



Main Objective/Why do people want to use this?

Live chat, people on your level, potential to meet up, adaptable, portfolio/resume importance, get answers quickly, same location

1. People have profiles
2. Learners request help - post question they have asked (½ point for questions)
3. Tutors give help - either in person or online (more points if you met in person. Check via geo-tagging.)
4. Tutors get upvoted for the help they have given

Streaks: people meet up with same tutor, tutor gets more points

Work with public schools for service hours

Tutors can show on resume that they have helped out others.

Points build portfolio/resume

Humanity 101 Themes

Respect: Students needing help learn to respect the tutors within their class/ fellow students in study group , rating system honors tutors' efforts accordingly.

Kindness: Tutors kind enough to work with fellow students.

Integrity: Tutors honoring their commitment to teach, help, and tutor the student. Students being encouraged to seek extra help and learn from tutoring instead of dishonest methods.

Empathy: Tutors being understanding of the student's needs and capabilities, and helping them by taking those into consideration.

Compassion: Tutors being sympathetic to the student and genuinely helping out him/her regardless of the outcome.

Possible Competitors

Competitor	Our Advantage
Chegg	Free, More holistic, not only for textbook/assignment solutions, promote real life interaction with peers and not random experts online. Experts do not know class specifics -- student tutors do.
Stack Overflow	Option to meet face-to-face. Unlike Stack Overflow, there are lesser chances of a plethora of incorrect answers. Engagement is more personal.
Tutor.com	Free, tutors are local, higher probability that the tutor has studied under the same teacher or at the same institution as the student.
UniversityTutor	Free, makes up for the features University Tutor lacks for high school students
College Tutors	For university level students (we do both university and high school)
Blackboard Forums	Doesn't have a scoring system; although forums prioritise verified/upvoted answers, our product ensures lower chances of encountering a plethora of incorrect answers from tutors. Also, more personal due to one-on-one tutoring.
In house tutoring centers	Compatible with high school students who take courses at different levels - AP, college courses, A/O-level - that in house tutoring centers might not offer tutoring for. Also, juniors and

	seniors in college are often denied access to tutoring centers due to freshmen, sophomores being prioritised, and our service can get them one-on-one tutoring. Also, we can partner with colleges who do not have this system, or partner to replace their systems, thus lowering costs for the college
Ask A Scientist	Obtaining answers for questions that may not only involve scientific explanations, such as numericals; or help for assignments. Our tutors have personal connections to the class that the experts do not.
Varsity Tutors	Free
Piazza	Connects students with tutors who might be peers rather than professors or TA's whom they might have faced difficulty in understanding.
Club Z	Wider variety of courses/courses specific to the university where the student is studying
Care.com	Free, singular focus on connecting students to tutors, points system, opportunity for mutual growth, more personalized tutors
Chronus (mentoring match making system)	We focus on tutors -- NOT mentors

Potential Issues/Risks

Issue	Our Response
Used for cheating	Our product encourages real life face-to-face interaction. The tutoring is supposed to aid the student who wants to learn/master a topic. Also, the points(or credits) system incentivizes the tutor to not let the student cheat.
Pressure to give tutor good score	The student would not feel the pressure to rate the tutor on-spot, right after the session. Points would be added to the student and tutor right after the tutoring with the help of geolocation tagging and verification. The student could give the tutor a rating later at his/her own convenience.
People might be afraid to ask stupid questions since person knows each other	The product fosters face-to-face, one-on-one interaction. If there is a mutual agreement that the problem is solved, or a concept is cleared, only then will the points be awarded to both the student and the tutor. In this type of an environment, no question would be considered stupid and there would be no reason for the tutor to embarrass the student.
Privacy Issues (Location services, personal information use)	Students signing up would be required to provide their name and student email only. The email would be used for communication only and will not be sold/disclosed to third party vendors. Location information would only be used for geolocation verification, and would be deleted as soon as the points are awarded to both the parties.

"I don't want to sign up for a website. I see "put in your email" and am instantly like "nah""	Only asks for your name, student email, and sets up your profile. Does not share/sell your information to third party vendors or pester you with emails
What happens after the person graduates/gets a job?	Can still continue tutoring, profile information is saved, experience points remain unchanged, can normally continue if he/she wants to
As a tutor, why wouldn't I just want to use a site like Tutor.com where I get paid?	No Minimum work hours/week, no citizenship requirements, no need for a sophisticated internet connection, even high school students and college freshmen can sign up, no need to pass standardized exams or have computer externals like headphones, webcam. (Experience)points reflect well on applications/portfolios/resumés

Market Research

Have you ever been tutored?

- Yes - 15
- No - 10

If yes, where? - Fulton tutoring center, teacher office hours, on campus at Polytechnic, Math tutoring center on campus, campus center, Barrett writing center, on campus, on campus in person, Center point, on campus, BAC, on campus, on campus in person

If not, why? - Don't need it (10), went to tutoring center but couldn't get help, quality varies from year to year, you can only submit one question at a time so very time consuming, BAC, uses office hours instead, not accessible

Sometimes tutors don't know answers or can't solve problems, tutoring centers are inconvenient to travel to , good experience, only one tutoring center that is good for his major,

Students at all grade levels participating in tutorial programs, improved their reading performance more than the expected gain for the typical student at that grade level. (AmeriCorps 2001)

Peer tutoring usually resulted in significant cognitive gains for both the tutor and the tutee. (Britz, Dixon, and McLaughlin 1989)

When children teach children, the result is marked improvement in student learning which increases the productivity of the school. In peer tutoring, students are "prosumers" - they are both producers and consumers of education. (Peer Research Laboratory 2002)

Seventy-one percent of the students in six remedial middle school teachers' classes achieved 70% accuracy on criterion measures for four out of five days, while 19% of the control students did, when tutored by four of the best students in each class. (Palincsar and Brown 1986)

After six weeks of tutoring, 16 truant and tardy junior high school students all made significant gains in locus of control and most showed decreased truancy and tardiness. (Lazerson, Foster, Brown, and Hummel 1988)

Research presented by <http://www.ntatutor.com/peer-tutoring-facts.html>

Benefits to students:

- Improves self-confidence
- Improves self-esteem, as they become more successful students
- Improves academic achievement
- Improves attitude towards the subject matter and school in general
- Encourages greater persistence in completing tasks and courses
- Encourages the use of appropriate and efficient learning and study strategies
- Provides an opportunity for individualized instruction
- Provides opportunities for questions and clarification of difficult concepts
- Provides additional review and practice of difficult material
- The learning of academic skills
- The development of social behaviors and overall discipline
- Enhancement of peer relations
- Improved internal locus of control
- Students who acquire skills transferable to employment or business
- Students who acquire skills transferable to parenting
- Improved vocabulary skills
- Improved reading skills

Benefits to tutors:

- Frequent review of previously learned material helps with learning new material in more advanced courses.
- Encourages higher level thinking
- Improves subject specific knowledge and facilitates deeper understanding of subject matter
- Improves general knowledge
- Develops confidence in learning ability
- Improves motivation for studying
- Improves knowledge of learning, studying and test-taking techniques
- Builds self-esteem and creates a sense of pride in helping others
- Develops communication skills
- Provides experiences that may help with later employment or career goals
- Develops empathy for others

- Improves attitudes towards subject area
- Increases general knowledge
- Develops a sense of responsibility

Benefits to educational institutions and programs:

- Promotes deeper learning of material which in turn enables coordinators to set higher goals for student learning
- Improves student retention of material
- Reduces dropout and failure rates among students
- Provides a cost effective means of providing individualized instruction to students who need it

Business Plan Outline

Executive Summary:

Our company, Dunces to Dragons, is focusing on building a peer to peer mentoring site that connects students to tutors on their campus or off campus who have taken or are currently taking the class in which they need help in. These tutors will be able to gain points that prove their tutoring success, which helps them in proving service hours and teaching skills that will be useful on applications, resumes, and portfolios. We are looking for investment funding for our seed round. The approximate amount of funding we are looking in this round is \$300,000 .

Business Description:

In the age of the internet, the tutoring industry is one ripe with opportunity. Many tutoring, Q&A, and forum sites have been built around the concept of the internet's global connectivity. We plan on using the internet in our company not exactly for this way -- this side of the market is quite saturated already -- but rather to connect people within the same community, and to give them the help that's there but they might not be able to find otherwise. Our company relies on our three main abilities: adaptability, community-building, and career development. We believe these three abilities differentiates ourselves from the other competitors in this industry. Our adaptability is based on the tutors themselves -- they are students who have taken the same class as the students who want to learn from them, which means they are familiar with the specifics of the class (teachers, homework, etc.) that other universal tutors will not be able to provide. Community-building is based on the locality of the learning -- these tutors and students are within the same school and will be able to develop relationships long after their tutoring sessions. The final ability, career development, is based on us helping the tutors achieve their career goals -- by connecting to prospective companies, we will allow the public feedback system within Dunces to Dragons to give valuable resume-building stats which they can add to their resume or LinkedIn accounts.

Market Strategies:

Most tutoring systems fall under one of these categories: Professional Pay Per Hour, Collective Q&A, and In-House tutoring. Professional Pay Per Hour consists of something like Chegg, where you pay experts for their services, typically on an hourly basis. Our service beats that as our tutors know the specifics behind the coursework the students are doing, which the general experts do not. Collective Q&A would be something like Stack Overflow, where users ask questions to the entire site, and multiple people can answer the questions (Stack also contains a reputation system similar to the one we are implementing). Our advantage to this is that the tutoring is much more personal -- our system of streaks allow the tutor and student to build a relationship while rewarding the tutor exponentially with reputation. The final type of tutoring service is in-house tutoring. This is easily our greatest competitor, as university/high school funded tutoring has all the aspects that our company does. What they do not have, however, is universality. Since we are a company, we can find and partner with companies that do not have this system in place. We can also convince universities/high schools with tutoring systems in place to use/promote ours instead, thus alleviating their costs and having us take them on instead.

Competitive Analysis:

Our immediate competitors with an online presence are Chegg, Stack Overflow, Tutor.com, Piazza. In House tutoring centers and independent private tutors dominate offline one-on-one tutoring.

Chegg dominates the online space for textbook solutions, Stack Overflow is the largest online community for developers where one can find nearly any query related to programming answered in the forums it hosts, Tutor.com has one of the largest networks of online tutors for over 40 subjects and claims to have tutors available 24/7. Piazza registers students, their professors and TA's, and creates an online community for specific courses where students can network with their peers and pose questions to their professors or TA's.

A majority of the competitors have very specific markets, albeit large. Piazza is exclusive to college students. Very few sites pander to both college and High school students. Tutor.com is one such example, although they are exclusively online. In house tutoring centers where available are usually the most common option for students, and claim a large share of the offline tutoring market, private independent tutors claiming the remaining share.

Design & Development Plan:

OBJECTIVES

SHORT TERM

1. To create a service that students and tutors can use to communicate and discuss solutions to any problems that the student is facing.

-> By developing mobile applications and a website to support an interface capable of achieving this by requiring users to sign up and post questions.

2. To reward the tutors and students for reaching out to each other, to the tutors for tutoring, and for the students to attend tutoring sessions.

To create a system that quantifies these rewards and incentivizes users to level up

-> Having a points system motivates users to keep returning to the service. Levels rewarding milestones further motivate users.

3. To encourage face-to-face meetings between a student and tutor to help the student solve any problems, understand concepts, complete assignments, polish skills.

-> By awarding more points to students and tutors who opt for face-to-face meetings., verifying the authenticity of the meeting via geotag verification. Awarding points to the tutor and student when the student solves the problem/gets a concept cleared/finishes an assignment.

4. To foster feelings of fellowship, compassion, kindness, integrity outside of the classroom.

-> When students form bonds or friendships outside the classroom, they strengthen their friendships and social skills, tutors develop leadership and guidance skills.

5. To create a rating system to motivate the tutors to perform better or keep up their good work.

-> A "level-based" rating system lets the tutors monitor the quality of their work and also gauge the response to their tutoring.

6. To identify potential job resources for tutors

-> Based off of their rating, tutors will see a list of available jobs and their requirements on the website.

LONG TERM

1. Scaling to other countries around the globe.
2. Making the service available in different languages.
3. Creating a self sustaining cycle of entering freshmen and graduating seniors to perpetuate the tutoring service

Operations & Management Plan:

For our first year, we plan on hiring teachers to help work in reaction time to student's questions, which will hopefully be improved naturally as we draw in more MAUs. We plan on having a fairly small sized company consisting of only 5-10 employees at any given time. As our MAUs go up we plan to use corporate and university sponsorships to further increase our revenue and expand our territory.

Financial Factors:

(doc: <https://docs.google.com/spreadsheets/d/1rSLTZyUI4R-gEFoHkWa6h-RmjP4aEJJRhF8BzxuUXTs/edit#gid=0>)

We plan on financing our first year with a mixture of debt, equity, and personal funds. We are looking at \$300,000 for our seed round, selling 3 private shares from a total of 8. We expect our EPS to be around \$15,000 for the first five years. For debt, we plan on leveraging a \$75,000

bank loan, which will be paid off in full by 9 years. Our personal funding will stay consistent throughout the 11 year forecast at around \$15,000. We hope to keep relatively 45% gross margins, working on the later years to lower our amount of venture capital investment intake and replace the capital with revenue from our advertising and corporate/university sponsorships. This forecast implies no expansion, staying at five employees with an average yearly salary of \$34,000.

MAUs	100	5100	11100	18300	26940	39036	49622	59720	68538	76474	83617		
Salary	\$30,000	\$31,500	\$33,075	\$34,729	\$36,465	\$30,995	\$32,545	\$34,172	\$35,881	\$37,675	\$39,559		
Investments Revenue	\$300,000	\$330,000	\$363,000	\$399,300	\$439,230	\$329,423	\$219,615	\$197,654	\$197,654	\$175,692	\$153,731		
Personal Funding	\$15,000	\$13,500	\$12,150	\$10,935	\$9,842	\$10,826	\$11,908	\$13,099	\$14,409	\$15,850	\$17,435		
Advertisement Revenue	\$20	\$1,020	\$2,220	\$3,660	\$8,082	\$15,614	\$24,961	\$35,832	\$54,831	\$76,474	\$108,702		
Corporate Job Listing	\$0	\$0	\$1,110	\$3,660	\$2,694	\$7,807	\$14,977	\$23,888	\$41,123	\$61,179	\$91,979		
Total Revenue	\$315,020	\$344,520	\$378,480	\$417,555	\$459,848	\$363,670	\$271,461	\$270,473	\$308,016	\$329,196	\$371,846		
SG&A	\$150,000	\$157,500	\$165,375	\$173,644	\$182,326	\$154,977	\$162,726	\$170,862	\$179,405	\$188,376	\$197,794		
Loan Repayment	\$7,000	\$7,000	\$7,000	\$7,000	\$7,700	\$8,470	\$9,317	\$10,249	\$11,265	\$0	\$0		
Marketing	\$20,000	\$24,000	\$28,800	\$34,560	\$48,384	\$43,546	\$39,191	\$35,272	\$31,745	\$28,570	\$25,713		
Total Expenses	\$177,000	\$188,500	\$201,175	\$215,204	\$238,410	\$206,993	\$211,234	\$216,383	\$222,415	\$216,946	\$223,508		
Gross Profit	\$138,020	\$156,020	\$177,305	\$202,351	\$221,438	\$156,677	\$60,227	\$54,090	\$85,601	\$112,250	\$148,338		
Taxes	\$27,604	\$31,204	\$35,461	\$40,470	\$44,288	\$31,335	\$12,045	\$10,818	\$17,120	\$22,450	\$29,668		
Net Income (loss)	\$110,416	\$124,816	\$141,844	\$161,881	\$177,150	\$125,342	\$48,182	\$43,272	\$68,481	\$89,800	\$118,671		
EPS	\$13,802	\$14,184	\$14,653	\$15,203	\$15,124	\$10,701	\$4,114	\$3,694	\$5,847	\$7,667	\$10,132		\$115,121
Founder Shares	5	6	6	7	7	7	7	7	7	7	7		\$15,121 profit
Investor Shares	3	3	4	4	4	4	4	4	4	4	4		
Shares	8	9	10	11	12	12	12	12	12	12	12		
Cash	\$120,000.00	\$223,416.00	\$341,232.00	\$476,076.00	\$630,957.00	\$800,407.05	\$917,278.73	\$956,143.49	\$989,166.68	\$1,046,383.09	\$1,136,182.92		
Gross Margin	44%	45%	47%	48%	48%	43%	22%	20%	28%	34%	40%		

Presentation

Good afternoon. My name is Julia Cannon and I'm here to talk about a new application from Dunces to Dragons, a company dedicated to improving educational outcomes for high school and college students.

But first, I want to tell you about Gloria. Gloria is a bright student, brimming with potential, but is struggling in Pre-Algebra. She has tried asking her teacher for assistance after school, But it is difficult to find one-on-one time with him. All of her friends are also struggling or are uninterested in the subject. Without any other ideas of where to get help, Gloria will be forced to repeat Pre-Algebra, jeopardizing her chances of completing the math credits she needs to graduate on time.

It's not surprising Gloria is running into these challenges. Arizona schools are 50th in per-student spending, 49th in pupil-to-teacher ratio, and our high school drop-out rate is 7.8% - the highest in the nation.

On the university level, Arizona State University has an overall graduation rate of 63.4% for 4-yr degrees. That's actually pretty good for public universities, but it's not good enough. ASU President Michael Crow's vision for The New American University has a stated goal to "enhance university graduation rate to 80%."

How can schools accomplish such ambitious goals in the face of increasing budget cuts and scarcity of resources? How can Gloria get back on track?

What if Gloria could connect with students outside of her friend circle who were excelling in Pre-Algebra and were willing to help?

Our teams of developers and designers at Dunces to Dragons have created the perfect solution - an application that enables students to reach out directly to a community of learners at their own school. Not only will Gloria get assistance with her math homework, she will work with a peer who studied under the same instructor, who will see her in the halls and ask about her progress, and will build a community of support to empower and motivate her.

Summer, let's show them the website.

With Dunces to Dragons, students can set up an account with a personalized profile, displaying community questions, answers to questions they've asked, and an opportunity to chat directly with their peers about a particular question or topic. Users gain credibility through experience points awarded for questions asked and answered and can see their progress represented in their dragon status. But this application extends beyond the digital by encouraging face-to-face connections. Using geo-location technology, Dunces to Dragons records the number and duration of in-person tutoring sessions and awards additional points to users who meet in the real world.

Peer tutors will also enjoy using Dunces to Dragons, earning experience points rapidly for each tutoring session they provide. As they work to elevate status, they can make their activity visible on LinkedIn and other job-seeking sites, proving to potential employers that they are team players and attractive candidates for employment and internship opportunities. Of course, most users will both provide and receive tutoring from the Dunces to Dragons community.

Peer tutoring is known to help the students involved, but also has reverberating effects for the larger community. A study by the Peer Research Laboratory found that when students teach fellow students, it results in notable improvement in student learning which increases the productivity of the entire school.

Unlike Professional Pay Per Hour, Collective Q&A, and In-House tutoring, our tutors know the specifics behind the coursework the students are doing, tutoring is much more personal, and students and tutors get mutual convenience.

Now Gloria has mastered Pre-Algebra, and she can help answer other students' questions on the subject. In fact, she just set up a meeting with Ian who is in Pre-Algebra with Mr. Gorshkov. Mr. Gorshkov's class is showing marked improvement in their end-of-year testing and Gloria's school is being recognized for academic achievement for the new school year, without having to dip into their steadily-tightening funds.

The most challenging aspect of any community, online or otherwise, is finding engaging, knowledgeable community members. We're asking you to reach out to your contacts and encourage the bright, social, ambitious students in your lives to sign up and start engaging curious and eager young minds.