

# Pre University Students

24x7 free time



No income

Experts in some sections



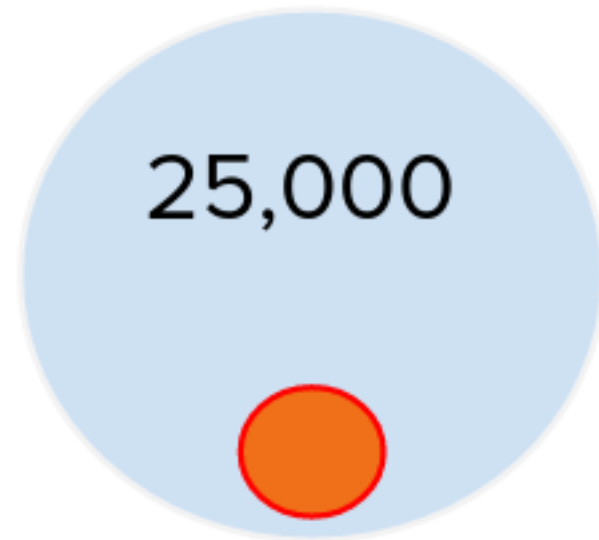


- Gather
- Recruit

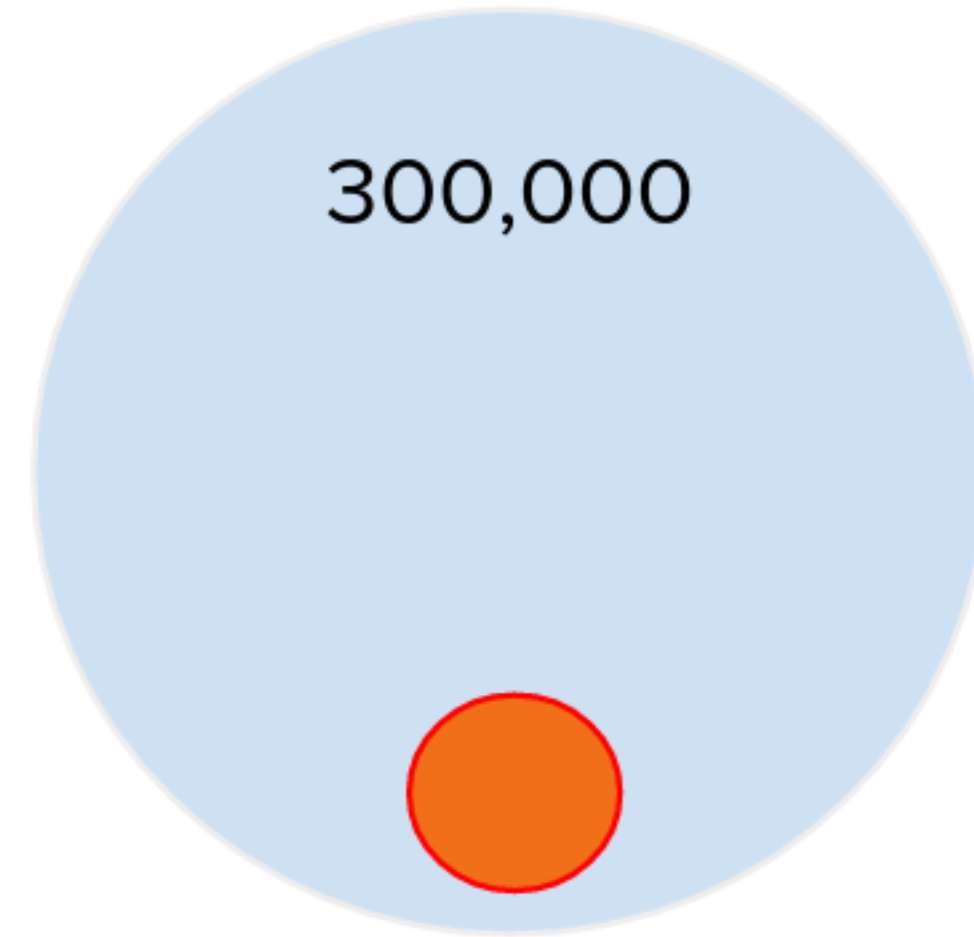


- Online classes
- Question clarification
- Mentoring Sessions

# Target Market



40%  
10,000 Tutors



58%  
175,000 Students

# Working Model

Step 1

Connecting  
students with  
tutors

Web application

Step 2

Instant question  
clarification

Mobile apps &  
web interface

Step 3

High quality  
distance learning

White board  
applications



# Pricing Strategy

	Phase 1 1st month	Phase 2 2nd month	Phase 3 6th month
Student	Free	Platinum LKR 350 Gold LKR 200 Silver LKR 100 Per Point LKR 10	2 HR Session LKR 1000
Tutor	Free	Per one point LKR 5	2 HR Session LKR 700

# Marketing Plan

Short  
term

- Free video paper discussions
- Handbills

Medium  
term

- Newspaper advertisements
- Social media & word of mouth

Long  
term

- Television & radio advertisements
- Digital marketing



# Specific Features



Assist our tutors to  
provide quality  
education



Up to date  
services



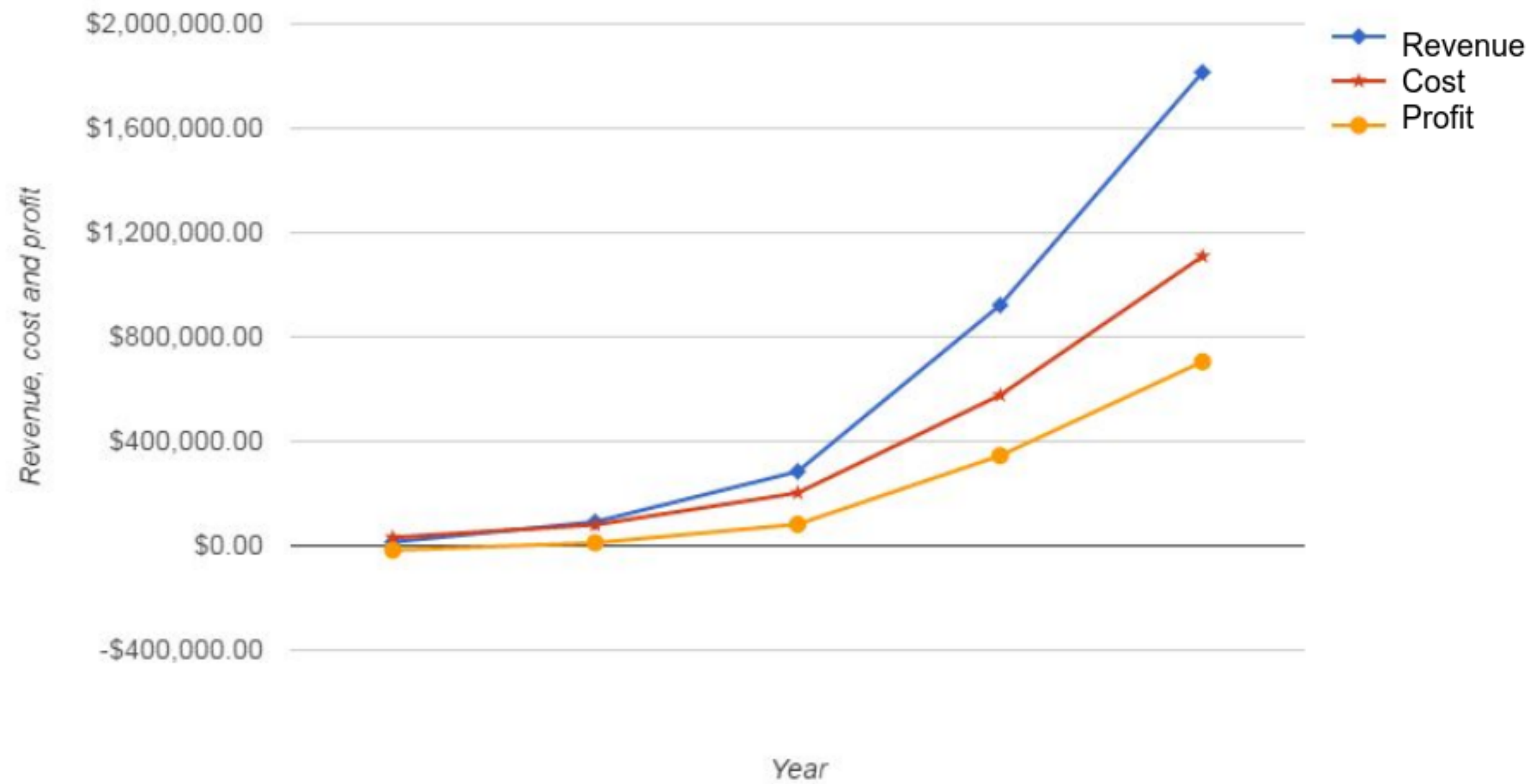
Online paper  
discussion



Mentoring and  
exam preparation  
sessions

# Financial Projection

	Year 1	Year 2	Year 3	Year 4	Year 5
Students	700	7,250	25,000	100,000	175,000
Tutors	450	3,500	5,000	7,500	10,000
Revenue	\$14,500	\$90,000	\$284,500	\$922,000	\$1,814,500
Cost	\$31,750	\$80,000	\$200,500	\$577,000	\$1,109,275
Profit	-\$17,275	\$11,150	\$82,000	\$345,150	\$705,200



# Team Profile



**Buddhika Jayawardhana**

Faculty of Engineering  
University of Moratuwa



**Jayamini Rodrigo**

Institute of Technology  
University of Moratuwa



**Manesh Jayawardhana**

Faculty of Engineering  
University of Moratuwa



**Buddhi Vikasitha**

Faculty of Engineering  
University of Moratuwa



ଶିକ୍ଷା

Thank You

# Working Model

Step 1

Connecting  
students with  
tutors

Web application

Step 2

Instant question  
clarification

Mobile apps &  
web interface

Step 3

High quality  
distance learning

White board  
applications

