

# Project Update: Remote Tutoring Platform with AI

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## Roadmap

Now:

- Student, tutor, and education institution profile system
- Transaction system
- Tutor-student matching system (one-to-one connection, recommendation system)
- Live streaming tool

Next:

- File upload/download for both users(student and tutor)
- One-to-many connection (live online classes)

Later:

- AI tutor (trained on recorded classes for instant Q&A, available anytime)

## MVP Concept

### Type of MVP

Although our remote tutoring platform has significant market risks (uncertain demand of students, tutors, and institutions), we will proceed with the validating MVPs instead of the invalidating MVPs since the quality of our product depends on the scale (more students and tutors leads to more successful matching).

To validate MVPs, we could create a landing page that introduces our services and allow students/tutors to pre-register. Then, we could advertise on social media to gauge interests, and if a good number of people sign up, it validates the demand.

### MVP Roadmap

- **Business & Markets Needs**

We can use the landing page above, conduct surveys, or talk to people directly to confirm the following needs:

- Students, tutors, and institutions need a **centralized platform** instead of word-of-mouth referrals.
- Tutors **value online teaching tools** over existing alternatives like Zoom.
- Educational institutions **need a management system** to handle tutors and transactions.

- **Customer Journey**

**Students** register as “student” profile, fill in information (educational level, courses/knowledges want to learn, time-zone, language, etc.) for letting the system to recommend tutors, signed into the home page to browse recommended tutors and courses, search for specific course manually at search bar, select a tutor and check his available schedule, message him to check further information, make payment, attend lessons via our streaming tools, view recorded lessons.

**Tutors** register as “tutor” profile, fill in information, set up profile that will be displayed to students, browse recommended students, (may) message them directly, receive notifications when students text us, talk to students for further information, when confirmed attend lessons via our streaming tool, (may) search education institutes that are good to join.

**Education institutions** register as “institution” profiles, let their tutors register and join this institution, set up transaction information, view data analysis on joined tutors.

- **Pain and Gain Map**

**Pain:** Students struggle to find available tutors, tutors cannot easily reach students, Institutions lack a management system.

**Gain:** Easy tutor discovery and secure transactions, streamlined lesson hosting, efficient institutional management.

## **MVP Prioritization**

- **Must Have:** Basic tutor-student matching system, secure transaction system, recommendation system, live streaming system, tutor/institution verification.
- **Should Have:** Large size class system, file upload/download system.
- **Could Have:** AI tutor (trained on recorded classes for instant Q&A, available anytime), contract automation for tutors/institutions.

## **Go-To-Market Strategy**

### **Product-Market Fit**

Students, tutors, and tutoring institutions nowadays struggle with finding reliable counterparts. Students rely on word of mouth recommendations; tutors have a hard time building their visibility; and institutions often lack a professional system to monitor operations. Our platform allows students to find qualified tutors, tutors to expand their reach, and institutions to manage their operations with AI-driven assistance, automated management systems, and live tutoring tools.

### **Target Audience**

The main target audience is students, tutors, and tutoring institutions. Students need reliable academic support, and our platform allows them to browse local professionals who hold tutoring sessions. Tutors need a structured system that can help them acquire clients, schedule courses, and establish payments while using tailored tools for lesson delivery. Institutions need to scale up for tutor and student management and perform secure financial transactions.

### **Competition and Demand**

Demand for tutoring solutions remains high among students who need to gain a systematic knowledge about certain areas by learning from reliable sources; and the global online tutoring market is growing at 14.5% CAGR. Compared to the major competitors like CourseHero, and Chegg, our product provides AI-driven personalization and integrated tools for tutors and institutions.. Our platform differentiates from its competitors by blending AI assistance with high quality live tutoring, making it more scalable and accessible.

### **Distribution Strategy**

We will distribute our project through the website and mobile app. Students may sign up and browse tutor profiles, and join sessions directly within the platform. Institutions can use our service for remote learning, and use a scalable, and secure revenue stream. To maximize visibility, we will distribute our platform through Google Play, App Store, and educational websites, ensuring accessibility across different devices.

### **Monetization Model**

Revenue will come from commission-based earnings on tutoring sessions, where the platform takes 5%-10% share. We will also establish a subscription model that allows students to access AI-driven learning assistance and tutoring price discounts. When partnering with institutions, we will utilize the B2B model and charge a per user fee.

### **Marketing Strategy**

We will establish credibility through blog posts, providing expert guides, and AI-driven learning tips. We will target students through Instagram, Youtube, Rednotes, building social media engagement and influencer collaborations; in the meantime, we will reach out to parents through Facebook and LinkedIn. We will also introduce a referral program where users may gain extra discounts if they bring in peers.

### **Growth & Scale**

We will expand the tutor network through onboarding and retention strategies. AI-driven models will improve through adaptive learning to provide better personal recommendations. As the platform grows, we will attempt international expansion, featuring tutor sessions of different languages. In the long term, our platform can provide licences or tools to other organizations. By integrating AI-driven assistance, growing tutor networks, and seamless user experience, our platform will redefine online tutoring as we are more scalable, and accessible.

## **APPENDIX 1 Project Proposal Update**

According to the feedback of Assignment 1: Project Proposal Update, we will re-identify our problem statement, product vision, and team roles for the online tutoring platform.

### **Problem statement:**

Students often struggle to find reliable tutors on existing platforms such as Facebook Marketplace and Reddit as they do not hold credibility in verifying tutors, and professional networks like LinkedIn are not designed for students and tutors. Similarly, tutors do not have a systematic method and heavily relied on word-of-mouth referral to expand their client group and earn reliability. Moreover, the high cost in developing and maintaining internal management systems is often unaffordable to mid to small sized tutoring institutions; integrating into existing platforms tailored for tutoring can be much more scalable and affordable.

### **Product vision:**

Our platform will provide a reliable social network where students, tutors, and institutions may build connections with each other. To enhance the tutoring experience, we will offer easy-to-use streaming tools for tutors to better provide their service, and an internal management system that is scalable to all the small to mid sized institutions. Our AI assistant will aim to help students to find the tutors that best matches their interest, and aid the students to better understand the course material during a teaching session.

### **Team roles:**

Leyang Pan (Project Manager & Backend Developer)

- Oversee project roadmap and development timeline.
- Manage team meetings, set goals, and ensure deadlines are met.
- Design and implement the tutor-student matching system and transaction system in the backend.
- Ensure database integration for student, tutor, and institution profile management.

Binjie Ye (AI & Data Engineer)

- Develop the AI-driven tutor recommendation system.
- Research and implement AI models for tutor matching and instant Q&A (future AI tutor feature).
- Ensure the recommendation algorithm aligns with user preferences and behavioral data.
- Assist in backend development related to AI processing.

Nayeon Kim (Frontend Developer & UI/UX Designer)

- Develop and design the user interface for students, tutors, and institutions.
- Implement the live streaming tool UI and profile management system.
- Work on seamless user experience, ensuring ease of navigation.
- Optimize front-end performance and responsiveness.