

Executive Summary

Product Offering

Wilmington Tutoring Program (WTP) is a premium K-12 private tutoring company with a strong reputation in the Wilmington NC area. Only best-in-class tutors are utilized to deliver the ultimate in personalized learning.

Customers

Customers include private-pay students (70%) and school systems including public districts and private schools (30%). No single customer represents more than 11% of total revenue in 2022 and 2021. Approximately one third of private-pay students suffer from learning disabilities such as ADHD or dyslexia, and almost all of the institutional customers do as well.

Future of the Company

Significant growth opportunity remains in the Wilmington area through ongoing customer referrals/word of mouth driven growth as well as through improved SEO/Google Map pack rankings.

The WTP model is replicable across the US and internationally, particularly in large metropolitan areas with affluent parents. WTP's well-documented systems and processes and workflow automation using proprietary software means that expansion to other cities will involve only website/SEO/Google Maps presence and tutor hiring, which is currently being done remotely, with virtually no CapEx.

Company Description

Mission Statement

To equip children to learn and support them in challenging themselves through engaging, effective, and personalized tutoring interventions.

Principal Members

Emily Tobacs — Former Owner, founder, currently operating absentee

John Gun – New Owner, full-time President responsible for growth, marketing, backing up the business manager in all functions, and geographical expansion

Jessica Hollowitz — Business Manager responsible for free consultations (sales calls), tutor matching, administration, tutor coordination, etc. Based in Wilmington but working remotely.

Jea — personal assistant to the owner, based in the Philippines

Legal Structure

Wilmington Tutoring Program LLC is a North Carolina LLC. It will be acquired by a to-be-formed NewCo (also a NC LLC).

Market Research

Industry

The practice of private tutoring long precedes that of formal education.

To this day, the industry remains highly fragmented and relatively unorganized. It comprises of individual tutors, learning centers (often franchised), online tutoring services and online tutor matching portals. The total number of tutors is unknown as it remains in many ways a cottage industry. Concerns about child development have been trending higher despite efforts to improve schools and learning.

According to Polaris Market Research, the global private tutoring market is estimated at USD 92 billion in 2021 and is expected to grow steadily at a CAGR of 8.6% until 2030. Market growth factors include busy/distracted parents and increased competition among students.

Detailed Description of Customers

Customers include private pay individuals (70%) and school systems such as public districts and private schools (30%).

Private pay individuals consist largely of parents (aged 25-50) of K-12 children with an annual household income of \$80,000+. Our target customers are concerned about their child's educational development for a wide variety of alternative reasons. As first-time tutoring buyers, these parents don't fully understand what they are looking for in terms of tutoring methodology or competencies, nor do they quite know what to expect. They seek referrals from other parents (especially ones facing similar challenges) and conduct online research into local tutoring options. Our target customers are willing to pay tutoring prices that are well above-average if they believe that a tutor can really help their child.

Company Advantages

The WTP model is relatively unique in a space crowded with unorganized individual tutors, impersonal online platforms, and franchised group "tutoring" centers. It holds significant competitive advantages against each major category of competition as follows:

Competitor Advantages (vs. WTP) WTP Advantages (vs. Competitor)

Individual Tutors Local/nearby More affordable Variety of tutor skills in one provider
Curated/background checked tutors Free phone consultation with an independent third-party expert Personalized recommendations Premium price = trustworthiness Streamlined systems / processes for interviewing, hiring and paying

Online Tutoring

Providers Relatively more affordable VERY wide variety of skill sets Free phone consultation with an independent third-party expert Personalized tutor matching recommendations Digital distractions lead to low student engagement Less effective, especially w.r.t. learning disabilities.

Online Tutor

Matching

Platforms Transparent tutor star ratings More affordable Free phone consultation with an independent third-party expert Personalized tutor matching recommendations Premium price = trustworthiness

Learning Centers

(often franchised) Most affordable per student due to spreading tutor's cost across a batch of students In-home convenience, no need to drive to the learning center Flexible scheduling

We believe that there will always be demand for in-person tutoring in the home for affluent parents and that this can be delivered best through a personalized tutoring to meet the student's unique needs utilizing proven methodologies.

Regulations

Our tutors hold strong credentials such as teaching licenses, bachelor/masters degrees, pedagogical training, etc. The in-home tutoring industry, however, is currently unregulated and there are no government-mandated licensing requirements.

Pricing Structure

Fees and hours/week vary between \$60-160 per tutoring hour inclusive of transportation and all other expenses. The above rates include legacy customers, with the lowest rate for new customers currently being \$97/hour.

Intellectual Property Rights

WTP does not provide or proscribe any particular curriculum or learning materials. Tutors are responsible for deciding and procuring any resources that may be required for their work.

Marketing Channels

According to a recent parent survey, most customers learned about WTP through word of mouth referrals, followed by web searches / Google.