

# TutorConnect

## Executive Summary

TutorConnect is a platform that helps connect high quality tutors with students who need help in understanding and mastering various subjects. TutorConnect is like Uber for Tutoring, which makes it easy and safe for a student to search for a personalized tutor, schedule appointments, make payments, all within the app.

### What's wrong with the classroom setting?

Everybody learns differently, but not everybody can have the benefit of a teacher who understands and teaches in their most effective style of learning in a classroom setting.

Teachers can be very busy with the work of teaching, and sometimes may be unable to give a student all of the time he/she needs to internalize the concepts being taught. This is a reason why teachers and students may need tutors to be available, and is not a sign of a bad teacher (in fact, it may be a sign of a very good teacher who is trying to help as many students as possible). Growing ratio of students to a teacher in classroom settings adds to the pain on both ends.

### Benefits Of Tutoring

1. **Individual learning-** Your child will receive an individual learning experience. Tutors can customize the lessons and activities just for your child. Your child can ask questions without any judgments until he or she gets convinced fully.
2. **Improves academic performance** - Learning will become fun for your child. Your child will not be having any attention seeking problem. There will be proper interaction between your child and the tutor, and will be encouraging to both for a great quality experience. With constructive feedback, your child will develop techniques necessary to have a successful journey.
3. **Improves Confidence** - Your child's confidence will increase through tutoring. Hee/she will enrich competencies beyond academics, that will prove resourceful in an excellent way.
4. **Positiveness** - Tutoring provides an environment that is an enabler to a different outlook to solving the same set of challenges. Overall, a student walks with positive, growth mindset.

## Current challenges

- Parents/students have difficulty finding a tutor who is a good match (subject-wise and personality-wise) for their needs.
- Word of mouth is not very effective (Competitive nature of parents/students doesn't enable sharing).
- Safety and security is a concern when one looks for a great tutor.

## Our Solution

### The Research

We surveyed many members of our families and friends about Tutoring, and here are some interesting findings -

- Top Priority is - **"Ease of Finding Quality Tutors"**
- **65%** of them are willing to pay extra for "Verified Tutors" as it brings along Trust and Safety
- **93%** of them are interested in a meaningful personality match between students and tutors

Students succeed when they pair up with a Tutor who is best suited for their personality beyond their subject matter expertise.

### Market Validation

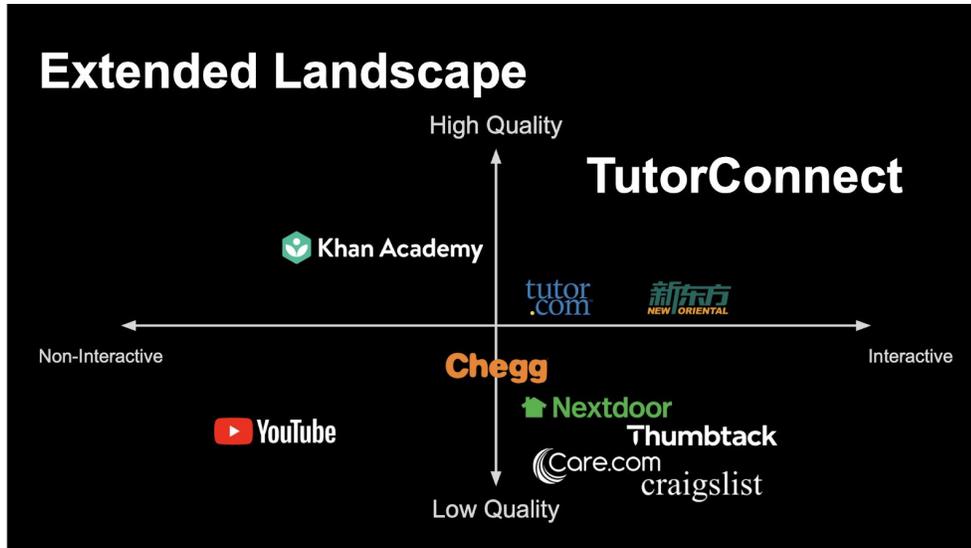
There are many players in the Tutoring business currently and the market is growing rapidly. Here are some of the top players

- New Oriental Education - which has a market cap of **\$15B and 52M subscribers**
- Tutor.com - which boast of **18M transactions** in 2019 on their platform
- Chegg - which has a market cap of **\$5B and nearly 4M subscribers**

This market is still nascent, and there is plenty of room for TutorConnect to thrive and grow by offering interactive high quality tutoring.

When you look at the extended landscape , we can segment it as **"Interactive" vs "Non-Interactive"** sessions and **"High quality" vs "Low Quality"** sessions.

Khan Academy offers high quality lectures but is non-interactive, and the students do not get their curiosity settled with any form of immediate questions and responses. Meanwhile on the other end of the spectrum, Craigslist and Nextdoor offer interactive tutoring sessions but cannot guarantee high quality or safety. TutorConnect wants to bring forth the power of **"High Quality" and "Interactive"** zones, ultimately providing the best of both worlds to our future generation.



## THE IMPLEMENTATION

Implementation of TutorConnect tackles the systemic barriers to improving Tutoring by targeting two of its biggest stakeholders and creating a marketplace.

**Students**, who will be able to

- Find high quality Tutors
- Research about the the Tutors expertise
- View a tutor's recommendations, videos, personality identifiers.

**Tutors**, who will be able to

- Market their skill sets
- Connecting with a large pool of students from all over the world
- Improve their ratings which will help with higher ranking in search results

## The Matching engine

The intelligent matching of TutorConnect is handled by the "TutorConnect Matching Engine". The matching engine utilizes AI/ML algorithms to match students with tutors based on many different parameters in addition to subject matter expertise and clearly articulated student needs. As the students and tutors onboard, they build their profile outlining their individual needs and skills. The profile also covers non-academic parameters that are governed by individual personalities. The matching engine segments the users into different compatibility zones to match them.

In addition to automated matching, there is provision to do individual interviews if required.

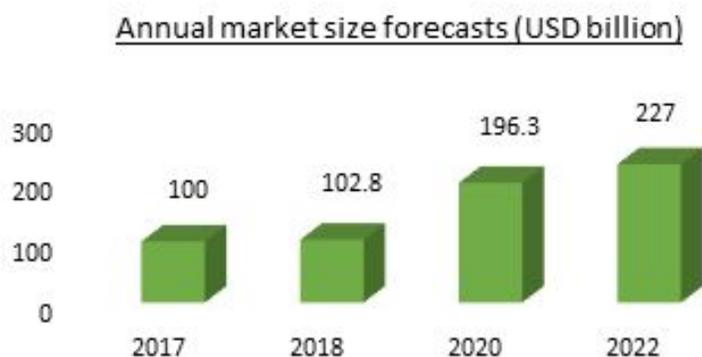
The AI/ML based engine learns with time, and assists users with improved matching results. This incentivises users to continue to use our service rather than a one time use.

Some of the parameters used in matching are as follows -

- Subject Matter Expertise
- Personality
- Teaching Style
- Gender
- Culture
- Spoken Language

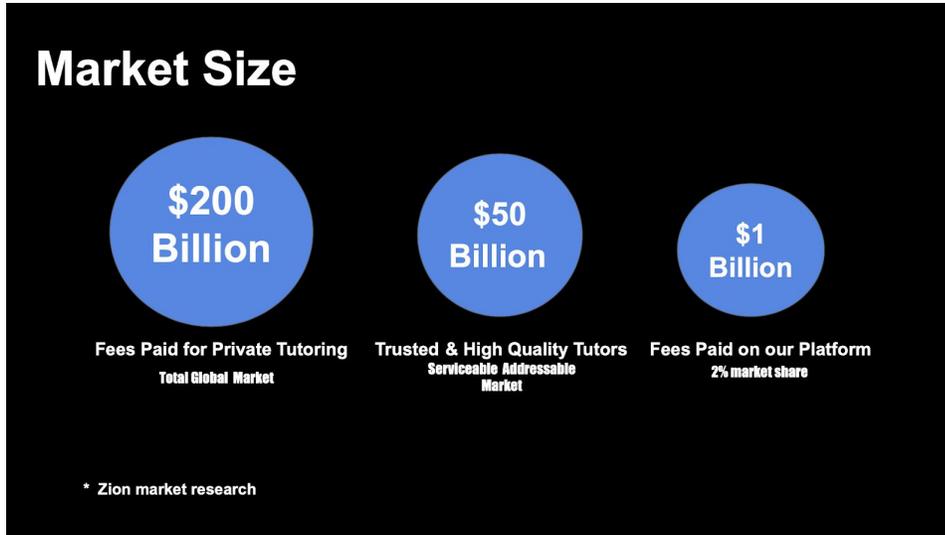
## Market Size

Zion Research, which is a firm that specializes in market survey and market research, has published their results indicating that the “global market size for Private Tutoring” is nearly \$200 B in 2020. This market is going to increase another 15% in the next 2 years. The data shows that the market has grown 2X in 3 years and has the potential to grow another 2X with support of online platforms as well as access to the internet for masses in both urban and rural areas.



*Source: Private Tutoring, A Global Strategic Business Report-GIA*

TutorConnect wants to address the market for “Trusted and High Quality Tutors” for K5-K12 which amounts to about 25% of the \$200B market share, resulting in \$50B. This Serviceable Addressable Market is ripe for innovation as education becomes competitive and students deepen their knowledge in academics. We believe that we would be able to capture 2% of the Serviceable Addressable Market in the next 3 years and aim to be at 10% in the next 5-6 years



## Business Model

TutorConnect plans to make money by taking 10% of each transaction as commission fee from the tutors. The students do not pay any fee for using the platform, but instead are encouraged to provide feedback on tutors that help the “Matching Engine” learn faster. We want to provide a platform where students are heard, and their inputs help improve future results.

The Average tutoring fee is \$100 per session (2 hour session at \$50/hr). Tutor connect takes \$10 per session as commission fee. With this model, we are forecasting that there would be 10M transactions at the end of 2022 resulting in \$1B in fees.

## Go To Market

TutorConnect will take a phased approach in the roll out plan spanning multiple quarters.

### Phase 1

- Launch in California as a Matching Platform
  - Students from California can sign up
  - Tutors from any part of U.S. can sign up
  - Tutors provide their own Virtual/Online session
- Introduce Promotional rates for both Tutors and Students
- Attend School Events and promote the benefits of the product

### Phase 2

- Partnerships

- Partner with Public School Districts, Private Schools to augment teaching experience to make students successful
- Partner with Colleges to help with under-graduate and graduate courses
- Partner with Google, Zoom and other online learning platforms to provide better Online Tutoring experiences
- Launch in New York, Chicago and Texas followed by other states in the U.S.

### Phase 3

- Global Launch
  - Onboard Students from European and India markets, followed by other APAC countries and South America
  - Provide Co-Working Space for tutors and students similar to WeWork with all facilities to make it safer and easier for collaboration
  - Build an online learning platform that is the best in the market to help students and tutors succeed
  - Go “Beyond Academics”. Offer music, sports, leadership, art, cooking topics.
  - Introduce TutorConnect Certifications.

### Funding Ask

TutorConnect is initially bootstrapped by the founding team and would like to raise capital to scale operations and marketing. We are asking for \$2M which will help the company build, operate, and succeed for 24 months. Apart from raising capital, TutorConnect also asks to leverage the investors networks to connect with School and College boards.

### Fund Utilization

TutorConnect will utilize the funds received in the following way



## Our Team

TutorConnect's founding team is a diverse mindset, and arrives with Product Management and Engineering experience building world class products. The team also realizes the gaps it needs to fill. Hence, it is hiring a Rockstar Marketing as well as a Design Lead to build and foster our marketing relationships. We see TutorConnect as the best in class product.

## Appendix

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