

*LuminAIT*

# Co-Founder Pitch

## Tutor Adoption as the Scaling Proof

Validating the infrastructure before scaling the business

# What We're Actually Building

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Not a tutoring brand, but teaching infrastructure.

**The goal is to transfer teaching capability to tutors at scale.**

If tutors adopt the system:

- Outcomes hold without founder intervention
- Parents validate the results, not the brand
- Revenue stabilises through retention
- The system proves its inherent scalability

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THAT IS THE VALIDATION PROOF THAT MATTERS.

# The Core Insight

Tutors already own the relationships.

## TUTORS HAVE EARNED

- Parent trust
- Classroom authority
- Referral pathways

## DIRECT MARKETING RISK

- Duplicates existing effort
- Increases the trust burden
- Forces oversimplification

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**The Smart Move:** Upgrade tutors instead of competing with them.

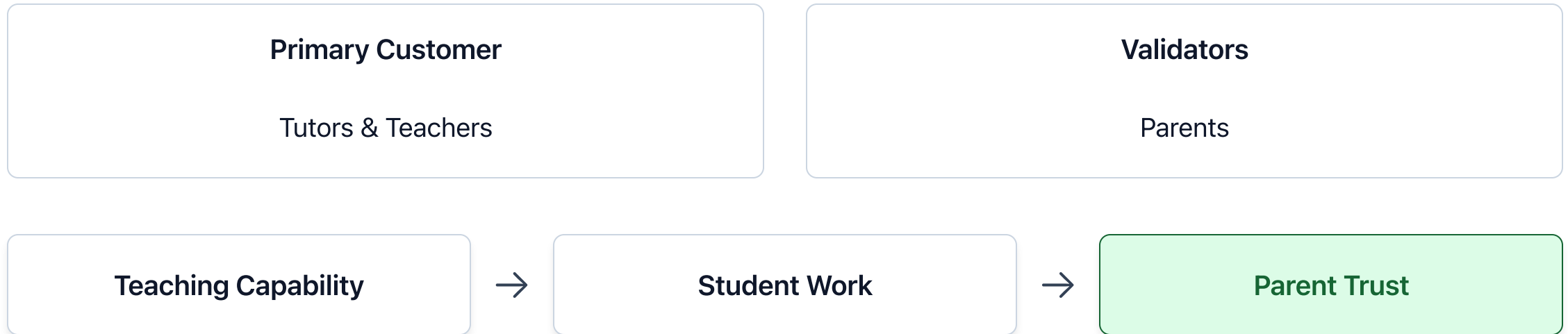
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LEVERAGE EXISTING TRUST NETWORKS RATHER THAN BUILDING NEW ONES.

# The Actual Customer

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Parents do not choose systems. They respond to visible improvement.



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THE SALE HAPPENS THROUGH THE STUDENT'S OUTPUT, NOT THE PITCH.

# What Tutors Are Buying



They are not buying "content".

They are buying reliability of outcomes.

## Operational Value

- Reduced prep load
- Easier explanation to parents
- Ability to scale without burnout

## Economic Value

- Consistent student output
- Protection against churn
- Revenue stability

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RELIABILITY IS THE PRODUCT.

# The Wedge: Annotation Guides

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Execution infrastructure disguised as a simple artefact.

## For Tutors

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- Replaces ad-hoc materials
- Enforces quality without thinking
- Makes reasoning legible

## For Parents

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- Makes learning visible
- Immediate tangible proof
- Requires no explanation

**Why they work:** Text-anchored, year-level specific, hard to fake.

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WE SELL THE ARTEFACT, BUT DELIVER THE INFRASTRUCTURE.

# Why Upper Secondary Is Ideal



Structurally low friction for adoption.

## Market Dynamics

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- Fixed set texts
- Annual syllabus rotation
- High parent anxiety
- Clear assessment outcomes

## Implications

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- Tutors *need* new material annually
- Copying has low long-term value
- Zero incentive to share materials
- IP risk is structurally low

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REUSE RESETS NATURALLY WITH EACH TEXT CYCLE.

# Proving Scalability Early

Demonstrating teacher-independence and transferability.

## TRADITIONAL PROOF

- Adding more leads
- Teaching more classes
- Remaining central to delivery

## INFRASTRUCTURE PROOF

- Other tutors use the system
- Outcomes hold without founder
- Students improve in parallel
- Parents validate independently

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THIS PROVES USER-LEVEL SCALABILITY, NOT JUST EFFORT SCALABILITY.



# The Role of the Co-Founder

This is not a parent-marketing role.

## The Co-Founder's Job:

- Drive tutor adoption
- Build a teacher community
- Design onboarding as product
- Gather usage feedback
- Package proof for future institutional sales

Selling capability, stability, and income protection to tutors.

# Why Community Matters

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The real moat is shared practice, not content.

**"This is how serious tutors teach."**

Not "this is a product you buy"

## A Tutor Community:

- Normalises the system
- Accelerates feedback loops

- Reduces onboarding friction
- Creates peer validation

BRAND BECOMES A SIGNAL OF PROFESSIONAL SERIOUSNESS.

# What This Unlocks Next

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From tutor adoption to B2B scale.

1. Define Tutor ICP

2. Formalise Onboarding

3. Package Offering

4. Translate to B2B

## Packaging Options

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- Guides only
- Guides + Diagnostics
- Full infrastructure handover

## B2B Translation

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- Measured outcomes
- Documented operating model
- Clean economics

B2B IS NO LONGER SPECULATIVE ONCE UNIT ECONOMICS ARE PROVEN.

# What This Is Not

Defining the boundaries of the business.

## This is NOT:

- A tutoring marketplace
- A content library
- A parent-facing brand
- An EdTech platform

## This IS:

- Teaching infrastructure
- Transferred through tutors
- Validated by parents
- Proven through outcomes

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CLARITY OF PURPOSE PREVENTS FEATURE CREEP.

# The Bet



Tutor adoption is the north star.

IF:

- Tutors adopt the system
- Outcomes hold without founder
- Parents see improvement

THEN:

- Trust compounds
- Retention stabilises
- Revenue becomes predictable

**If we prove adoption, we prove the business.**