup> John Lee Dumas. Entrepreneur on Fire. <<http://www.eofire.com>>

<sup>3</sup> Institute of Statistics, UNESCO. Data Centre. Education/Education/Human Resources/ Teachers/Teachers by Teaching Level of Education. Also, Education/Education/Human Resources/Pupil-Teacher Ratio by Level of Education (headcount basis). <[http:// data.uis.unesco.org/](http://data.uis.unesco.org/)> Downloaded 24 June 2016.

<sup>4</sup> With over 3,366 million internet users recorded in 2015 and a world population estimated at around 7,260 million, somewhat under half of all global inhabitants (46 percent) are plugged into the internet. This number has been rising at about a 800 percent growth rate <[http:// www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm)> Downloaded 24 June 2016.

<sup>5</sup> Dumas, op. cit.

**DISCOVERY:** Building a loyal following of substantial number requires both dedication to, and communication with one's target audience. In order to achieve this one must listen to one's audience. To this end my students will be provided with the ability to message, email, and participate in online webinars.

**SECURE CUSTOMER BASE:** One has only to read an occasional software contract to understand that most online services reserve the right to change their rules of operation at any time. The laws imposed by government legislatures and the rules mandated by government agencies are no less fickle. Thus, it is important that the relationship that one establishes with one's audience is direct and does not over rely on third parties. This relationship is secured through the acquisition of an email list — a one-to-one direct link between the content's host and his customer base. This email list is collected via a website that advertises, if not hosts, the free content.

**SOURCES OF REVENUE:** Once the niche audience has been generated

- *Affiliate Marketing* - This is the marketing of others' goods and services that complement one's own. Some firms are willing to pay for the mere redirection of a patron from one's own site to that of his affiliate. Others are more demanding and require an actual purchase on the part of the redirected patron. No matter, the small commissions paid and received for each transfer accumulate and eventually become an important source of revenue as the number of patrons grow.
- *Online Community* - People who share a common interest are people who wish to be together. With a secure email list it is easy to organize such a community into an exclusive online community that entitles paying members to special privileges available only to the community.
- *Private Lessons* - The ability of *Grammar Captive* to attract new students for private online-lessons is enormous and can provide income security until a larger audience that can take advantage of affiliate marketing and other online features is established.
- *Sale of Keynote Presentation* - Once the website is working in the English language the same material can be reproduced in other languages where it can be utilized even more productively.

**ESTIMATED EARNINGS:** There is no limit depending on the success of the freely offered content. John Lee Dumas [Entrepreneur on Fire](#) is currently earning over USD 200,000 per month.

## Current Status

**City of Seattle:** Have contacted the City of Seattle in an effort to clarify my future taxation liability with the city.

### **Department of Revenue, State of Washington**

- Have applied for and received a State of Washington business license for work as a sole-proprietor in the City of Seattle.
- UBI No. 604-001-693
- Have registered the trade name: *nudge.online*.

**US Government:** Have visited the Seattle SBA office both online and offline and received counsel about how to request and obtain funding.

**Private Lending:** Have applied to five lenders and have been resoundingly rejected with the claim that the SBA will not guarantee funds to cover:

- depleted personal savings and subsequently incurred debt that have already gone into the development of a company
- personal expenses such as apartment rent, internet fees, and utilities that contribute to the maintenance of office space in an entrepreneurs's apartment and represent the single largest cost of an internet business.
- businesses that do not have a demonstrated revenue flow that covers their business costs.

### **Accomplishments**

•Have completed the creation of a test server for the development of the website that will be used to host the educational materials, forums, and advertising space. This test server includes:

- *Apache*: Have installed and created a test server and a multiple sites folder.
  - *PHP and MySQL*: Have installed the software necessary for maintaining a database to handle email lists, private membership lists, and any other material that one wishes to make available or receive on the internet for the exclusive use of private membership lists.
  - *WordPress*: Have installed and am in the process of configuring. This popular freeware based on PHP and MySQL that can be used to create websites, blogs, RSS feeds, and even apps. Have also completed many webpages outlining the motivation for the project, the hurdles that it seeks to overcome, and the methods by which these hurdles are to be jumped.
- Have established a PayPal account to receive online payment.
- Have purchased a customized legal privacy statement for the purpose of collecting personal information from potential online clients and patrons. See [www.iubenda.com](http://www.iubenda.com).

- After many years of keeping student records using spread sheets I am well prepared to create what is needed to manage my business accounts including the monitoring of cash flows and the creation of balance sheets.
- Have already begun plans to purchase a secure [www.lunarpages.com](http://www.lunarpages.com) web-hosting account and obtain a static business IP address from Xfinity-Comcast.
- Maintain a high-speed internet account with Xfinity-Comcast.
- Have paid for and registered the URL [www.grammarcaptive.com](http://www.grammarcaptive.com)
- Have investigated thoroughly what is required to create a working avatar and establish a corresponding niche audience to make Grammar Captive succeed.
- Have explored in some depth the various ways in which one can earn revenue from the creation of a niche audience dedicated to free quality online content.
- Have purchased the software (Capto) necessary for the screen capture of video material.
- Have created numerous videos in an effort to determine how much content can be successfully provided in the space of 20-30 minutes.
- Have tested several videos for the quality of their length, format, and content with my online students.
- Have created a structured theme for all future videos and have begun organizing future content.
- Have begun organizing the content of future videos.
- Have invested in an Audio-Technical USB high-quality microphone and halogen lamp in order to provide the best online presentation possible.
- Have just completed six months of online tutoring with Cambly where I accumulated more than 600 hours of online one-on-one tutoring and language consulting experience — to say nothing of a group of loyal students.

## Preliminary Amount Sought

USD	5,000	(pay down my existent visa-card debt)
USD	14,400	(USD 1,200 monthly rent for twelve months)
USD	1,300	(twelve-month internet USD 840 and mobile fees USD 480)
USD	1,000	(software user and domain fees, software upgrades, webhosting, online accounts, etc.)
USD	250	(purchase of Brother® Wireless Laser All-In-One Printer, Scanner, Copier, Fax, MFC-L2700DW)
USD	1,500	Reserve for equipment replacement (iMac and MacBook) and purchase of Android cell device for testing apps.
USD	200	Business cards and printed materials
USD	200	Transportation including ZipCar, Car2Go and ORCA
USD	150	Unaccounted for miscellaneous expenses.
<b>USD</b>	<b>24,000</b>	<b>Subtotal</b>
+	3,865	Initial Losses
<b>USD</b>	<b>27.865</b>	<b>Total</b>