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

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What is online tutoring platform?

Online tutoring platform is a platform to teach any individual that is willing to learn without the need of going to a physical place, where the teaching material is online. Online tutoring platforms have been growing tremendously in recent years, where many new online tutorial platforms have 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].

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What is Online?

According to the oxford dictionary, it defines that being online as “controlled or connected to a computer” or as “being available on the internet”. In the field of computing, being online is a state of connectivity the opposite of it, being offline, is the state of being disconnected, to an internet connection. Another way to describe between being online is using computer-mediated communication and being offline is using face-to-face communication [4]. Some examples include a person's phone being connected to WiFi signals, a person browsing websites on their computer is online, chatting with a friend on Facebook.

Being online means being connected to the world's biggest computer network system, the Internet [5]. A computer network system is a telecommunications network made for everyone who has a computer to connect and share data that is not owned by anyone[5]. The internet was initially made for just the communication between computer scientists [5]. About 40% of the world are connected to the internet and are online [6]. From 1999 to 2013 the number of users has increased 10 times [6] and in 1995, that number was less than 1%.