

Building English Skills for
Students, Teachers and
Government Employees



24M+

People taught globally

4M+

Million active school students

43,000+

Teachers trained

50,000+

Government employees trained

Efekta is the world's leading provider of AI teaching technology – powering the next generation of English education

English is the key to unlock global opportunities

English proficiency is the gateway to collaboration, innovation and global opportunity. Understanding English enables the sharing of ideas and provides access to a vast knowledge base in business, culture, science, technology and AI. When populations access this knowledge base, they gain the foundation upon which to build advanced skills and create new opportunities for growth and development.

A modern approach to English learning

In many non-English-speaking countries, students graduate with only basic English skills (A2 CEFR or 3.5 IELTS). These students suffer from a shortage of qualified teachers and limited opportunities to build real ability across reading, writing, speaking, and listening skills, creating a persistent gap between curriculum goals and student outcomes.

Efekta is built to close that gap consistently, at scale and in partnership with teachers. Building on EF's 60-year legacy in experiential language learning, Efekta emphasizes active, real-world practice over passive study.

We deliver measurable progress across all four skills – reading, writing, speaking and listening – empowering teachers, building student confidence, and transforming what's possible for English learning in classrooms and across entire systems.

Efekta has made an outstanding impact so far:

- 32.5% increase in national English test scores
- 95% teacher and student engagement



The Efekta Method™ builds language skills with evidence of fluency outcomes

Just as you can't learn to swim by reading about it – language mastery requires constant practice. Aligned with CEFR, Efekta is built around active, outcome-based learning, with real-world tasks that develop fluency and confidence.



Empowering Teachers, Not Replacing Them

Our platform is designed to **amplify teacher impact**. Teachers become facilitators and motivators — guiding, encouraging, and focusing on higher-value interactions while Efekta handles routine practice and assessment.

Real-Time Dashboards for Targeted Support

Teachers see exactly where students are progressing or struggling — and with **early intervention insights**, they can support the right students at the right time.

Personal AI English Teaching Assistant – Available 24/7

Our adaptive AI teaching assistant gives every student a **private language coach** — one who listens, corrects pronunciation, gives writing feedback, and helps them practice speaking and comprehension anytime, anywhere. Unlike generic chatbots, ours is built on **millions of hours of real learner data**, giving it unmatched insight into language acquisition.

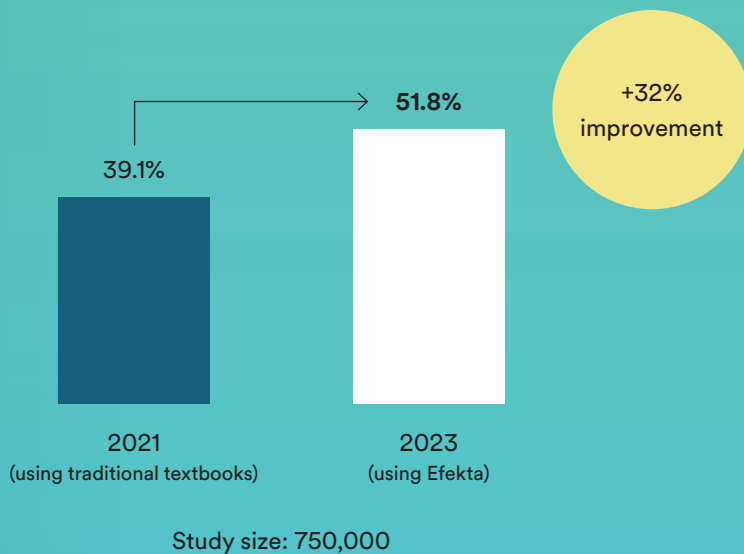
In Latin America, our product has been successfully implemented at scale

In public schools, our product has achieved outstanding results, often implemented by teachers with limited or no English proficiency.

Since 2022:

- 4M+ students and teachers enrolled
- 100M+ lessons done by students
- 95%+ students and teachers engaged
- 25k+ public school English teachers

Parana test of English scores



“The results speak for themselves, which makes us feel confident that we are on the right path to bring quality education to students in Parana”

– Roni Miranda Vieira
Secretary of Education of the state of Parana, Brazil

Scaling Additional Impact Through Teacher and Government Training

Teachers and government employees are critical to educational, personal, and public service development. Efekta's comprehensive training programs provide educators, school leaders, and government professionals with the skills needed for success in a dynamic, global economy.

We're proud to have worked with government agencies in around the world, delivering specialized training that enhances public service effectiveness.

Efekta uses AI tools and innovative technology to deliver effective English and professional development at scale. Our opportunities include free one-hour webinars, where participants can earn an Efekta development certificate after attending six sessions.

With flexible options for every career stage, Efekta helps educators and government employees stay ahead in the evolving landscape of 21st-century education and governance.



Some of our past partners:

- Tatweer for Educational Services (Saudi Arabia)
- Tokyo 2020 Olympic & Paralympic Games
- French Ministry of the Interior & Armed Forces
- King Abdullah University of Science and Technology (KAUST)
- Italian State Police
- Government of Goiás (Brazil)
- Italian Ministry of Education, University and Research (MIUR)
- Rugby World Cup 2023
- Rwanda Development Board (RDB)
- Government of São Paulo – Secretariat of Education (Brazil)
- Government of Paraná – Secretariat of Education (Brazil)
- Ministry of Education – Dominican Republic
- World Health Organization (WHO)
- Government of Mato Grosso – Secretariat of Education (Brazil)
- DIAN – Colombian National Tax and Customs Directorate

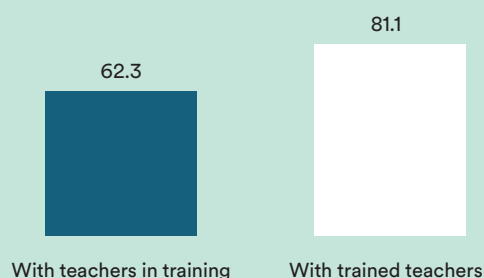
CASE STUDY: THE REPUBLIC OF TATARSTAN

How Efekta Elevated Teacher and Student Outcomes at scale in Tatarstan

Our ability to deliver impactful large-scale English proficiency programs is demonstrated by our successful implementation in Tatarstan, where we trained 3,361 English teachers over 24 months, aiming to elevate all participants to a minimum B2 proficiency level.

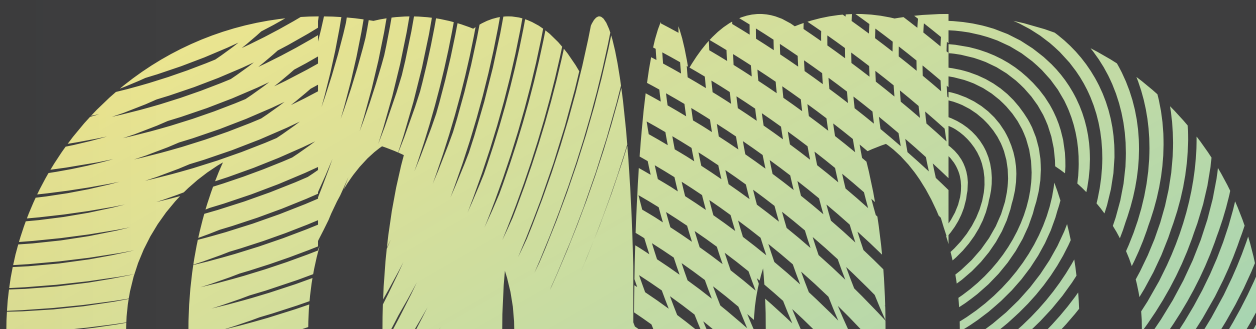
When the Tatar teachers started their training, just 31% were tested to have a B2-level proficiency or higher. After two years of online language training with Efekta, this had increased by an astounding amount to 82%, with 55% reaching C1/C2, compared to just 1% at the beginning.

The program's effectiveness translated directly to student performance, with state exam scores in English improving by 30% – from an average of 62.3 to 81.1 in just one year.



“Tatarstan considers developing English a national priority, and that’s why we chose EF Education First, the recognized leader in English language education, to implement this strategic program. EF’s innovative blended offline and online solutions have allowed Tatarstan to make a great leap forward in its knowledge of English, which will substantially increase our population’s competitiveness.”

– Albert Gilmutdinov, Former Minister of Education
and Science of the Republic of Tatarstan





Why Choose Efekta?

Efekta gives every student a personal AI English teaching assistant, available 24/7, and equips teachers with real-time insights to close the gap between curriculum goals and actual outcomes. Our platform costs less than a textbook, yet builds all four language skills through active, real-world practice. Designed to address teacher shortages and limited student speaking opportunities, Efekta delivers scalable, personalized learning that empowers educators and transforms English education at every level.

Contact

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