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## Executive Summary

In today's rapidly evolving world, connecting students with the ideal tutor can be a difficult task. Parents and students often struggle to find qualified, reliable home tutors who meet their specific academic needs, schedules, and budget. Our platform bridges this gap by connecting students with skilled tutors, offering flexible learning options, and emphasizing parent and teacher engagement. Our business is focused on creating an innovative online platform that connects home tutors with students, particularly those in school and college. The platform will serve as a bridge between learners and expert tutors, providing personalized, high-quality education right at the student's doorstep. Our platform offers a user-friendly system where students can easily browse and book tutors based on their specific subject needs, whether it's for ongoing academic support, exam preparation, or specialized learning. One of the core strengths of this platform is the flexibility it offers in terms of pricing and packages.

We understand that families have different financial situations and educational needs, so we've designed a range of service packages to fit various budgets. These options include per-hour tutoring sessions, monthly subscriptions, and even annual packages for long-term educational support. This allows parents to choose a plan that best suits their child's academic journey without compromising on quality. The goal is to make private education affordable and accessible to a wider community, regardless of financial background. In addition to offering a wide range of subjects and expert tutors, the platform prioritizes safety and trust. We have implemented thorough screening and background checks for all tutors to ensure that parents and students can interact with them confidently. This helps in building a reliable network where safety is never compromised.

A key feature that makes our platform different from others is the emphasis on parent and teacher communication. Parents will have the ability to connect directly with tutors, enabling them to stay updated on their child's progress. This feature allows parents to monitor areas where their child is excelling or needs improvement, provide a more collaborative and transparent learning environment.

Another key feature is tutors on the platform will have comprehensive profiles that display their qualifications, skills, teaching experience, and availability. Through this platform, our aims is to provide an all-in-one solution for students, parents, and tutors. It offers the convenience of quality education delivered at home, the affordability of customizable service packages, and the assurance of a safe and engaging learning experience. Our vision is to create a thriving educational community where every student has the opportunity to succeed with the guidance of expert tutors.

## 2. Company/Project Background

### 2.1. Problem Identification

Despite the growing demand for home tutoring, many parents and students struggle to find qualified and reliable home tutors, especially those who meet specific subject needs or schedules. Current solutions may lack the ease of online access, affordability, and an interface to facilitate smooth communication between parents, students, and tutors.

**Current market solutions often lack:**

- **Ease of Online Access:** The convenience of booking sessions or browsing available tutors is not always user-friendly.
- **Affordability:** Tutors' rates can be inconsistent, making quality education in-accessible to many.
- **Parent-Teacher Communication:** There is often no structured way for parents to stay informed about their child's progress.

### 2.2. Solution Overview

Our platform addresses these points by providing a user-friendly, secure, and cost-effective platform for students and tutors to connect.

**Our platform stands out by offering:**

- **Flexible Packages:** With hourly, monthly, and yearly pricing options, parents can choose the best plan based on their financial capacity and tutoring needs.
- **Comprehensive Profiles:** Tutors' profiles will include qualifications, skills, teaching style, and availability, making it easier for parents and students to find the right fit.
- **Integrated Parent-Tutor Communication:** By prioritizing parent-teacher connection, we ensure that parents can stay involved in their child's education, which is often missing in other platforms.

- **Accessibility:** Available via web or mobile, parents and students can quickly search for tutors, book sessions, and manage their tutoring schedules online.

**2.3. Target Audience**

**Primary Target Audience:**

1. Schools Students.

2. College Students.

3. Parents.

4. Tutors (University Students and Professionals).

- **School Students (Primary and Secondary):** Students who need extra help with their school subjects to excel in exams or keep up with classwork.
- **College Students:** Those in need of specialized subject experts for advanced coursework, test prep, or career guidance.
- **Parents:** Parents who want to be involved in their child's academic progress and ensure they are receiving quality education.
- **Tutors (University Students and Professionals):** Qualified tutors looking for job opportunities or wanting to expand their student base by connecting with learners in their local area, in this we specially target university students who seeking for opportunity it also a major factor in term of affordability.

**2.4. Unique Value Proposition**

**Comprehensive Tutoring at Your Doorstep:**

We offer a fully integrated, online tutoring platform that not only connects students to qualified tutors but also emphasizes a comprehensive platform that offers students access to qualified tutors with affordable and flexible service packages (hourly, monthly, yearly) while also emphasizing the connection between parents, students, and tutors for safe,

reliable learning.

## 2.5. Scope of the Project

### 2.5.1. Project Vision:

To be the leading online platform for connecting students with expert tutors, delivering personalized education to every home.

### 2.5.2. Mission:

To provide a safe and reliable platform for students to access high-quality tutoring services at their convenience, promoting academic success through personalized learning plans and strong parent-tutor communication.

### 2.5.3. Values:

- Quality Education
- Transparency and Accountability
- Innovation and Continuous Improvement
- Student Success

## 2.6. Objectives and Goals Aligned with SDGs

Our business plan for an online platform that connects home tutors with students is a concept that addresses educational accessibility, affordability, and quality. By aligning the objectives with the **Sustainable Development Goals (SDGs)**, specifically **SDG 4** (Quality Education) and other goals like **SDG 8** (Decent Work and Economic Growth) and **SDG 9** (Industry, Innovation, and Infrastructure), our platform will not only support education but also boost employment and technological innovation.

### 2.6.1. Promote Quality Education (SDG 4):

**Objective:**

Ensure inclusive and equitable access to quality education for students of all ages (primarily school and college students) through tailored tutoring services.

**Actions:**

- Develop a platform where students can search for and book qualified tutors based on their academic needs and subject requirements.
- Provide various learning packages (hourly, monthly, yearly) to ensure flexibility and affordability, making quality education accessible to all.
- Encourage the use of personalized learning techniques where tutors cater to the individual learning styles of students.

### 2.6.2. Ensure Decent Work and Economic Growth (SDG 8):

**Objective:**

Provide fair and sustainable employment opportunities to tutors, promoting job creation and economic growth through an innovative online platform.

**Actions:**

- Enable home tutors to create professional profiles showcasing their qualifications, teaching expertise, and availability, making it easier for them to find students.
- Ensure transparent and fair compensation for tutors with an easily accessible payment system.
- Offer flexible work options for tutors, allowing them to set their schedules and work on their terms, encouraging more professionals (e.g., part-time educators, recent graduates) to join the platform.

### 2.6.3. Build Safe and Reliable Infrastructure (SDG 9):

**Objective:**

Create a secure, reliable, and user-friendly digital infrastructure that fosters trust between

parents, students, and tutors, ensuring smooth communication and safety.

**Actions:**

- Implement a comprehensive verification process for tutors to ensure the safety and reliability of the services offered.
- Build a user-friendly interface for students and parents to easily browse, select, and communicate with tutors.
- Prioritize the safety of users through features like secure online payment systems, transparent booking processes, and feedback mechanisms.
- Utilize technology to track performance (both student progress and tutor effectiveness) and make adjustments to the services offered based on data analytics.

### 2.7. Operating Industry and Legal Form of Business

The selection of an appropriate business structure and industry identification is crucial for legal compliance, operational efficiency, and future scalability. This report examines the operating industry of a home tutoring platform and evaluates suitable legal business structures in the context of Pakistan.

### 2.7.1. Operating Industry

The business falls within the Education Technology industry, specifically under the home tutoring and online learning sector. This sector has seen rapid growth due to increased digital adoption, parental demand for quality education, and technological advancements.

### 2.7.2. Key Sectors within the Industry

1. **E-learning & Online Tutoring**: Digital platforms providing real-time tutoring services.
2. **Home Tutoring Services**:  Direct in-person tutoring facilitated through an online platform.
3. **Education Marketplaces**: Connecting students and tutors through a digital platform.

4. **Skill Development & Test Preparation**: Focused on entrance exams and subject-specific tutoring.

### 2.7.3. Industry Trends in Pakistan

- Rising Demand for Private Tutors due to competitive academic environments.
- Customizable Learning Options offering hourly, monthly, and yearly tutoring plans.
- Parental Concerns for Safety necessitating tutor background checks and verification.

### 2.8. Legal Forms of Business

Considering the nature of a home tutoring platform in Pakistan, the following legal structures are recommended based on different scenarios:

### 2.8.1. Sole proprietorship and partnership

Sole proprietorship and partnership are preferred choices for starting a home tutoring platform in Pakistan due to their simplicity, cost-effectiveness, and operational flexibility. A sole proprietorship is ideal for individuals who want full control over decision-making and minimal regulatory requirements, making it a suitable option for a small-scale tutoring business. It requires fewer formalities to set up and has lower tax and compliance burdens. However, it also entails unlimited personal liability, making the owner fully accountable for all debts and legal obligations.

On the other hand, a partnership allows multiple individuals to share financial and operational responsibilities. This structure is beneficial for those who want to distribute risks and leverage combined resources and expertise. Partnerships are relatively easy to register and offer a simple taxation system. However, they require mutual trust and clear agreements to avoid conflicts over profit-sharing and decision-making. While both options have their limitations in terms of scalability and investment opportunities, they provide an efficient and low-risk approach for launching a tutoring platform with manageable

financial and legal obligations.

### 2.8.2. Private Limited Company (Pvt Ltd)

**Private Limited Company (Pvt Ltd)** is a suitable choice if you plan to expand the business, attract investors, and establish long-term credibility. Since our business connects students with tutors through an online platform, scaling operations and ensuring legal protection for stakeholders are crucial. A Pvt Ltd company offers **limited liability**, meaning your personal assets are protected in case of financial risks or legal disputes. Additionally, this structure enhances our ability to secure funding from banks and investors, allowing for technological advancements and marketing expansion.

However, a Pvt Ltd company comes with **higher registration costs and compliance requirements**, as we must register with **SECP (Securities and Exchange Commission of Pakistan)** and adhere to corporate regulations. This includes maintaining financial records, tax compliance, and periodic reporting. Despite these challenges, choosing this legal form provides a structured and professional outlook, which builds trust among customers, tutors, and financial institutions.

If our goal is long-term business sustainability and scalability, Pvt Ltd is the best option. However, if we are starting small and want fewer legal obligations, Sole Proprietorship or Partnership might be better until the business grows enough to transition into a Pvt Ltd company.

The home tutoring platform functions as part of Pakistan's expanding educational technology (EdTech) sector. Choosing the appropriate legal structure is critical for business growth, investment opportunities, and legal compliance. Based on business goals, initial capital, and risk tolerance, a Private Limited Company (Pvt Ltd) or Sole Proprietorship is recommended for a commercially driven tutoring platform, whereas an NPO is preferable for a philanthropic initiative.

## 3. Business Plan

### 3.1. Economic Analysis

The **private tutoring industry in Pakistan** is experiencing significant growth, driven by increasing **academic competition, rising tuition fees, and parental demand for personalized education.** Lahore, being a major educational hub, presents a prime opportunity for our **home tutoring platform.**

### 3.1.1. Key Market Insights (Lahore Focused)

- Student Population: Over **5.9 million students** enrolled in schools and colleges.
- Existing Tutoring Market Size: The **private tutoring industry in Pakistan is valued at over PKR 100 billion**, with **high demand for home tutors** due to convenience and personalized attention.
- Average Parental Spending: Families spend between PKR 5,000 – 25,000 per month **per child** on private tutoring, depending on subjects and tutor expertise.
- Competitor Landscape: Most home tutoring services are **informal**, relying on **Facebook groups, word-of-mouth referrals, and private academies.**

### 3.1.2. Opportunity for Our Platform

Our platform aims to **formalize the tutoring process**, ensuring **quality, trust, and flexibility** while offering **affordable and accessible education** to students.

### 3.1.3. Cost Structure (Low-Investment Model)

We try to design a **student-led start-up with limited funds** therefore, we follow a lean business model, minimizing operational costs while maximizing revenue streams.

**3.1.4. Fixed Costs (Minimal Initial Investment)**

| Expense | Estimated Cost (PKR) | Cost Reduction Strategy |
|---|---|---|
| Basic Website (Hosting + Domain) | 2.7k | Use low-cost platforms to find domain and hosting |
| Online Marketing Strategies (including Social Media and Search Engine Optimization). | Null | Cost-free promotion through platforms like Facebook, WhatsApp, and university communities. |
| Tutor Verification & Screening | Null | Initially manual verification |
| Operational Expenses | Null | Use WhatsApp and free collaboration tools like Google Forms |
| Total Initial Cost | 2.7k | Minimal cost strategy to launch |

*Table 1: Fixed Cost Break down*

### 3.1.5. Variable Costs (Only When Scaling)

| Expense | Estimated Cost | Scalability Strategy |
|---|---|---|
| Advanced Website/App Development | PKR 15,000+ | Develop once we have a stable revenue flow |
| Paid Ads (Facebook, Google, Instagram) | PKR 10,000 – 20,000 per month | Start after organic growth |
| Team Expansion (Admin & Support Staff) | Based on revenue | Automate processes first to reduce the need for staff |

*Table 2: Variable Cost break down*

Since most of our marketing and operations will be handled **digitally and manually** in the beginning**,** our cost structure remains low until the platform gains traction.

### 3.1.6. Revenue Model (Projected Income Sources)

To sustain the business with minimum investment, our platform will generate revenue through the following streams:

**Primary Revenue Streams**

| Revenue Stream | Description | Estimated % Contribution |
|---|---|---|
| Tutor Registration | Revenue generated from tutors signing up on our platform. | 22% |
| Featured Listing | Tutors pay to appear at the top of search results | 10% |
| Ads Revenue(CPM,CPC,SPONSORSHIPS) | Revenue earned through third-party advertisements. | 68% |

*Table 3: Revenue Streams table*

**3.2. Industry Analysis**

**3.2.1. Industry Overview**

The private tutoring industry in Pakistan is experiencing rapid growth, particularly in urban areas like Lahore, due to increasing academic competition and parent's preference for personalized education. Students preparing for **Matric, FSc, O/A Levels, and university entrance exams** often require additional academic support beyond schools. Additionally, the rise of digital platforms has made it easier for parents and students to connect with tutors. One-on-one home tutoring is becoming more popular, **especially after COVID-19**, as parents seek safer and more personalized education options.

**3.2.2. Target Market & Customer Segments**

Our platform primarily targets three key groups: **students, parents, and tutors**. Students, especially those in school and college, require personalized guidance for academic success but often struggle to find qualified tutors. Parents, on the other hand, want trustworthy and experienced tutors for their children but lack a structured and reliable way to connect with them. Our platform conducts thorough verification and background checks for all tutors, providing parents with confidence and peace of mind. Tutors, including university students and professional educators, often face difficulties in finding students due to the **informal nature of tutor referrals.** Our platform provides them with a structured, easy-to-use system to connect with students and secure teaching opportunities.

**3.2.3. Competitive Landscape**

The home tutoring industry in Lahore consists of multiple competitors, including traditional academies, freelance tutors using social media, and emerging online tutor platforms. Traditional academies, such as KIPS and STEP, require students to attend physical locations, limiting personalized attention and flexibility. Meanwhile, freelance tutors rely on Facebook and WhatsApp groups to connect with parents, but these methods lack credibility, transparency, and structured payment models.

Some online tutor platforms already exist, but they often charge high commissions to tutors and students, making their services expensive. Our platform differentiates itself by offering verified tutor profiles, flexible pricing plans and strong parent-tutor communication features.

### 3.2.4. Industry Challenges & Our Solutions

| Industry Challenges | How We Address It |
|---|---|
| Unverified Tutors | We ensure credibility through background checks and a tutor rating system. |
| Parental Trust Issues | Provide direct tutor-parent communication & transparent profiles. |
| Marketing Budget Constraints | Leverage free digital marketing through Facebook, WhatsApp, and university networks. |
| High Tutor Dropout Rate | Offer incentives & premium listings to retain quality tutors. |

*Table 4: Industry Challenges and Our Solutions*

**3.2.5. Industry Trends Favoring Our Model**

Several emerging trends indicate that our platform is well-positioned for success. There is a growing shift toward digital platforms for finding tutors, making our service highly relevant. The demand for home-based learning continues to increase, with parents willing to invest in one-on-one tutoring experiences**.** Furthermore, university students and professionals are actively seeking flexible earning opportunities, which makes our platform attractive for tutors as well.

**3.3. Marketing Plan**

**3.3.1. Marketing Objectives**

- Brand Awareness: Increase recognition of our tutoring platform among parents and tutors in Lahore, emphasizing the platform's credibility, affordability, and safety.
- Tutor & Parent Acquisition: Secure a base of qualified tutors and interested parents in the first six months (tentative) by offering valuable incentives and ensuring smooth platform onboarding.
- Trust & Credibility: Build consumer trust through testimonials, verified tutor profiles, and transparent communication, ensuring parents feel confident in choosing our platform.
- Lead Generation: Use low-cost digital marketing methods (such as social media and SEO) to generate leads and drive sign-ups.

**3.3.2. Branding & Positioning Strategy**

- Brand Positioning: Position the platform as the most trusted, safe, and affordable solution for tutoring needs. Emphasize the platform's high-quality, verified tutors and its user-friendly interface for parents and students.
- Tagline: "**Learn, Grow, Achieve**"
- Brand Messaging: Highlight the thorough vetting process for tutors, ensuring a safe, reliable environment for students. Communicate affordability without compromising quality.

**3.4. Marketing Channels & Strategies**

**3.4.1. Digital Marketing (Low-Cost & High-Impact)**

- Social Media Marketing
  - Platforms: Facebook, Instagram, LinkedIn, TikTok, WhatsApp.
  - Ads: Run low-budget ads on Facebook and Instagram targeting parents and students in Lahore.
- Search Engine Optimization (SEO)
  - Keywords: Focus on local SEO targeting phrases like "best home tutors in Lahore", "affordable tutoring services".
  - Search Rankings: Focus on ranking in local search results to generate organic traffic for the platform.
- WhatsApp Marketing
  - Broadcast Messages: Dispatch promotional offers and reminder notifications to both parents and tutors.
- Email Marketing
  - Campaigns: Personalize email content for parents and tutors, sharing platform benefits, and exclusive offers.
  - Retention: Send periodic emails to keep users engaged with platform updates, progress tracking, and new features.

**3.4.2. Offline Marketing (Low-Cost Community-Based Strategy)**

- University Outreach
  - On-Campus Advertising: Do marketing outreach in university common areas, cafeterias, and libraries.
- Word-of-Mouth
  - Community Engagement: Encourage satisfied users to share their experiences through reviews and testimonials.

**3.4.3 Performance Metrics**

- Website Traffic & Sign-ups: Track the number of new users signing up on the platform.
- Social Media Engagement: Measure likes, shares, comments, and growth in followers.
- Conversion Rate: Measure how many visitors become paying customers (book tutoring sessions).
- Customer Feedback: Collect reviews and ratings to gauge satisfaction levels and improve services.

## 4. Business Model

### 4.1 Production Process:

### 4.1.1 Platform Development & Operations

As a service-based business, the production process revolves around the efficient development, operation, and enhancement of the platform, ensuring a seamless experience for parents and tutors. The core elements include technology development, tutor on-boarding, and service execution, all of which are essential for maintaining quality and reliability.

### 4.1.2 Technology Development

Building a user-friendly and high-performance digital platform is the foundation of our business. This involves:

- **Website Development**: The platform should have an intuitive and easy-to-navigate interface, allowing users to browse, search, and book tutoring services effortlessly.
- **Robust Search & Booking Features**: Implementing advanced filtering options based on subject, tutor experience, and pricing to help parents find the best match quickly.
- **Communication & Scheduling Tools**: Scheduling features to ensure smooth coordination between tutors and parents.

**4.1.3 Tutor Recruitment & Screening**

A well-structured and standardized tutor on-boarding process ensures that only qualified and competent tutors are available on our platform. Key steps we take:

- **Standardized Selection Process**: Developing clear eligibility criteria for tutors based on qualifications, teaching experience, and subject expertise.
- **Background Verification**: Conducting thorough background checks, including identity verification, academic certification validation, and reference checks to ensure safety and credibility.
- **Demo Lessons & Teaching Evaluation**: Requiring tutors to conduct demo lessons that are evaluated for teaching methodology, communication skills, and student engagement.
- **Profile Creation & Approval**: Assisting tutors in setting up detailed profiles with verified credentials, teaching styles, availability, and pricing structures.
- **Continuous Performance Monitoring**: Regularly assessing tutor performance through parent feedback, student progress reports, and periodic quality checks.

**4.1.4. Content & Support Development**

To ensure high-quality service, both tutors and parents require adequate guidance and support. This includes:

- **Customer Support Services**: Establishing a dedicated helpdesk with supportive channel to assist users with queries, technical issues, and dispute resolution.
- **Feedback & Review Mechanisms**: Creating structured review systems where parents and students can rate and provide feedback on tutors, ensuring continuous improvement.

**4.2. Distribution Network (Service Accessibility & Reach)**

The distribution network in a service-oriented business refers to how the platform connects tutors and students effectively, ensuring widespread accessibility and engagement.

**4.2.1. Key Distribution Strategies**

**4.2.1.1. Online Platform as the Primary Channel**

- Students and parents can access services via a user-friendly website that offer an intuitive search and booking system.
- Features such as secure in-app communication, and automated scheduling enhance the user experience.

**4.2.1.2. Geographical Expansion Strategy**

**Phase 1: Strengthening Presence in Lahore**

- Focus on increasing tutor and parent engagement within Lahore.
- Implement targeted digital marketing campaigns to attract more users.
- Partner with local schools and educational institutions to build credibility.

**4.2.1.3. Referral & Affiliate Partnerships**

- Collaborate with schools, coaching centers, and independent educational influencers to drive user acquisition.
- Partner with EdTech platforms and corporate learning programs to broaden service reach.

**4.2.1.4. Social Media & Digital Marketing**

Implement a multi-channel marketing strategy leveraging SEO, and targeted social media campaigns on Facebook, Instagram, LinkedIn, and TikTok.

**4.3. Service Model (Income Sources & Unique Value Offered)**

This section defines how our services are structured, delivered, and monetized to create value for both students and tutors.

**4.3.1. Key Service Offerings:**

### 4.3.1.1. Per-Hour Sessions

- A flexible pay-as-you-go model for students who need short-term assistance.
- Ideal for last-minute exam preparations, homework help, and specific topic clarifications.

### 4.3.1.2. Monthly & Annual Subscription Plans

- Discounted pricing for long-term tutoring commitments.
- Provides students with continuous learning support and structured study plans.

### 4.3.1.3. Premium Tutors & Specialized Learning

- Higher-priced plans for specialized learning, including competitive exams, skill-based courses, and advanced subject mastery.
- Tutors with verified expertise and top-rated reviews are featured in this segment.

### 4.4. Revenue Streams

### 4.4.1. Subscription Plans for Tutors

- Tutors can opt for premium memberships to gain enhanced visibility and access to a larger pool of students.
- Subscription plans offer additional features like priority listings and much more.

### 4.4.2. Ad Revenue

- Monetization through paid promotions for educational institutions, test prep services, and EdTech companies.
- Display advertising and sponsored listings provide additional income while offering value to users through relevant recommendations.

### 4.5. Management Process (Operations & Team Structure)

A well-structured management process helps us to ensure efficient platform operations and

service quality.

### 4.5.1. Key Departments & Responsibilities

### 4.5.1.1. Technology & Platform Development

- Developer maintain and upgrade the platform, ensuring seamless UX/UI and security.
- Continuous improvements in AI algorithms for tutor recommendations and automated performance tracking.

### 4.5.1.2. Tutor Screening & Quality Control

- The HR team verifies tutor credentials and conducts subject proficiency tests.
- Regular performance evaluations and feedback loops ensure consistent quality.

### 4.5.1.3. Finance & Payment Processing

- Ensures secure transactions, tutor payouts, and subscription fee processing.
- Applies strategic financial planning strategies to support the platform's long-term growth and scalability.

### 4.6. Commercialization (Scaling & Monetization Strategy)

Commercialization involves the **platform** market entry, revenue generation, scaling, and long-term sustainability of our tutoring platform. Below is a well-structured plan that aligns with our business model and ensures sustainable growth.

### 4.6.1. Phase 1: Market Entry & Early Adoption (0-12 Months)

### 4.6.1.1. Initial Target Market

- Prioritize students from school (Grades 1-12) and college levels who need tutoring support.

- Target working parents who seek convenient and reliable home tutors for their children.

## 4.6.1.2. User Acquisition Strategies

- Freemium Model for Early Adoption
- Provide the first three sessions at no cost to let students explore and experience the platform.
- Provide new tutors with 6-month free platform listing (tentative) to attract quality educators.
- Local Marketing & School Partnerships.
- Establish partnerships with coaching centers to promote and recommend the platform.

# 5. Financial Feasibility

## 5.1. Investment

At the initial stage, Tutorly is being supported by a seed investor who is covering essential startup expenses. While there is no direct monetary investment from the founding members at this point, the seed investor is playing a key role in enabling the platform's launch. As the business scales, this investor is expected to transition into a formal equity partner, taking on a more structured role in the company. The initial some financial investment is primarily being used to cover the cost of domain registration, branding, and marketing all of which are critical to building early visibility and traction in the market.

## 5.2. Budgeting

Detailed financial planning is essential at this stage of the business. It provides a roadmap for how the platform will manage its expenses and generate revenue. We have prepared **projected financial statements**, including the Income Statement, Balance Sheet, and Cash Flow Statement, to cover the first year of operations. It is important to note that these projections are based on estimated figures, and actual income or expenses may vary

depending on inflation, market dynamics, and economic conditions.

## 5.3. Operational Expenses

Our operational costs comprise initial one-time startup expenses as well as ongoing recurring expenditures. These have been carefully estimated to understand the business's financial viability and predict potential profits or losses.

**The initial costs primarily focus on:**

1. Domain registration.
2. Marketing and advertising campaigns.

These investments are aimed at building brand awareness and acquiring early users to validate and grow the platform. Our operational expenses are generally our Initial Investment, and most of the investment is in the form of support, technical support, hosting of our platform and working space are provided by our seed investor.

| Income Statement for the Year Ended December 31, 2025 | |
|---|---|
| **Particulars** | **Amount (PKR)** |
| **Revenues** | |
| Tutor Registration | 600000 |
| Featured Listings | 240000 |
| Ad Revenue - CPM | 300000 |
| Ad Revenue - CPC | 336000 |
| Sponsorship Ads | 1200000 |
| **Total Revenue** | **2676000** |
| | |
| **Expenses** | |
| Web Development | 0 |
| Domain | -2700 |
| Hosting/Professional Email | 0 |
| Digital Marketing - CPC | -300000 |
| Digital Marketing - CPM | 700000 |
| Customer Service | -36000 |
| Offline Marketing - Brochures/Flyers/Banners | -50000 |
| Travel Expenses | -30000 |
| **Total Expenses** | **-1118700** |
| | |
| **Operating Income** | **1557300** |
| EBIT | 1557300 |
| Income Tax | 0 |
| Interest | 0 |
| **Net Profit** | **1557300** |

*Table 5: Income Statement for year ended December 31, 2025*

| Balance Sheet as of Year Ended December 31, 2025 | |
|---|---|
| **Description** | **Amount (PKR)** |
| | |
| **Current Assets** | |
| Cash in Bank | 1557300 |
| | |
| Non-Current Assets | None |
| | |
| **Total Assets** | **1557300** |
| | |
| **Liabilities** | None |
| | |
| | |
| **Owner's Equity** | |
| Retained Earnings (Net Profit) | 1557300 |
| Total Equity | 1557300 |
| | |
| **Total Liabilities + Equity** | **1557300** |

*Table 6 : Balance sheet for Year ended December 31, 2025*

| Cash Flow Statement as of Year Ended December 31, 2025 | |
|---|---|
| **Particulars** | **Amount (PKR)** |
| | |
| **Cash Flows from Operating Activities** | |
| Cash Received from Revenue | 2676000 |
| Cash Paid for Operating Expenses | -1118700 |
| Net Cash from Operating Activities | 1557300 |
| | |
| | |
| **Cash Flows from Investing Activities** | **0** |
| Domain & Hosting Purchase | 0 |
| | |
| | |
| **Cash Flows from Financing Activities** | 0 |
| | |
| Net Increase in Cash | 0 |
| Opening Cash Balance | |
| **Closing Cash Balance** | **1557300** |

*Table 7: Cash Flow Statement for year ended December 31, 2025*

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