

TutorMe



INNOVATION PLAN
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I. EXECUTIVE SUMMARY

1 Service

TutorMe is a mobile application that serves to help struggling students find help near them. Students or parents can create a profile stating their name, the courses they require help in, and their city of residence or zip code.

TutorMe provides students with recommendations for tutors based on reviews, locations, and pricing. On the other end of the application, tutors will create their profile with their name, the courses they can help, their city of residence or zip code, and their fees.

2 Unique Value Proposition

The benefit of **TutorMe**, compared to other applications, is found in the accessibility & facilitated approach for students & tutors to provide real-time, instant solutions.

3 Market

The target audience for **TutorMe** is students who are currently struggling in school (K-12). TutorMe relies heavily on customer loyalty.

4 Problems

Students need help finding help. They tend to use search engines in search of assistance; moreover, it is tough to locate a proper source of help, and online subscriptions that provide help often need to be more effective.

5 Solutions

TutorMe provides students with a method to find robust and highly effective sources of help while delivering a service that struggling students need for their academic success.



Helping Students



Giving Students
What They Need



6 Financial Overview

TutorMe's app development costs are around \$35k to \$75k for medium development complexity. For this reason, we ask \$150k for 15% equity for app development and marketing. **TutorMe's** revenue generation increases as the number of users on the app increases through SEO marketing, social media, print, direct mail, & and text. TutorMe's progress will increase exponentially.



II. PROBLEMS

A Brief Summary About The Problems

When faced with challenges in their schoolwork, students often go on a desperate search for help. Despite their earnest efforts, finding a reliable support system can prove challenging. In desperation, students may resort to premium internet resources, only to discover that these options often yield counterproductive and potentially detrimental outcomes for their academic careers.

The Students

Students cannot rely on sources like YouTube, Photomath, or Chegg. These sources have a question-based approach; they focus on solving the question rather than addressing how to achieve the solution(s) to the problem. By helping students understand problem-solving, students are better off than they were.

2023 Federal survey
estimates



90% of students in
America do not receive
regular, high-dosage
tutoring.

The Pandemic

The COVID-19 pandemic shattered all effective systems previously allowing students to learn. Shutting down in-person learning by forcing schools to deliver curriculum entirely online, the pandemic annihilated learning methods and robbed learners of the ability to close learning gaps. Students were exposed to inefficient learning methods.

PROBLEM 1 - IT IS VERY DIFFICULT TO FIND A PROPER SOURCE OF HELP

It is common for students to use search engines to discover the answers they need when they require help with various disciplines. Search engines are convenient because they can put much information at your fingertips. However, search engines only provide students with solution to similar problems or are unable to provide a solution at all, thus can be deemed ineffective.

Students use these search engines to look for sources such as Brainly or Quizlet to find quick solutions. This can provide them only with answers. However, students will still be lost in their search for support. Eventually, they must go back to the search engines for an explanation of the problem they had. This cycle will end with students being in a worse position than they started in.



II. PROBLEMS

Search engines are excellent at providing brief answers to specific queries, usually in the form of articles, blogs, or brief explanations. Although this method is helpful for quickly retrieving knowledge, it is shallow and could impede the growth of critical thinking and thorough comprehension. Pupils may receive prompt responses but find it challenging to understand the fundamental ideas, resulting in a cursory understanding and eventual knowledge gaps that could resurface later.

School tutoring programs aim to help underachieving kids, yet they encounter obstacles that reduce their effectiveness. These programs' capacity to thoroughly investigate subjects or cover a wide range of topics is often limited by their schedules and lengths. Consequently, because of the rigorous nature of the tutoring sessions, pupils could be left with unanswered questions or poor knowledge.



**13 out of 20 students (65%)
who signed up for school
tutoring did not receive it.**

PROBLEM 2 - SOME STUDENTS PURCHASE INEFFECTIVE SUBSCRIPTIONS FOR HELP

Online platforms like Chegg or Photomath, with their convenience and accessibility, may seem like attractive options for students grappling with academic challenges. However, relying solely on these resources can have counterproductive consequences. The main goal of websites like Chegg and Photomath is to offer detailed answers to particular issues. While this can assist students with their immediate assignments or homework obligations, it frequently does not address the underlying issues causing their problems. These resources may help with the immediate issue, but they may only sometimes aid in the student's understanding of the underlying ideas. As a result, students may discover they cannot apply their knowledge to new situations and need help with identical problems.

One of the critical areas for improvement of these platforms is the absence of interactive feedback and personalized guidance. Students may receive solutions but need the opportunity to engage in real-time discussions or ask questions. This lack of feedback can leave students feeling lost and confused, with unresolved doubts. The absence of guidance perpetuates misconceptions and expands gaps in their understanding. Using these platforms for academic support often leads to passive learning. Students receive answers and solutions without the opportunity to engage with the material actively. Active learning, which involves discussing concepts, asking questions, and working through problems, is vital for deeper understanding and retention. Passive learning can hinder the development of critical thinking and problem-solving skills, which are crucial for academic success beyond the scope of these online solutions.



III. CUSTOMER SEGMENTS

TutorMe is on a mission to serve students globally, focusing initially on the United States and emphasizing aiding students facing academic difficulties. The country's advanced technological infrastructure supports the choice to start in the U.S., including widespread high-speed internet access and a tech-savvy population. The application aims to target students from kindergarten to 12th grade, addressing their struggles with subject matter by providing efficient and effective online tutoring. TutorMe seeks to establish a strong presence among these students, offering valuable support to help them succeed academically.



Geographic

TutorMe has set its sights on a concentrated effort within the United States, particularly emphasizing students encountering academic difficulties. This deliberate choice of starting in the United States is underpinned by several compelling actors, making it an ideal launchpad for the application's global aspirations.



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Demographics

The application's primary objective is to establish a strong presence among kindergarten to 12th-grade students. These students will be driven to use the app primarily because they need help to grasp the subject matter taught in their classes. This gives students opportunities to succeed.



Behavioral

TutorMe plans to assist students currently facing difficulties in their educational journey. A genuine need marks a student's academic journey for assistance, and TutorMe aims to be the solution they actively seek by giving them the resources to become successful.

By addressing these students' educational challenges, TutorMe aspires to provide valuable support, helping them succeed in their studies and achieve their academic goals.



IV. UNIQUE VALUE PROPOSITION

DIFFERENTIATION

What sets TutorMe apart from other educational applications is its distinctive focus on accessibility and a streamlined approach for students and tutors. This differentiation is a critical element of its success. TutorMe has an interface specifically tailored for the students. Businesses like Kumon and Mathnasium also encourage education, but they focus mainly on teaching students new information rather than helping students understand current topics. TutorMe solves this problem by creating a platform for students to connect to people who can effectively help in their educational journey.

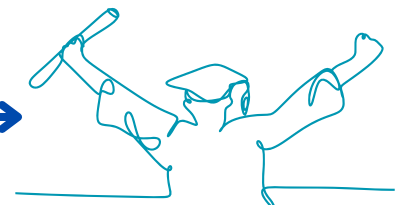
S	<ul style="list-style-type: none">• Recently Built Platform• Provides a good support system for students	<ul style="list-style-type: none">• Convenience and Accessibility• Instant Access to Help	O
W	<ul style="list-style-type: none">• Limited User Base• Ensuring Quality of Tutors	<ul style="list-style-type: none">• Companies such as Kumon or Mathnasium provide competition• Fraud and Misrepresentation	T

WHAT MAKES US BETTER?

While challenging us in the educational sector, companies like Kumon and Mathnasium focus on teaching students new rather than reinforcing old material. This can be detrimental to students as having gaps in their knowledge and not addressing them can cause even more misunderstandings in the student's future in education. TutorMe addresses this issue by providing students with a solution to eliminate their confusion and doubts and lead them to a new, better educational life.

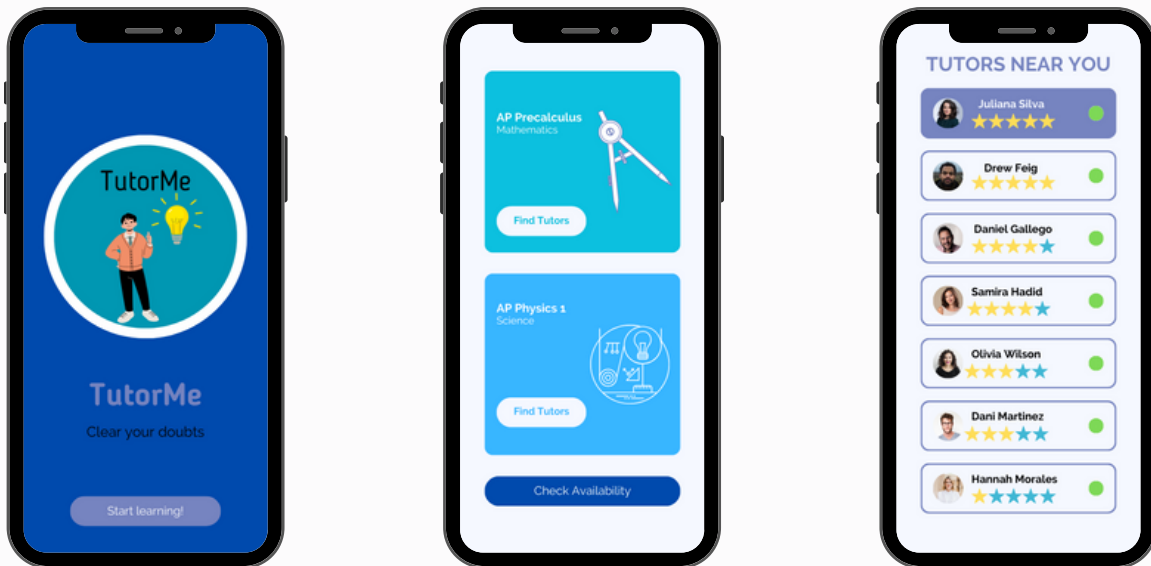


**TutorMe can take struggling students
and give them the proper tools to transform them into
successful students**



APP DESIGN

The TutorMe Application, as displayed below, will have a login/signup page on which the prospective tutees will input their information (name, age, grade, school, courses, contact information, etc.). This will bring them to the second page, which displays the courses selected and allows them to find high-quality, effective tutors near their location. The tutor options (displayed on screen 3) will be sorted by their rating on the application. This approach provides the best possible solution to the students' problems.



Here's how the approach described above works:

Gathering the student's name and contact information enables the app to create a more personalized experience and ensures that the student is promptly contacted and matched with the appropriate tutor. Personalization is critical to making students feel valued and understood.

Knowing the subjects for which the student needs assistance allows TutorMe to pair them with tutors who specialize in them. This precision ensures that students receive tutoring from experts in the areas where they require help, enhancing the quality and effectiveness of the tutoring sessions.

TutorMe's consideration of the student's relative location is a thoughtful feature that adds a layer of convenience. By connecting students with tutors who are relatively close to them, the app facilitates in-person tutoring if desired or ensures that time zone differences are minimal for online sessions. This proximity can lead to more flexible scheduling options and a smoother interaction between the student and tutor.



V. SOLUTIONS

SOLUTION 1: GIVING STUDENTS AN EFFECTIVE SOURCE OF HELP

TutorMe's approach to connecting students with tutors is comprehensive and highly effective. The application offers a user-friendly platform that facilitates matchmaking by providing students with many options. Here's how it works: TutorMe boasts a diverse and extensive pool of tutors, covering a wide range of subjects and expertise. Whether a student needs help with mathematics, science, language arts, or any other subject, the app has tutors for nearly every academic area. This diversity ensures that students can find the precise assistance they need, regardless of their specific educational challenges. TutorMe enhances the student experience by implementing a rating system. This system allows previous students to rate their tutors, providing valuable feedback for prospective students. The sorting of tutors by rating empowers students to make informed decisions, as they can choose tutors who have received high marks for their teaching abilities and effectiveness. TutorMe offers filters based on subjects and location to streamline the search process.

Students can specify the subject they require tutoring in, ensuring that they are matched with tutors who are experts in that particular field. Moreover, by filtering based on location, the app can connect students with tutors who are relatively nearby, making in-person tutoring an option or simplifying scheduling for online sessions. TutorMe's platform is designed to foster 1-on-1 tutoring relationships. This personalized approach ensures that students receive undivided attention and can focus on their specific learning needs. This 1-on-1 format is highly effective for addressing individual academic challenges, as it allows the tutor to tailor their instruction to the student's unique requirements.



TutorMe gives students the tools to take charge of their education by providing these services. They may choose the best instructor for their needs, make well-informed decisions about their tutoring experience, and get incredibly individualized support. This method increases the efficiency of tutoring sessions and helps the kids who use the app progress academically and gain confidence. Because of TutorMe's dedication to these ideals, students can receive efficient one-on-one tutoring that best fits their preferences and learning preferences.

TutorMe presents students with opportunities to work closely with tutors in order to unlock academic achievements!



V. SOLUTIONS

SOLUTION 2: DELIVERING THE PRODUCT THAT STUDENTS REALLY NEED

TutorMe distinguishes itself significantly from applications like Photomath and Chegg through its comprehensive approach to academic support. While some apps, such as Photomath and Chegg, primarily provide solutions to specific questions or problems, TutorMe goes several steps further. Here's how TutorMe sets itself apart:

Unlike applications that merely offer quick answers, TutorMe is designed to address the broader educational needs of students. It doesn't just provide solutions; it connects students with real tutors who can engage in meaningful, one-on-one interactions. These interactions extend beyond immediate problem-solving and focus on helping students grasp the underlying concepts and principles, bridging the gaps in their understanding. TutorMe recognizes that each student's learning journey is unique. The platform facilitates personalized tutoring sessions where students receive guidance and support that aligns with their learning objectives. Tutors can adapt their teaching style to cater to individual student needs, making the learning process more effective and tailored.



While applications like Photomath and Chegg can provide quick fixes, TutorMe aims for long-term learning enhancement. It's a temporary solution to a specific question and a tool for building a solid educational foundation. By offering ongoing support and guidance, TutorMe helps students better understand their subjects, ultimately improving their overall academic performance.

TutorMe's method of immediate support enables students to resolve issues conveniently without being restricted by time or location constraints.

TutorMe bridges the gap between students and educators, fostering a human connection that needs to be improved in automated solutions. This interpersonal relationship can be instrumental in motivating and guiding students. Tutors serve as mentors, helping students develop effective study habits and providing encouragement throughout their academic journey.



VI. CONCLUSION

The challenge of students struggling to comprehend and retain information is a pervasive issue in education that can hinder their progress and confidence. Many students grapple with this fundamental problem, searching for a viable solution. TutorMe steps in to address this challenge, offering a sustainable solution for students continually seeking help in their educational journeys. TutorMe accomplishes this by providing effective sources of help and the best solution for students. TutorMe is a beacon of hope for students seeking to overcome their educational challenges. It offers a holistic solution that caters to their specific needs, guides them toward a deeper understanding of their subjects, and equips them with the tools to build a solid educational foundation. With TutorMe, students can access a supportive educational partner dedicated to their long-term success.



VII. BIBLIOGRAPHY

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VII. APPENDIX

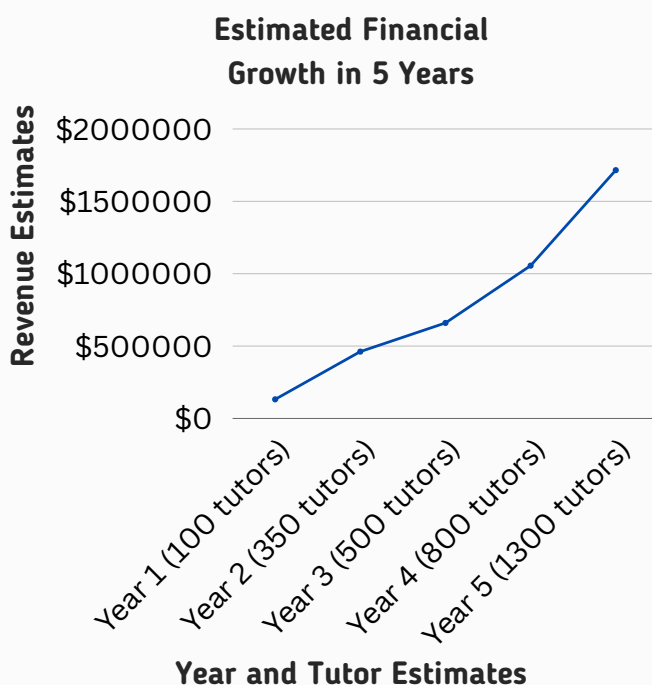
SAFETY CONCERNS

The safety of our users is of utmost importance. People could compromise the safety of students with malicious intentions to register on the application as tutors. We can prevent this by implementing solid and fool-proof checks during the registration of both students and tutors before providing them with an account to access the platform. For students, this will include submitting their Student ID, email, or any proof of their school admission. For tutors, the process will consist of submitting any identification form, age verification, a background check, and evidence of qualification that the tutor has to be tutoring in the subjects they have selected to tutor in. This method ensures that only people with genuine need to obtain help and people who provide genuine help.

FINANCIAL COSTS AND PROJECTION

Costs:

The initial cost for the app is estimated to be around \$35k-\$75k. This cost includes design with basic features (user registration/profiles, matching services, rating, and review system) and limited platform release (released initially on iOS and Android. For this reason, \$150,000 for 15% equity is asked for app development and marketing.



Revenue Generation:

TutorMe plans to generate revenue through registration fees, advertisements, booking fees, and commissions from tutors. The application will charge students a small fee when they book appointments with tutors, ranging from \$2.50 to \$7.50. This booking fee will vary depending on the tutor booked and their rating on the app. Similarly, a minimal cost of \$2.50 will be charged to tutors during the account creation process. Additionally, a commission of 15% will be charged to tutors after each tutoring session. Finally, TutorMe plans to generate revenue from advertisements and ad placement. These ads will mainly be promoting tutors. The placement of these ads and their frequency of display will be the leading cause of variations in the costs of advertisements. The cost for advertisement space will be within the range of \$6.00 to \$15.00. The lowest amount tutors generate in one week is \$7.25, and the highest is \$43.50. The average of these values is \$25.375. By multiplying the average by the estimated amount of tutors per year, TutorMe can potentially surpass \$100,000 in revenue generated by Year 1 and \$1,000,000 in revenue generated by Year 4.

