

BUSINESS CASE - Tutor Connect - Remote Tutoring Platform

CPEN 421 Group 7

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Executive Summary

Students over different education levels often struggle to find qualified tutors; in the meantime, tutors and small to middle sized institutions do not have comprehensive tools to scale and manage their services. Currently existing platforms like Reddit, Facebook Marketplace, and LinkedIn are not designed for students to find reliable tutors; other competitors like Chegg and Course Hero cannot provide seamless and integrated tutoring experience.

Thus, our solution provides an AI-driven remote tutoring platform that allows students, tutors, and institutions to connect with each other through a reliable social network. This platform also offers a tailored streaming tool, scalable internal management system, and AI driven student-tutor matching algorithms to enhance learning experience and offer affordable infrastructure to manage tutors, scheduling, and transactions.

The Minimum Viable Product (MVP) consists of user profile management, tutor-student matching, institution management, and live streaming functionality. In the future, we will also implement group tutoring sessions, AI powered connections, and live tutoring assistants.

We will distribute our product over web and mobile platforms, and partner with educational websites. We will take commission based earnings for each tutor session, implement a subscription model for students and tutors, and a B2B model to partner with institutions. To reach more audiences, we will focus on social media engagement and referral programs.

By integrating AI-driven assistance, streamlined management tools, and a focus on accessibility, our platform will address the continuously growing demand for scalable, high-quality online tutoring.

Market and Problem Analysis

Market Size

The demand for tutoring services has been steadily rising, and more and more students are seeking extracurricular academic support. By the end of 2024, the global online tutoring market was valued at \$10.42 billion; because of the increasing demand for flexible and reliable learning solutions, and the technology advancement of hardware and internet access, this market is estimated to grow at a compound annual growth rate of 14.5%, which will reach around \$24 billion by the end of 2030 [1].

Customer Pain Point

Despite the growing market, the students, tutors and institutions still face significant pain points. For students, the traditional platforms are not tailored for student tutor connections; and the lack of standardized tutor verification process on these platforms will harm the credibility of the tutors and platforms, furtherly reducing the effectiveness of the available student tutor matching methods.

While tutors are facing similar difficulties as platforms do not support verification, many other issues also exist. Private tutors without a large client base must increase the service charge to make profit; some services will even charge up to \$120 an hour [2], making these not accessible to students from lower-income families.

Small institutions with a restricted client base also face revenue issues, causing less financial ability to implement comprehensive tutor and financial management systems, reducing the potential to scale up and acquire reliability.

In summary, while the online tutoring market is expanding rapidly, tutors and institutions still face significant challenges like accessibility, scalability, and revenue generation. Thus, it is clear that an integrated, affordable, and user-friendly platform will be needed.

Competitive Landscape

The current dominators of the online tutoring market are Chegg, Course Hero, and Wyzant. Chegg, the most well-known academic support platform, generated around \$716 million of total revenue in 2023, and \$640 million out of the total revenue was coming from the subscription model. Course Hero also generated a close revenue with an estimation of \$649 million. Wyzant, the leading online tutor platform, generated \$772 million; however, most of these revenues were generated by the large network of independent tutors.

Our product differentiates from them by the three way connection based marketing strategy. We will build a system that connects students, tutors, and institutions similar to how LinkedIn supports companies, recruiters, and employees - supporting a larger range of revenue models, varying from subscription, commission, and B2B. In the meantime, we also provide functionalities that differ from traditional textbook help and individual tutor marketplace. Our product will use an AI based model to streamline the three way connection, and tailored tools to enhance the tutoring experience. Ultimately, by addressing fragmentation in the current market, our product will offer a more affordable, and scalable alternative for students and tutors.

Hypothesis and Proposed Solution

We believe that students struggle not only due to the unavailability of tutoring resources, but because of how existing platforms failed to provide reliable and integrated experience. Our hypothesis is that the students, tutors, and institutions will all benefit from a centralized platform that connects them more efficiently while providing comprehensive tools for session, user, and transaction management. If we can create a product that provides simpler access, maintains high credibility, and enhances the learning process through AI, we can obtain a much wider user base.

Thus, our solution is an AI-driven tutor-student networking platform that provides operational toolkits for institution management and tailored tutor session support. With our product, students can easily find verified tutors that address their urgent learning needs, and instantly connect with the tutors and start learning through the integrated streaming tools; our AI model will also support in-session course material explanation and extra support when tutor is not available. In the meantime, verified tutors may gain extra visibility through AI recommendation algorithms, and efficient tools to manage schedules, payments, and student

interactions, reducing the need to monitor through multiple external apps. For institutions, our product can provide a cost-effective system to manage their tutors, financial statements, and all other required parameters that may help them scale up, obtain credibility, and acquire a larger client base.

This solution also integrates with our product vision: to provide a reliable social network platform where learning becomes more accessible, tutoring becomes more manageable, and academic support becomes smarter. By integrating AI capabilities from user onboarding and matching, to tutoring and follow-up, our product will reduce friction, increase trust, and create real value for all users involved.

Roadmap and MVP

Final Roadmap

The following is a development plan over 9 months, divided into three phases: MVP development, feature expansion, and ai-driven enhancements.

Months 1 - 3: MVP Development

- Set up user registration and sign-in for students, tutors, and institutions
- Develop profile management and account verification system
- Implement secure transaction system (Stripe or PayPal integration)
- Build basic tutor-student matching with rule-based recommendations
- Launch real-time video tutoring system for 1-on-1 sessions
- Design landing page for pre-registration and early feedback
- Run early user testing and iterate on usability

Months 4 - 6: Feature Expansion

- Introduce file upload/download system for document sharing
- Support one-to-many sessions (group classes) by providing students' separate own notes, and tutors' screen for clearly tracking questions
- Add messaging and session notification tools
- Start building lightweight dashboards for tutors and institutions
- Begin integrating user preference data into improved recommendation logic
- Conduct pilot onboarding of institutional partners

Months 7 - 9: AI-Driven Enhancements

- Train and integrate AI tutor (based on recorded class data) for students who want 24/7 support or who cannot find proper tutors for their subjects of interest
- Implement automatic session summaries and AI-powered Q&A
- Expand institutional dashboard with analytics on tutor/student engagement
- Add multilingual and localization support for international users
- Conduct A/B testing for AI tutor features
- Plan go-to-market push and licensing model for B2B partners

The first MVP phase will focus on building the fundamental functionalities of our platform. This requires a system for tutor and student verification, matching, and tutoring. We will also gather early feedback using usability testing.

The second phase will focus on expanding the platform's existing features to support more use cases and improve user retention. By implementing group tutoring, document sharing, and other engagement tools and algorithms, we will transition from a MVP to a comprehensive tool that tutors and students may use without any external app support. We will also be building relationships with educational institutions for future B2B models.

In the last phase, we will utilize the previously gathered insights and data to integrate AI-powered features that makes the user onboarding smoother and provides extensive help to tutoring sessions. This implementation serves the purpose of reducing tutor load, and creating further user retention. When all features are implemented, we will prepare for international growth by enabling multilingual support and B2B institution offerings.

MVP Demonstration

1. Account System and Institution Verification

- a. Student and tutor account:
 - i. Email/password registration and login.
 - ii. Integration of Google and Apple Authentication.
 - iii. Passwords reset and email verification.
- b. Institution:
 - i. Legal organization/company name.
 - ii. Registration ID or legal business license.
 - iii. Primary contact person details.
 - iv. Official email and phone number.

2. Profile management system

- a. Student:
 - i. Personal information: name, country, timezone, language(s), current education level...
 - ii. Learning preference: Subjects, preferred teaching style...
 - iii. Behavior data for future recommendation engine: time spent on specific course pages, engagement with tutor profiles, booked and browsed sessions...

- iv. Class data: completed and upcoming class session information, recorded lectures, downloaded lecture materials...
 - v. Membership tier: defines levels of access to advanced features.
- b. Tutor:
- i. Personal info: name, country, timezone, language(s), teaching subjects and levels, educational background, self-description...
 - ii. Class session price per hour.
 - iii. Availability calendar.
 - iv. Membership tier: defines levels of access to advanced features.
 - v. Class history and students ratings and reviews.
- c. Institution:
- i. Registered tutors information.
 - ii. Information of students taught by affiliated tutors.
 - iii. Admin panel to manage tutors, session history, transactions.
 - iv. Contracts with tutors.

The image displays four screenshots of the StudyMatch platform interface, illustrating the user experience across different roles:

- Student Dashboard:** Shows a sidebar with 'My Schedule', 'Messages' (1), 'Join Class', 'Class History' (selected), 'My Courses', and 'Subscription'. The main area shows 'Active Classes' (AP Calculus AB) and 'Today's Schedule' (AP Calculus AB at 4:00 PM). A 'Join Class' button is present.
- Tutor Dashboard:** Shows a sidebar with 'My Schedule', 'Messages' (1), 'Join Class' (selected), 'Class History', 'My Courses', and 'Subscription'. The main area shows 'My Class Schedule' for April 2024 and 'Upcoming Classes' (AP Calculus AB).
- Institution Dashboard:** Shows a sidebar with 'Dashboard' (selected), 'Tutors', 'Programs', 'Students', 'Schedule', 'Analytics', 'Settings', 'Subscription', 'Resources', 'Authentications', and 'Contracts'. The main area includes 'Dashboard Overview' (Students: 456, Active Tutors: 38, Programs: 24, Tutoring Hours: 2,458), 'Student Performance' (chart placeholder), 'Program Enrollment' (chart placeholder), and 'Recent Activities' (New Tutor Joined: Sarah Wilson (Mathematics)).
- Authorization Management:** Shows a sidebar with 'Authentications' (selected). The main area lists 'Tutor Authorizations' for Michael Johnson, Emily Chen, Alex Williams, and Sophia Brown, detailing their access levels and resource categories.
- Resource Management:** Shows a sidebar with 'Resources' (selected). The main area lists 'Resource Management' items: AP Calculus lecture 3 - Derivatives, IB Chemistry Study Guide - Organic Chemistry, and AP Physics Presentation - Forces and Motion, along with their details and viewer counts.

3. Transaction system

- a. Stripe and PayPal integration for class session payments, membership subscriptions, and commission-based platform earnings.
- b. Salary payout system for tutors and institutions.

- c. Support multiple currencies.
 - d. Secure billing history page per user.
 - e. Cancellation and refund policies.

Upgrade your learning experience with premium features

Basic Free	Premium Monthly \$ 9.99 /month
<ul style="list-style-type: none">✓ Access to basic tutoring✓ Limited chat history✓ 10GB cloud storage✗ Advanced AI assistance✗ Unlimited recording storage	<ul style="list-style-type: none">✓ Access to all tutoring✓ Unlimited chat history✓ 10GB cloud storage✓ Advanced AI assistance✓ 1 month recording storage
Current Plan	Subscribe

Subscription

Increase your visibility and get more students with our premium subscription plans.

Basic Free	Premium \$19.99/month	Custom Custom
<ul style="list-style-type: none">✓ Basic profile visibility✓ Up to 3 active courses✓ Standard search ranking✗ Priority placement✗ Featured tutor status	<ul style="list-style-type: none">✓ Enhanced profile visibility✓ Unlimited active courses✓ Priority search ranking✓ Featured tutor status✓ Analytics dashboard	<ul style="list-style-type: none">✓ Custom visibility boost✓ Custom course limit✓ Custom search ranking✓ Custom features✓ Dedicated support
Current Plan	Upgrade Now	Contact Sales

Subscription

Enhance your institution's tutoring program with our premium subscription plans.

Basic Free	Professional \$499/month	Enterprise Custom
<ul style="list-style-type: none">✓ Up to 50 student accounts✓ 10 tutor connections✓ Basic analytics✗ Advanced reporting✗ Integration API	<ul style="list-style-type: none">✓ Up to 500 student accounts✓ Unlimited tutor connections✓ Advanced analytics✓ Performance tracking✓ Priority support	<ul style="list-style-type: none">✓ Unlimited student accounts✓ Unlimited tutor connections✓ Full analytics suite✓ API integrations✓ Dedicated account manager
Current Plan	Upgrade Now	Contact Sales

4. Tutor-student matching system

- a. Match students and tutor's released courses based on: timezone, language, tutor availability, student learning goals, subject interest...
 - b. Functional rule-based engine using the dimensions above.
 - c. Ranking scores assigned to tutors per student query.

StudyMatch

Search for courses, tutors...

Filters

Education Level

- Pre-School
- Primary School
- Middle School
- High School
- College
- All-Age

Price Range

\$0 - \$100 - \$200

Available Time

Apr 7 - Apr 13, 2024

Mon Tue Wed Thu Fri Sat Sun

Morning Morning Morning

Afternoon Afternoon Afternoon

Evening Evening Events

Apply Filters

Recommended Courses

AP Calculus AB
Dr. Sarah Johnson
PhD in Mathematics, 8+ years teaching experience
4.5 (124 reviews)

AP Physics
Imbry Chen
Undergraduate
4.2 \$40/hr

IB Chemistry HL
Michael Lee
Undergraduate
4.8 \$35/hr

Course Description

Comprehensive AP Calculus AB course covering limits, derivatives, integrals, and their applications. Perfect for students preparing for the AP exam or seeking to strengthen their calculus foundation.

What You'll Learn

- Limits and Continuity
- Differentiation: Definition and Basic Rules
- Applications of Differentiation
- Integration and the Fundamental Theorem of Calculus
- Applications of Integration
- AP Exam Preparation Strategies

Schedule & Availability

TutorConnect

Search for courses, tutors...

AP Calculus AB
\$45/hour

Message Dr. Sarah Johnson

Start a conversation about this course

Type your message...

5. Real-time video tutoring system for 1-on-1 sessions

- a. Stable live streaming window with functionalities of video, audio, text chat, shared whiteboard, and screen sharing...
 - b. Integrated session scheduling and joining from dashboard.
 - c. Auto-recording with cloud storage.
 - d. Tutor creates available time slots.
 - e. Student books session via calendar interface.
 - f. Email and in-app notification reminder.
 - g. Live room accessible 5 minutes before the scheduled time.

GTM Strategy:

Personas

To ensure an effective adoption, our GTM will focus on analyzing and understanding the needs of three primary user personas: students, tutors, and institutions. Students will primarily be the high school and undergraduate students; they are looking for reliable and affordable academic support. Among these students, many have experienced frustration over inconsistent tutor quality, and outdated resources on traditional platforms. Tutors often range from university students to professional tutors. They often do not have access to comprehensive tools to manage their schedules and grow their client base. The institutions will be focused on small to middle sized ones; they often lack the technical support to manage remote tutoring operations but are constrained by the high cost of implementing one.

Marketing Channels

Distribution Strategy & Monetization Model

We will distribute our product through Google Play, App Store, and collaborate with other educational websites, ensuring accessibility across different devices. 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 & Growth & Scale

We will establish credibility by building social media engagement through Instagram, Youtube, and Rednotes; 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. We will expand the tutor network through onboarding and retention strategies using AI recommendation algorithms. 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.

KPIs

To measure the success of our GTM strategy, we will track a set of KPIs that reflect both user engagement and business growth. These include monthly active users, conversion rate from signups to first session, tutor retention rate, and customer acquisition cost. For institutional partners, we will track metrics such as number of registered tutors per institution, session volume per user, and feature adoption rate as how many users are accessing the newly released features. These KPIs will guide our iteration and help ensure we're building both a useful product and a sustainable business.

Reference:

1. <https://www.grandviewresearch.com/industry-analysis/online-tutoring-services-market>
2. <https://www.tutorlyft.com/blogs/how-much-does-a-tutor-cost-per-hour-in-canada>

