luminAIT Learning

Engineering Scalable Teaching That Improves Unit Economics

From learning science to predictable revenue outcomes

LuminAIT

THE CORE ECONOMIC PROBLEM

Why Most Education Businesses Don't Scale Profitably

The structural constraint:

- Teaching quality is tied to individual teachers

- Class size is capped (1:1 or small groups)

- Quality drops as scale increases

Why this happens:

- Teacher bandwidth and cognitive load

- No shared instructional system

- No measurement of learning quality

Economic consequences:

- Flat conversion, High churn, Low ARPU

- Linear scaling tied to teacher hours

luminAIT's core claim: Teaching quality *can* scale if it is engineered, standardized, and measured. This is an implementation problem, not a talent problem.

BASELINE PROVIDER ECONOMICS

Typical Tutoring Economics Without Systematized Teaching

Most providers operate with:

- 30–50 qualified leads per month

- 15–20% trial → paid conversion

- $500–700 revenue per student per term

- 50–60% term retention

- Growth limited by teacher availability

At ~40 leads/month:

- 6–8 new students

- ~$12k–$15k new term revenue

- Constant churn replacing lost students

Root cause: Teaching quality lives in individual teachers and cannot be transferred, audited, or scaled.

WHAT LUMINAIT ACTUALLY BUILDS

Teaching Quality as Infrastructure (Not Talent)

System Stack: Pedagogy layer → Measurement layer → Operational handover

Pedagogical system designed by luminAIT:

- Explicit instruction grounded in cognitive load theory

- Retrieval practice and worked examples

- Scaffolded progression with defined mastery checkpoints

- Diagnostics embedded at every stage

Curriculum as infrastructure:

- Teacher-independent delivery

- Transferable across cohorts and instructors

- Reduces reliance on "star" teachers

Measurement layer:

- Continuous diagnostics and progression tracking

- Outcome visibility for operators and parents

- Enables accountability and economic predictability

- **Instrumentation layer:** kernel pipeline + measurement gates + worksheet generation make quality auditable and transferable.

THE ECONOMIC CAUSAL CHAIN

How Instructional Design Drives Unit Economics

These are **mechanistic links**, not correlations:

1. Better learning outcomes → higher perceived value

2. Higher perceived value → higher trial conversion

3. Visible progress → higher retention

4. Trust and competence → ARPU expansion over time

5. Teacher leverage → margin expansion without quality loss

Key insight: When teaching quality is instrumented and measured, unit economics become predictable.

DESIGNED SYSTEM OUTCOMES

What Changes When luminAIT Is Correctly Implemented

Compared to baseline providers:

Conversion

25–35%

(vs 15–20%)

Retention

70–85%

(vs 50–60%)

ARPU

+10–30%

over 2–3 terms

Capacity

Larger Classes

without learning degradation

These outcomes are *designed* results of the system, not optimistic forecasts.

Quality is enforced by measurement gates (evidence integrity + pattern constraint), not subjective teacher judgment.

DEPLOYMENT MODEL

Two-Phase Implementation to Remove Risk

Phase 1: Founder-Led Calibration (1 Term / 1 Cohort)

Purpose: guarantee correct system instantiation and clean economic measurement.

Delivered by luminAIT:

- Direct delivery with your students and leads

- Measurement of conversion, retention, ARPU

- Documented operating and teaching model

- Teacher training framework

Phase 2: Handover and Replication

- Trained teachers run the system

- Founder dependency removed

- Economics compound operationally

WHAT THE PARTNERSHIP IS

Unit Economics Transformation via Teaching Infrastructure

You provide:

- Existing lead flow (30–50/month)

- Operations (space, scheduling, admin)

- Teachers (trained by luminAIT)

luminAIT provides:

- Instructional system and curriculum

- Measurement and progression framework

- Founder-led Phase 1 delivery

- Teacher training and handover

What's being purchased: Correct system instantiation that permanently changes your unit economics.

PHASE 1 ECONOMIC IMPACT

Same Leads, Materially Better Results

With the same ~40 leads/month:

- 12–14 new students/month (vs 6–8)

- Retained base compounds term-over-term

- Multiple durable classes generating recurring revenue

12-month conservative impact (Phase 1 only):

- $150k–$300k incremental revenue

- Excludes referrals, brand lift, and upsells

- Economics verified before Phase 2 rollout

COMMERCIAL TERMS

Clear, Bounded, One-Time Engagement

Implementation Fee: $75,000 (one-time)

Includes:

- Founder-led Phase 1 delivery

- Curriculum integration

- Measurement and reporting framework

- Teacher training and documentation

- Cohort-level outcome verification

Structure principles:

- Pay for measured economic movement

- Minimum lead thresholds defined

- Clear success and failure conditions

- Partner retains 100% upside post-implementation

No ongoing fees. No royalties. No lock-in.

OPERATIONAL PROOF

Evidence From Live Delivery

Current results inside luminAIT-led classes:

- Class size doubled in a term, via referrals

- Maintained quality with significant measured improvement in all students' performance

- 100% conversion of new students

- 100% retention term-to-term

- Early ARPU expansion via extensions and add-ons

Previous experience working with tutoring companies:

- Doubled revenues term-on-term

- 80% retention

- 100% conversion of qualified leads

Why this matters: Real students, real delivery. System validated before partner risk. Causal chain already holding.

WHY PHASE 1 DE-RISKS EVERYTHING

Proof Before Scale Capital

Phase 1 ensures:

- No blind replication risk

- Economics validated with your market

- Operating model documented before handover

Investment logic:

- **$75k** one-time cost

- Phase 2 compounds without founder dependency

- **$150k–$300k+** verified Phase 1 upside

- Downside capped, upside asymmetric

POSITIONING CLARITY

What luminAIT Is — and Is Not

This is NOT:

- Consulting

- Content licensing

- EdTech software

- Research or pilots without accountability

- **Not a platform rollout** — tooling runs behind the scenes; partners receive curriculum, training, and measurement reports.

This IS:

- Instructional infrastructure that changes unit economics

- Measured, verifiable outcomes

- Time-bounded, failure-defined engagement

- Permanent operational capability transfer

Bottom line: If the economics move, the partnership continues. If they don't, it ends cleanly.