The following is an interview transcript with the **owner** of Levelup Works.

Business Name: LevelUp Works

Website: <https://www.levelupworks.com>

**Q: What does Levelup Works do?**

LevelUp Works aims to educate young people, aged 6 to 12, in skills that are required in the 21st century, such as coding, communication skills, problem solving, and creativity. At the moment I have one main programme called “Creative Problem Solving”, which trains kids on these skills I mentioned.

**Q: How was the company started?**

I started off wanting to teach my 7-year-old daughter how to write code. Then I decided to teach a few more kids at the same time since it takes the same amount of time and more kids can benefit. So I started a small class on Saturday. The small class ended up being 2 small classes.

**Q: where do you run these classes?**

I run a class at Botany Downs Library and one class in Epsom Girls Grammar School.

**Q: How many students do you have in the 2 classes?**

5 students at each location.

**Q: Did you hire teachers to help with teaching?**

I have one staff helping me with teaching. It is pretty difficult to hire one teacher who can cater for all levels of students in one class, and can run 2 locations.

**Q: What are the key issues you face and what are the impacts?**

The first issue is that the current operation is manual and is time consuming. I am putting in a lot of time to perform administrative tasks such as enrolling students, sending reminders to classes, sending payment reminders, recording student progress, posting advertisements, dealing with room rental invoices and payments, etc. The impact is that every week I need to spend 2 hours on the administrative tasks. If we calculate my hourly rate as $100 per hour, this is costing me $200 per week.

The second issue is that currently the advertisements are limited to one social media platform. I would like to expand the marketing effort to attract more students and increase revenue. It is estimated that if I put in $500 per month on advertising, I can attract the equivalent of 10 more paying students in a year. Each student pays a total of $1600 per year.

The third issue is that there is history data recorded for students. Every week I only write down the student’s latest learning level so that I know where to start in the next class. I did not keep statistics in terms of student progress, problem areas, or other data to help teachers to better help students. If a database is implemented to capture and report on student data, it is estimated that the cost will be $20000, while the more systematic approach to help students will attract the equivalent of 50 more students.

The fourth issue is that customer enquiries via social media is time consuming to respond to. Currently I spend 3 hours per week responding to queries.

**Q: How do people to find out about you?**

Parents can find out about us via Facebook. Occasionally there will be enquires that come from our company website. The majority of people find out about us via word of mouth – they hear from a parent who has their kid studying with us already.

**Q: What is the process of acquiring a student?**

Once the parent found out about us, if they are on Facebook or website, they can send a message to us via chat or a form. If it was from word of mouth then the parent will usually send me a txt or message on Wechat, which is a social media application I use.

Once I received the message, I will reply using the same medium and ask about the age of the child, and their programming background, and possibly the school. Once I got the information I will also provide them with cost and location information. Sometimes parents will also enquire about the contents of the programme. At the end of that communication, if they want to enrol or have a free trial, then they will come to the next class.

After the first lesson, for any students who would like to continue with the class, they will be sent an invoice via email or Wechat, and a reminder for the next class date and time. At the same time, information such as name of the child and parent, contact number/email, age, level, class location and time will be entered into a spreadsheet. Once the parent paid the invoice by deposit into the bank account, the enrolment process is completed.

**Q: What do you see as the key challenges with this process to acquire a student?**

While I would like to be able to answer all the questions from the parents, and capture some information about their kids, it is time consuming to manual respond to all messages via social media and emails, and also sending reminders to classes and invoices. On a separate note, because I have so many emails, I sometimes will forget to respond to email enquiries and I lose the lead. So this is another problem I have.