



# GRASP

Crowdsource your knowledge

# Situation

Academic assistance is available for “free” to students on college campuses. The budget is created from endowment returns and tuition.

## **Tutoring centers offer:**

- Individual sessions

- Group sessions

**but** centers provide inflexible schedules, have long wait time for students seeking help, and lack tutors for high-level courses

**Tutoring centers are over-extended and underfunded,  
leading to a lack of impact.**

# Problem



**Schools**

- Scheduling nightmare
- Lack of data clarity
- Major management headaches with AP reports, time cards, and tutor reviews



**Students**

- Lack of flexibility
- Unable to receive help outside of specified hours
- Available tutoring locations aren't convenient



**Tutors**

- Lack of flexibility
- Must commit to hour-long sessions
- No tutoring opportunities late at night

# Solution

Tutoring should be available **at any hour and anywhere** on campus, allowing incredible flexibility for both the students and tutors. Professors should have **access to live student data** to better understand how their students are learning.

# Benefit for:



## Schools

- Eliminates scheduling nightmare
- The data visualization tool provides actionable data
- Custom AP reports, time cards, and tutor reviews



## Students

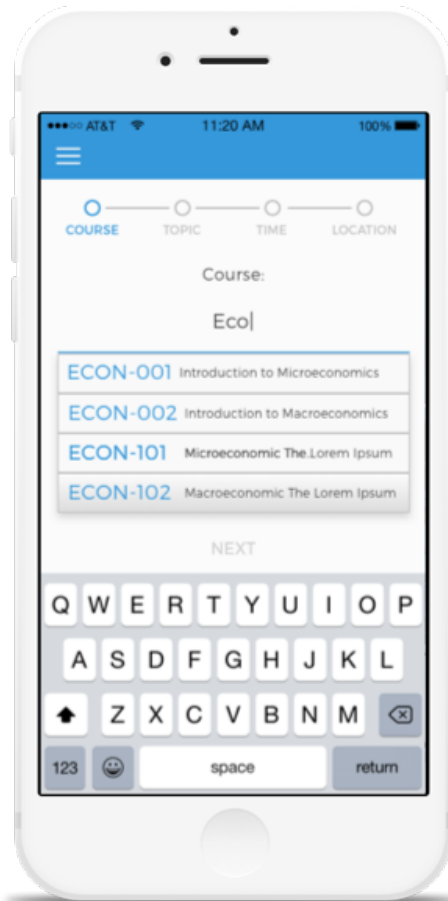
- Hyper flexibility of sessions
- Tutors are often in your building
- Increased availability of tutors in high-level courses



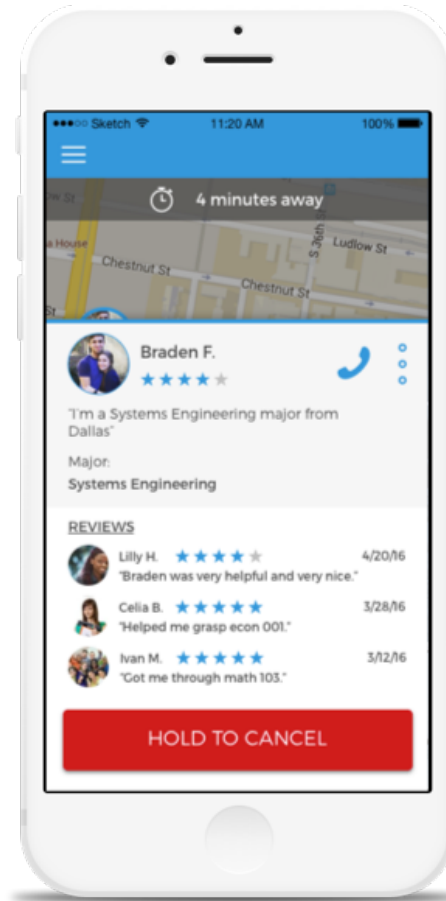
## Tutors

- More efficient use of time, leading to shorter sessions
- Tutor as it fits your lifestyle
- Get paid during your study breaks

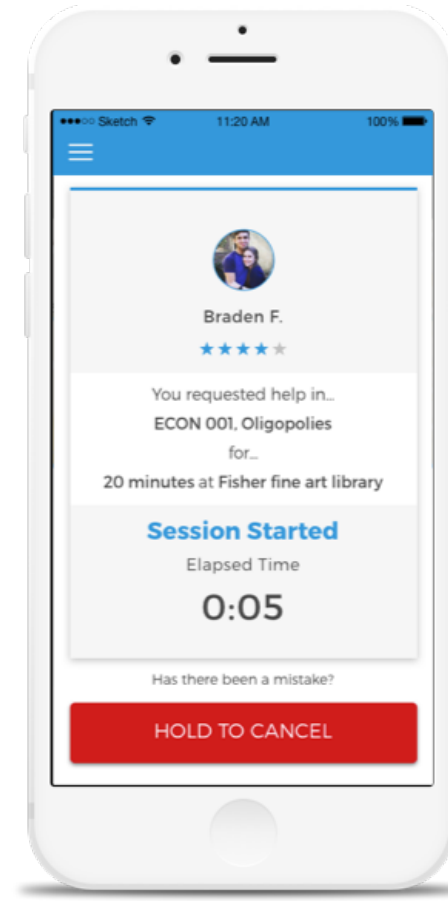
# Convenience for both students and tutors



A student's requests help with a course, topic, time, and location.



The student is immediately matched with a pre-screened tutor.



The pair meet and the student starts grasping knowledge.

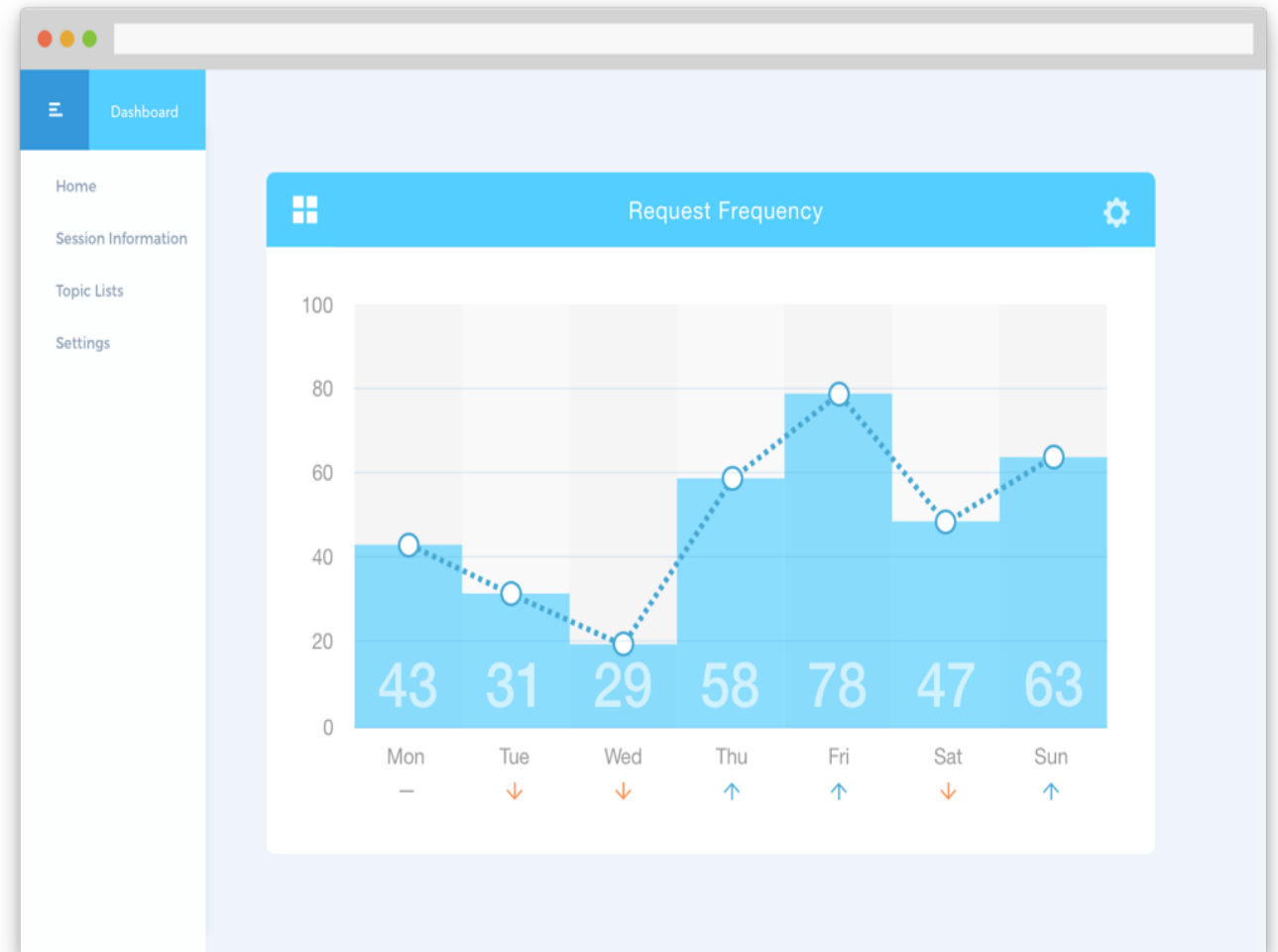
# Real-time data for professors

Professors **can view and understand**, in real time, how their students understand new material

Professors learn where students are struggling.

Courses reinforce troublesome topics as students need help.

Departments access accurate information for curriculum reviews.



# Market Size



The market for GRASP begins with the roughly **5000 universities** in United States

At an estimated value of \$30,000 - \$50,000 per school, we project a potential revenue of **\$150M to \$250M+** per year



There are currently **20.5 million** university-level students in the United States, generating data sales of **\$50M+** recurring yearly\*



# Market Validation

Pilots are beginning in **Spring 2017** with the University of Pennsylvania

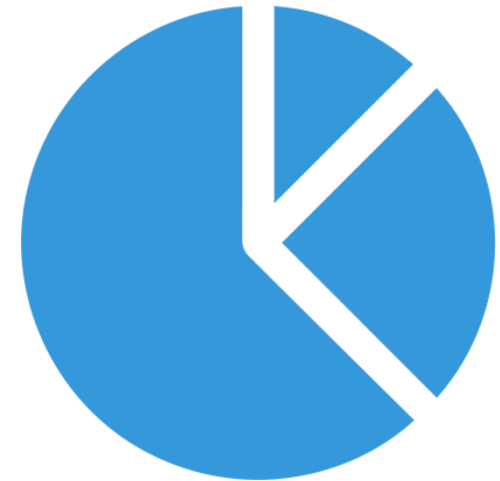


Average bedtime for students at premier institutions\* is **1:19am**  
**No academic assistance is offered after 10pm**

**81%** of students surveyed would use a service like **GRASP\*\***

**64%** of students surveyed would tutor for a service like **GRASP\*\***

**88%** of students surveyed think tutoring on campus is **inefficient\*\***



\*Data from <https://jawbone.com/blog/university-students-sleep/> (Penn, Columbia, MIT, Stanford, Duke, Princeton, Yale)

\*\*Data from 120 student survey

# Testimonials

“

*I'm struggling to manage the schedules of the tutors we currently have.*

- Donna Brown, Director of Penn Tutoring

*I requested a one-on-one tutor after failing my first midterm in a course; I wasn't assigned a tutor until after my second and final midterm in that course. Almost 5 weeks later.*

- Julia K., Student

*I don't know when or if I will need a tutor for a given topic until I'm in the middle of my homework.*

- Jake F., Student

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# Revenue Model

Our approach to market is threefold:



Pilot GRASP at  
each school in  
select courses

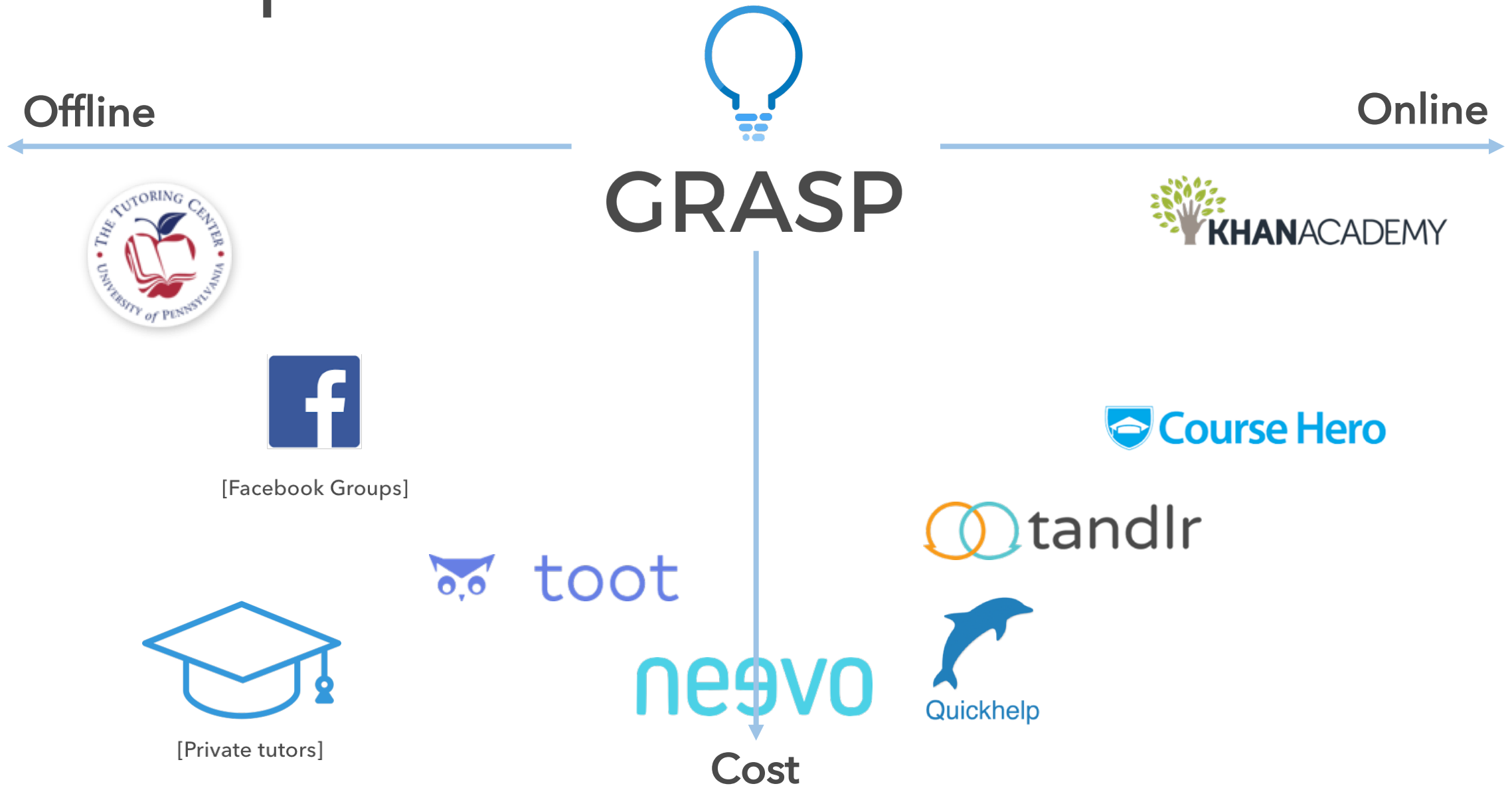


Transition to a SaaS  
fee structure for university  
wide implementation



Broker student data  
To Facebook,  
MasterCard, ect.

# Competition

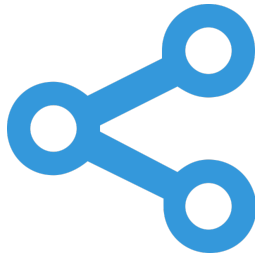


# Competitive Advantage

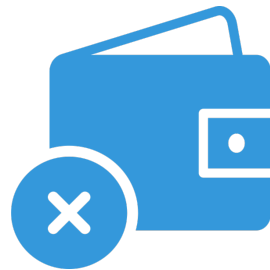
Why have other competitors failed?

- tried to work independently of schools
- charging students with free tutoring at universities
- operating in an inelastic market

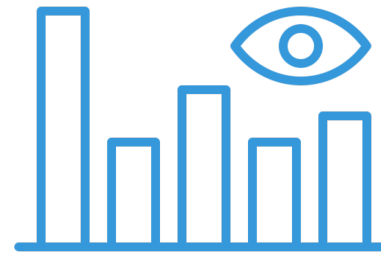
## GRASP offers:



Impromptu,  
highly-flexible  
connections



No out-of-pocket  
cost to students



Data clarity for  
the University



School supported  
and approved

# Time Frame

