

BEMYTUTOR.COM

Business Model

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BeMyTutor.com



\$1,700,000,000





86,000,000+



MARKET GROWTH



152.232%

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01

BUSINESS MODEL



IDENTIFYING STUDENT NEEDS



HOMEWORK
HELP



LEARNING
RESOURCES



TUTORING
SESSIONS

+ tailored help with classes

→ possibility to match with students that have taken the same courses with the same professors



REVENUE MODEL

Membership Fee

Share of Tutoring Fees

02

COMPETITION



TutorMe 

 **Course Hero**

Chegg[®]


tutor.com[™]
A Service of  **The Princeton Review**

Quizlet


03

MARKET SEGMENTATION ANALYSIS





GEOGRAPHIC
DEMOGRAPHIC
PSYCHOGRAPHIC
BEHAVIOURAL



04

MARKETING STRATEGY



PRODUCT

PRICE

PEOPLE

PROMOTION

PLACE

05

DATABASE FOR THE SYSTEM



06

WEBSITE



Check out our website:



Thank
You



ANY QUESTIONS?