<https://eclass.teicrete.gr/modules/document/file.php/TP271/Additional%20material/docebo-elearning-trends-report-2017.pdf [1>]

<https://www.forbes.com/sites/alexkonrad/2013/12/31/vc-predictions-2014/#786d05145bcb> [2]

<http://www.learninghouse.com/wp-content/uploads/2017/09/OnlineCollegeStudents2015.pdf>

Clinefelter, D. L., & Aslanian, C. B. (2015). Online college students 2015: Comprehensive data on demands and preferences. Louisville, KY: The Learning House, Inc. [3]

What is online tutoring platform?

Online tutoring platform is platform to teach any individual that is willing to learn without the need of going to a physical place and everything is taught online. Online tutoring platform has been growing tremendously in recent years, where many new online tutorial platforms has been gaining momentum. Individuals are using online tutorial platform to learn a new skillset or continue improve on their existing skillset. Online tutoring platform comes with features such as flexibility to study anywhere and anytime, statistics on their studying behavior, tracking their progress and more. The size of online tutorial platform market was estimated to be over USD 165 Billion in 2015 [1]. Docebo predicts that the market is likely to grow by 5%, bringing the market value to USD 240 Billon. The market is big enough until that venture capitalists are considering on investing on online learning platform. Scott Sandell, a venture capitalist mention educational technology in 2013, where he stated that the technology will reach mainstream in 2014 and it is a sector of business that requires attention [2]. Mike Maples from Floodgate Fund mention that eLearning is still very compelling but very crowded market. In a research done by [3], 78% of the respondents agrees on online learning experience is better or similar to classroom experience. In a survey for online students, only 14% would enroll in a classroom program if the program they wanted is not available in an online format. There are a few main reasons why online tutoring platform are gaining momentum, which are affordability and flexibility. The pros and cons will be discussed in detailed in part [iii].

What is Online?

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Current available online tutorial platforms

Lynda.com

Lynda.com is an online learning platform where they offer courses in business, software, technology and creative skills to help any individual looking to improve their skill. Lynda.com is founded in 1995 by Lynda Weinman. Lynda.com provides a subscription like system for their customers. Customer needs to pay a monthly fee to gain unlimited access to all courses. Customers can learn on the go because it can be accessed on the web, Android and iOS. Lynda.com provides their customer with expert teacher which are respected professionals in their fields.

Udemy

Udemy is an online learning platform in where they offer courses in business, IT & software, music, personal development, design, marketing and more to any individuals. Udemy is founded Eren Bali in 2010. Unlike in lynda.com, Udemy do not do subscription services, Udemy provides their courses in a courses by courses basic, meaning each course may have different prices and customers can only enroll in the courses they are interested in. There are courses which are free in Udemy which can be very compelling to individuals that are not financially strong. Udemy provides a rating system where students can rate the courses after they have finished the course. This greatly help new students who are currently looking for courses. Udemy also allows the student to learn on the go as their platform can be accessed through the web, Android and iOS.

Coursera

Coursera is a learning platform in where they offer courses in arts and humanities, business, computer science, data science, physical science and engineering, language learning and more. Coursera is founded on 2012 by Andrew Ng and Daphne Koller. Coursera provides a model similar to Udemy. Coursera provides courses where their customer can pay for the single course or to pay for a Specialization. A Specialization is a group of courses which shares similar content such as Deep Learning, Data Science, Digital Marketing and more. Customers that pay for a Specialization can access to all courses within the Specialization. All the courses on Coursera are provided by Universities or partner and taught by experienced professionals. Unlike in Udemy, where almost anyone can sign up to teach a course, Coursera work closely with universities and partner to provide high quality courses to individuals. Coursera can be accessed on the web, Android and iOS hence their customer can learn on the go.