

LuminAIT

Co-Founder Pitch

Tutor Adoption as the Scaling Proof

Validating the infrastructure before scaling the business

What We're Actually Building

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

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

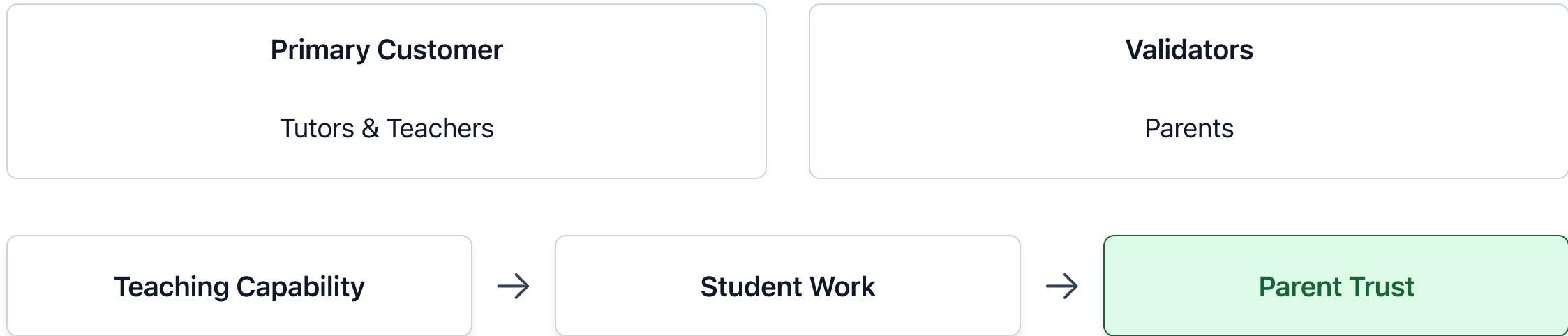
The Smart Move: Upgrade tutors instead of competing with them.

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.



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

RELIABILITY IS THE PRODUCT.

The Wedge: Annotation Guides

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Execution infrastructure disguised as a simple artefact.

For Tutors

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

For Parents

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

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

WE SELL THE ARTEFACT, BUT DELIVER THE INFRASTRUCTURE.

Why Upper Secondary Is Ideal

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Structurally low friction for adoption.

Market Dynamics

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

Implications

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

REUSE RESETS NATURALLY WITH EACH TEXT CYCLE.

Proving Scalability Early

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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

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

The Role of the Co-Founder

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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

- Guides only
- Guides + Diagnostics
- Full infrastructure handover

B2B Translation

- Measured outcomes
- Documented operating model
- Clean economics

B2B IS NO LONGER SPECULATIVE ONCE UNIT ECONOMICS ARE PROVEN.

What This Is Not

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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

CLARITY OF PURPOSE PREVENTS FEATURE CREEP.

The Bet

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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.

END PRESENTATION