Remote Tutoring Platform CPEN 421 Project Presentation

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Problem

- Hard to find verified tutors on common platforms
- LinkedIn not student-tutor friendly
- Tutors rely on word-of-mouth
- High cost for custom management systems
- Need affordable, scalable tutoring platforms

Product Vision

Build a trusted social network for students, tutors, and institutions

Tailored streaming tools and scalable internal management

Use AI to match students with ideal tutors

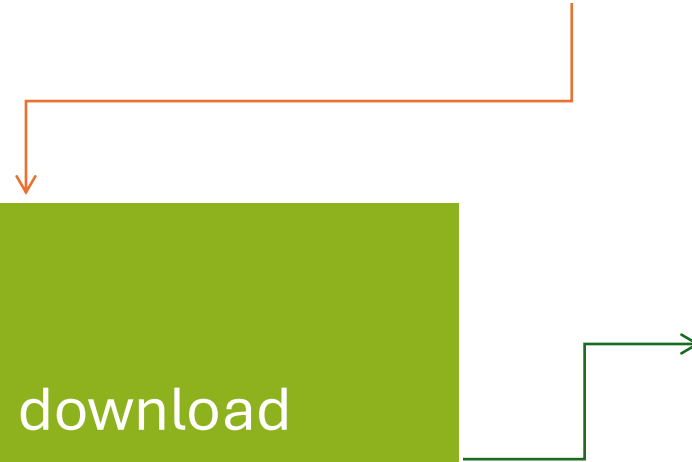Support students with AI-assisted learning during sessions

Road Map

Now:
- Profile management system
- Payment system
- Tutor-Student matching system
- Video call system

Next:
- File upload, download system
- Group session online class

Then:
- AI-tutor

MVP

- Student, tutor, and institution profile system
- Basic one-to-one matching with rule-based recommendations
- Integrated secure transaction system
- Real-time tutoring via live streaming
- Landing page & early user test for demand validation

Go To Market Strategy - Target Audience & Market Fit

Students, tutors, and institutions struggle to find counterparts

Our platform connects all three with:

AI tutor matching

Automated management tools

Live tutoring features

GTM Strategy

Competition & Demand

Strong, growing demand for reliable tutoring

Major competitors:

CourseHero, Chegg

We offer AI-driven personalization and integrated tools for tutors and institutions

More scalable and accessible than competitors

GTM Strategy - Distribution & Monetization

Distribution	Monetization
• Website + Mobile App • Available on Google Play, App Store • Shared on educational platforms	• 5–10% commission on tutoring sessions • Student subscriptions for AI help + discounts • B2B per-user fee for institutions

GTM Strategy - Marketing & Growth

Marketing Strategy

- Build credibility with blogs, expert guides, AI tips

- Target students and parents through different channels

- Launch referral program with discount rewards

Growth & Scale

- Expand tutor base with onboarding & retention

- Support multilingual, international expansion

- Offer tools/licensing to partner organizations

Thank you