luminAIT Learning

Teaching infrastructure that makes learning outcomes measurable

→ Predictable revenue growth

(conversion × retention × ARPU)

The Core Economic Problem

Why Most Education Businesses Don't Scale Profitably

LuminAIT

The structural constraint:

> **Teaching quality tied to individual teachers**

> **Class size caps**

> **Quality decay at scale**

↓

Unavoidable Economics:

Flat conversion • High churn • Linear growth

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

What luminAIT Is

Teaching infrastructure that converts learning quality into economic signal

SYSTEM INPUTS

Teacher-Independent Artefacts
Expert reading and writing behaviour encoded into tools.

Measurement Gates
Quality enforced via objective gates, not instructor judgment.

ECONOMIC OUTPUTS

Auditable Progress
Learning quality becomes comparable and reportable data.

Movable Economics
Instrumentation forces conversion, retention, and ARPU.

Not pedagogy advice — an operational system that makes teaching quality legible to a business.
Not a platform, not consulting, not content licensing — tooling runs behind the scenes.

Baseline Provider Economics

Typical Tutoring Economics Without Systematized Teaching

Operator archetype: small–mid tutoring providers (5–30 teachers, exam-driven subjects).

- 30–50 qualified leads/month (typical)

- 15–20% trial → paid conversion (often flat)

- $500–700 revenue per student per term (varies by market)

- 50–60% term retention (fragile)

- Growth cap: linear scaling tied to teacher hours

Revenue = Leads × Conversion × Retention × ARPU — most providers can't move Conversion/Retention predictably.

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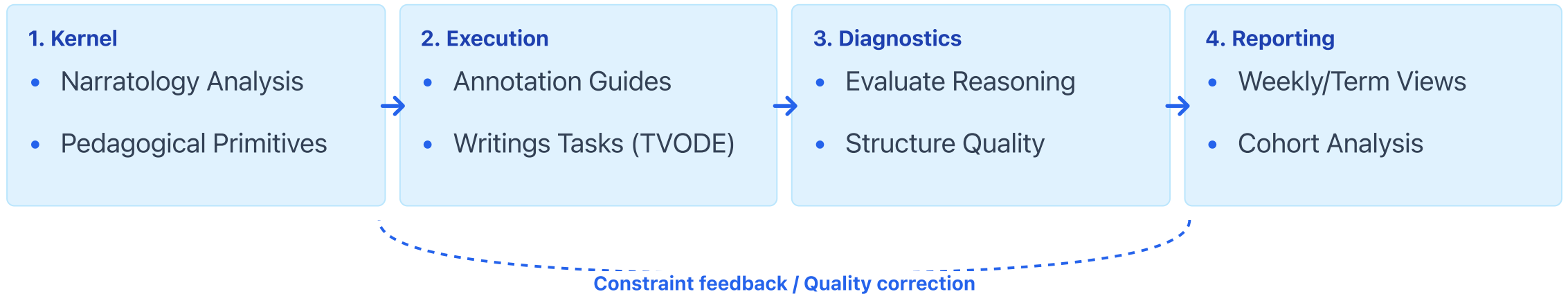
What luminAIT Actually Builds

Teaching Quality as Infrastructure (Not Talent)

Pedagogy Design	→	Execution Artefacts	→	Measurement Layer

1. Pedagogy

- Cognitive load theory
- Retrieval practice
- Worked examples
- Scaffolded progression

2. Execution

- Annotation guides
- Worksheets (TVODE)
- Mastery checkpoints
- Pattern-constraints

3. Measurement

- Reasoning quality diagnostic
- Weekly/Term Reports
- Auditable quality data

System Pipeline

Kernel → Execution → Measurement → Feedback

1. Kernel
- Narratology Analysis
- Pedagogical Primitives

2. Execution
- Annotation Guides
- Writings Tasks (TVODE)

3. Diagnostics
- Evaluate Reasoning
- Structure Quality

4. Reporting
- Weekly/Term Views
- Cohort Analysis

Constraint feedback / Quality correction

Feedback Loop: Diagnostics refine Kernel and Sequencing while feeding Parent Visibility.

Teacher-independent quality + Auditable progress = Economic predictability.

The Economic Causal Chain

How Instructional Design Drives Unit Economics

Better Outcomes → Higher Perceived Value → Higher Conversion → Higher Retention → **Margin Expansion**
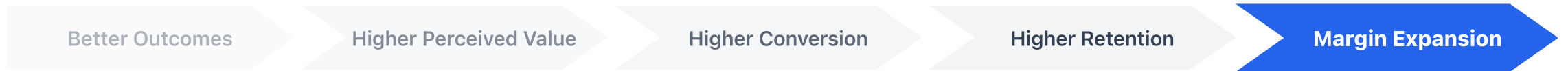
Key Insight:

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

Same leads → 30–50% revenue lift

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

What Gets Measured

Quality is enforced by gates, not subjective judgment

LEARNING QUALITY SIGNALS

Reading evidence quality

- Annotation correctness (pattern + evidence integrity)

- Coverage across device clusters and thematic lenses

Writing structure quality

- TVODE clarity and precision

- DCCEPS reasoning depth (definition/comparison/cause-effect/problem-solution)

BUSINESS SIGNALS

Progression

- Week-by-week skill deltas

- Mastery checkpoints passed/failed

Business outcomes

- Trial → paid conversion

- Term retention

- ARPU expansion signals

Deployment Model

Two-Phase Implementation to Remove Risk

ECONOMIC VERIFICATION HAPPENS HERE

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/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

B2C vs B2B: One System, Two Entry Points

B2C generates proof; B2B monetises economics

B2C (Proof Engine)

- Ships execution artefacts: annotation guides + worksheets

- Generates diagnostic data + before/after samples

- Validates teacher-independence and measurement gates

- Optimises product clarity (what students do, what improves)

B2B (Unit Economics Transformation)

- Buys the full pipeline: kernel → execution → diagnostics → reports

- Phase 1: founder-led calibration with clean measurement

- Phase 2: replication via teacher training and handover

- Targets conversion, retention, ARPU (not lead volume)

Same infrastructure; different packaging depth.

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 DUE ON SIGNING

$75,000 (one-time)

Unlocking $150k–$300k verified upside within 12 months

Includes:

- Founder-led Phase 1 delivery
- Curriculum integration
- Measurement and reporting framework
- Teacher training and documentation

Structure principles:

- Pay for measured economic movement
- Minimum lead thresholds defined
- Clear success and failure conditions
- Partner retains 100% upside post-implementation

- Cohort-level outcome verification

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:

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

- Consulting

- Content licensing

- EdTech software

- Research or pilots without accountability

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.