Edvice

**Value proposition- students**

1. **Instantaneous access** to live personal classrooms on varied topics of the test prep syllabi
2. **Authentic tutoring** experience with a large pool of rigorously tested and verified experts *(who will not only help you out with you exams but also with the college admission process and career choices) add this part later.*
3. **Flexibility** of learning with a mobile app that connects you to a tutor when you want to where you want to.
4. **Optimized** user interface with a click to upload an image of the question and an integrated doodle board to send equations, graphs, integrals etc.
5. **Responsive customer support** that ensures you only pay when you get what you want.
6. **Ewallet** feature that lets you store your money online without any hassles.

**Value Proposition – tutors**

1. **Earn while you learn** with this online classroom experience, become a tutor at Edvice.
2. **Instantaneously** connect to a large number of assignments via push notifications on your mobile.
3. **Optimized teaching tools** to enable better teaching with a one click image upload and an integrated doodle window to send graphs, equations, integrals etc.
4. **Tutor ratings** and comments, a higher rating equates to more lessons pushed your way.
5. **Ewallet** feature that lets you store your money online without any hassles.

# Features

1. Connects students to tutors **instantaneously** for a live lesson on subjects spanning vast engineering test prep syllabus. Learn when you want with **flexible** 24x7 live classrooms to connect to and the option to upload an assignment that can be completed and then submitted at a **later** time and peruse at your convenience.
2. **Authentic** certified tutors selected based on a rigorous registration procedure. Get a chance connect to seniors from prestigious colleges /universities and get advice on career choices, admission help and college life too.(don’t add this now , put in may)
3. **User friendly** classroom interface to enable teaching .**one-touch image** upload option and a **doodle board** integrated within a chat window.
4. **Hassle free registration** procedure with an option to login using your Facebook or Gmail accounts.
5. Make transactions with a **ewallet** payment portal which lets you store money and then use it on the go without lengthy verification procedures.
6. **Dedicated customer support** team that works around the clock that makes sure you get what you pay for.

# Landing page content

1. **Home**: Basic screen shots with tagline, explaining the app as we scroll down for more (I am assuming its mobile optimized, thus the scroll).will change. Along with social channel links at the bottom of the page
2. **Ideology & team**: self-explanatory, along with fade out logo/team photo, a little something on how we came about with the name and all.
3. **Register as a tutor**: separate tab talking about the details of becoming a tutor and the subsequent registration form link.
4. **Register as a student**: (keep it separate?) simple email id along with phone number.
5. **Contact us**: customer support helpline number and email id.
6. **FAQs**: another place to make it fun. (Talk to Akhil)
7. **Download** : separate link to download the app( will be added later )
8. Media kit: will be on the home page.

Note: there are a few ways to go about this.

1. **Everything on a single page** where people need to scroll down to get content would be good with mobile optimized websites. ( no need to click and open different links )
2. **Home page with different tabs** on it is a standard way to go and is aesthetically pleasing but removes ease of use on the mobile.
3. **Something in between**, where we have the home page with tabs for tutor and student sign up and a separate email sign in for the newsletter. (Too much clutter, can we narrow this thing down?) And ideology .the contact us, FAQ and media kit tab on the footer along with the social media links.

Media kit content:

Here is an exhaustive list of all items required in a press/media kit. There a few categories that we can’t gather material for as of now , but we can go ahead with a preliminary press kit as of now and then add the rest to it as it flows in.

**1. Letter of introduction:** Sometimes referred to as the pitch letter, this first impression item is where you will grab or lose the reader's interest. Tell them upfront why they should care about what you're telling them. Provide a table of contents or a brief description of the items enclosed in the actual press kit. Let them know you are available for follow-up interviews and questions. Also make sure to include your contact information in this letter.

**2. Information on the company:** This includes your company's history, a company profile, and profiles of the chief officers, senior management and ownership. Include bio sheets, if appropriate.

**3. Product and service information, including a product, service or performance review:** This will let editors see what others are saying about you or help the editor write his own review. This should also be supported with product or service fact sheets, sell sheets or company brochures that are specific to your product or service.

**4. Recent press publications and articles and press releases:** Copies of recent press coverage is very appropriate for a press kit. After all, what other media have done will be of interest to current media targets. This can include article reprints and printouts of online press that a company might have received.

**5. Audio and video files of radio or TV interviews, speeches, performances and any other media-covered event:** Hard copies will suffice if the actual media is not available. Today, some companies are now putting online audio clips on their Web pages and in online media kits.

**6. A sample news story:** This is your chance to guide the media or your reader. Some editors will even print it verbatim, as they view ready-to-print articles as an easy way to fill up space with little effort on their part. They do, of course, usually edit these stories, so be prepared.

**7.** Since many **media kits** are put together for investors, any news related to the industry, financial statements or any other investor-related news is very appropriate for the press kit.

**8. List of frequently asked questions:** This helps the editor determine what questions to ask you in an interview or what to include in the article.

**Other items to include:**

* Nonprofit and community-service involvement
* Recent awards
* Photos (if appropriate)
* Specific information and schedules of upcoming promotions and events
* Significant statistics specific to your industry, demographics and target audiences
* Feature article material, such as articles written by company officers or senior management
* Missions, goals and objectives