



# Pitch Deck

**TutorLink**

# The Problem



**Students struggle to find qualified private tutors for specific subjects.**



**Tutors face challenges in reaching potential students and managing bookings.**

# The Solution



**An online platform where students can search for and connect with tutors based on subject expertise, availability, and location.**



**Features include tutor profiles, reviews, and a booking system.**

# The Market



## Size of Market

The global online tutoring market is projected to grow by USD 196.35 billion from 2022 to 2027, with a CAGR of 15.38% (Technavio).

In Africa, the online tutoring market is experiencing significant growth due to the increasing adoption of digital learning platforms (StraitsResearch).

# The Business Model



## Cost Structure

Platform development and maintenance.  
Marketing and customer acquisition costs.  
Customer support and administrative expenses.



## Revenue Streams

Commission fees on each tutoring session booked through the platform.  
Subscription fees for tutors for premium listing and promotional features.

# The Go-To-Market Strategy



## Customer Acquisition

Online advertising and social media targeting students and parents.  
Partnerships with schools, educational institutions, and tutoring centers.  
Community engagement through educational events and forums.

# The Team



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# The Milestones

