Touch Tutor Business Plan

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Customers

- This product is targeted towards students of all ages looking for additional help outside of school.
  - To start, this will mostly consist of high school students during this pandemic.

- It is also looking to help tutors looking for additional or consistent work.
  - This will begin with mostly high school and community college students.
  - Preferably older than their students

The Problem

For Tutors:

- Tutors have difficulty in finding students.

- Work is inconsistent to find.

For Students:

- Difficulty finding reliable and specific tutors.

- High cost to attend a more formal academy.

How it is Today

- Tutors don't have a way to display their information.

- Students have to hunt around different platforms, like Facebook, to find who they need.

- Our school does offer a list of students, but these students are not rated

  - You can't see how the tutor is before spending the money and time.

  - Only students can get on this list.

  - This excludes the community college students, university students, and professional tutors.

Unique Value Proposition

- Creates a marketplace specifically for student-tutor relationships.

- Makes it seamless to both select a tutor and find students.

- Use Natural Language processing to help match students and tutors.

- Uber is to cars as Touch Tutor is for tutors.

The Solution for Students

- Centralized database of tutors.

- The painful job of matching with a tutor is done by our algorithm.

- The students can rate their tutors and leave reviews.

- The tutors can also find students easily by creating a job posting

- Getting good reviews and verification helps the tutor come up more

  often on searches.

Path to Consumers

- We will start with the schools in our area.

  - Since this semester is online, the quality of education is lower.

  - There is an increased demand for this product right now.

- We can advertise through social media like Instagram.

- With a established base, we can expand the app to more schools, grade levels, and districts.

Revenue Streams

1. Tutors can pay per month to get verified.

    a. This service will be around $10 a month.

    b. Employee will look at tutor's transcripts and other work and make sure they are good.

    c. Certification allows the tutor to pop up in more search results.

    d. Puts additional trust in that tutor.

2. Small cut of the tutoring funds for any tutoring done through Touch Tutor.

    a. Around 5% of the total tutoring fees.

    b. The tutors must get paid through the app to be verified and come up on search results.

Cost Structure

Fixed Costs:

- Hosting on app stores.

- Software such as Photoshop to help design the app

- The cut taken by Apple and Google from money made through the play store.

- Domain Name

Variable Costs:

- MongoDB fees to host the database

- AWS fees to store the data of the tutors

- Additional software fees that grow with scale such as cloud features, licenses, or more

Key Metrics

- How many students that are looking for tutors receive the service

- How many of the students are satisfied with their experience with the tutor

- How many of the students receive the tutor that best meets their needs

- How many of the tutors get their profile looked at by students

- What is the total revenue the company generates

- How many of the tutors are choosing to verify their profiles

- The average rating for the tutors