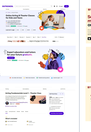
Name	Actor's Pocket Guide	StageAgent, Direct Competitor	Theatrefolk's Drama Teacher Academy, Direct Competitor	Skool, Indirect Competitor	MasterClass, Indirect Competitor	Outschool, Indirect Competitor	Show Up Theatre Management, Direct Competitor	Moodle, Indirect Competitor
Logo		STAGEAGENT	Drama Teacher Academy Theatrefolk	skool	MasterClass	OUTSCHOOL	SHOW UP THEATRE MANAGEMENT	moodle
Screenshots								
Company								
Mission statement		Our mission is to **provide actors, directors and backstage staff with the ultimate theatre research platform.** We strive to help theatre artists save time, improve their craft, and discover performing opportunities.	We are your one stop shop for plays, resources, and curriculum support - all specifically designed for High Schools and Middle Schools.	To help creators **build thriving online communities** and **share their knowledge with the world**, all in one easy-to-use platform.	To **provide world-class education from the best in their fields**, so anyone can learn from the top experts and pursue their passions.	Outschool is an innovative education platform that offers a variety of engaging, small-group classes online. Unlike traditional classes, Outschool classes give kids the unique opportunity to explore their interests in-depth via interactive, live video by experienced, independent educators.	Show Up brings teachers, students, and parents together for simplified communication, scheduling, production management, and troupe organization.	The mission of the Moodle project (including Moodle HQ and all Moodle software) is: Empowering educators to improve our world.
Target market		• Actors, directors, backstage staff. • All theater production professionals	• Theater teachers • High school and middle school theater performers.	• Online course creators, coaches, educators • Entrepreneurs / small business owners • Want to foster community and spur conversation about their content, affordable platform to create or sell courses, connect students to community along with delivered course content.	• Casual learners who want to gain knowledge or inspiration from experts. • Interested in personal development, creative arts, business, and lifestyle topics. • People willing to invest in high-quality, celebrity-taught content. • Those who prefer learning in a less formal, self-paced manner.	Children 3-18yrs Educators teaching different subjects	Teachers, students, and parents	Educators, K-12 to University
Pricing /month	•	• Free Version • **StageAgent PRO:** $9.95/month	• **Monthly plan:** $37/month • **Yearly plan:** $444/year	• 14 day free trial • **$99 per month per group**	• **Standard:** $120 yr • **Plus:** $180 yr • **Premium:** $240 yr	• **Varies** by instructor/course	• They have **3 tiers** (free basic plan, $29.99/mo, unlimited $39.99/mo)	• **Free to download** but **additional pricing varies** based on upkeep and integrations can go from $500+ per year
Strengths	•	• Can **discover auditions** coming to your area. • **Talent database** • Has 2,492 **"show guides"** with character descriptions, suggested monologues, songs, etc. • Resume templates • **StageAgent for Schools** helps teachers find lesson plans and run classes more efficiently. • Prioritizes accessible design.	• **Curriculum resource bundles:** 1,129 lesson plans. • Both full-year lesson plans and stand alone units for middle school, drama class, production class. • Assessments, rubrics, and reflections. • **Facebook community group** to share links, information, successes, and challenges. • Courses covering wide range of topics: career, acting skills, empathy, scripts. • **Masterclass:** series of 1-on-1 interviews with industry experts (with quiz following)	• **Simplified UI** -- simplifies online course creation and community engagement. • Localized access to helpful features and needs; course hosting, community, live chat. • Creator access to community based on their content (build a community). • **Uses 'Stripe'** for easy payments • **Affordability** • **Accessing content on the go;** great for multitasking and quick access	• **High-Def Videos** • Appeals to learners of various levels (clear hierarchy and structure). • Includes subtitles in multiple languages for a wider audience. • **Downloadable resources** and supplementary materials for a deeper learning experience. • **Access to celebrity-led courses** • Wide range of categories (e.g., cooking, writing, music, business).	• Offers **one-on-one with instructors through video call** • Courses range for a **variety of age groups** from 3-18yrs of age • Can choose **solo or collaborative learning** • **Bilingual** content for students • Provides **homework to practice skills** and **grading** to keep track of progress • Available to access material **via desktop and app**	• Offer **flexible payment options** • **Messaging** that connects teachers, parents and students • **Provides Calendar** to keep track	• Has **Gamification** options for creating learning modules to keep students engaged • Incorporate **online and offline components** (for learning virtually) • Can add **external plugins** • **Alerts for students** via mobile/email to remind them of upcoming assignments • Considers learning preferences of students • Has **text-to-speech** & other accessibility tools
Weaknesses	•	• **No live classes or tutoring.** • **No mobile app.** • No ability to **create or customize own lesson plan or courses**, only use resources provided on StageAgent. • **Free version is limited.** Must purchase StageAgent Pro to access majority of content.	• No **mobile app**, **live classes**, or **tutoring** • Can only use curriculum and lesson plans provided by DTA. Cannot create own courses. • **Only a platform for teachers.** No platform for students. • Platform feels a bit overwhelming, hard to navigate.	• **Limited customization** (restrictive) • Community features lack depth and detail • Cannot save search • Shallow search functionality • **Bugs:** slow, glitches, etc. • Recent update **eliminated direct classroom conversations** separate of larger community • Lack of a feature to lock content behind a paywall or tiered access. • Limited customization of reward distribution settings, only focusing on time spent on the platform real-world application of lessons. • **No option to save posts or organize saved content** by community or create your own group to save toc. • Limited text formatting. Inability for text hierarchy on creators side impacts app readability and accessibility. • Notification system requires manual action to avoid receiving alerts for every comment, after initial engagement.	• **Expensive subscriptions**, barrier for some users • Lacks in-depth practical takeaways • Limited interaction with instructors (celebrity, lack of time and pre-recorded and out of touch). • Content lacks niche and are broad/introductory (non-specific).	• **No free materials** for students creating a financial barrier • **Have to schedule meeting times** for learning based on tutor availability and own • **Online live lessons** versus study on your own	• Depending on which tier is selected the amount of shows that can be created is limited • Low reviews on app store	• **Pricing may be expensive** for educators depending on their budget • Not readily available for students geared towards instructors
Features								
Live Tutoring	✕	✕	✕	✕	✕	✓	✕	✕
Profiles w/ Review or Ranking	✕	✓	✓	✓	✓	✓	✕	✕
Curriculum Lesson Plan	✕	✓	✓	✕	✕	✓	✕	✓
AI Integration	✕	✓	✕	✕	✕	✕	✕	✓
App	✕	✕	✕	✓	✓	✓	✓	✓
Notifications	✕	✕	✕	✓	✓	✓	✓	✓
Calendar	✕	✕	✓	✓	✕	✕	✓	✓
Dedicated accessibility Tools (Text-to-speech, etc.)	✕	✓	✓	✕	✕	✕	✕	✓
Group discussions	✕	✕	✕	✓	✕	✕	✕	✕
Member engagement (heart etc.)	✕	✓	✕	✓	✕	✕	✕	✕
Gamification	✕	✓	✕	✓	✕	✕	✕	✓
Live Webinars	✕	✕	✓	✓	✓	✕	✕	✕
Forums	✕	✕	✕	✓	✕	✕	✕	✕
Live Chats	✕	✕	✕	✓	✕	✕	✕	✕
Video content	✕	✓	✕	✓	✓	✓	✕	✓
Parent Comminucation	✕	✕	✕	✕	✕	✓	✓	✕
Notes								

	•	• **StageAgent for Schools**. Provides students with accounts so they can conduct independent research.
		  • Can research plots, monologues, character breakdowns, etc.
		  • Has self-paced quizzes to ensure students are absorbing information.
		  • Can set monthly quiz point goals and track student progress.
		  • Lesson plans
		  • COPPA compliant (protects student privacy).
		• Has member leaderboard for quizzes.
		• Showstopper Blog covering topics like Audition Tips, Career, etc.
			• Creators of the Drama Teacher Academy (DTA), a provider of curriculum materials, educational resources, and professional development designed just for middle school and high school drama teachers.
			• Has dashboard platform with curriculum, units, and lesson plans.
			• Facebook group
			• Professional Development courses for drama teachers.
				•	•	• Designed for a variety of ages taking into consideration the age groups of students to curate a curriculum that suits their needs	• Offers similar features as APG connects students and theater teachers on one platform to access upcoming show materials	• Learning management system for educators to distribute their curriculum to students with assistant services to enhance their lesson plans