What is Tutor Partnership Program?

The UrbanPro Tutor Partner Program is an initiative designed to connect tutors with serious students in a digital or online setup. It allows tutors to access tools and resources that help them teach online more effectively and efficiently. The program aims to cater to the needs of both tutors and students by facilitating better connections, offering an improved teaching experience, and enhancing earning opportunities for tutors.

Advantages of the UrbanPro Tutor Partner program:

An UrbanPro Tutor Partner program tutors can look forward to the following advantages:

1. **Online Tutoring**: Access to online tutoring specific tools designed to help you start teaching online easily and quickly.
2. **Connect with higher no. of students**: Opportunity to connect with multiple students from across the country.
3. **Better earning potential**: Higher earning potential through a safe and secure environment.
4. **Lesser coins consumption:** Additional Coins (UrbanPro currency) are only charged when a student books a demo or when you have a successful contact with a student leading to less coin consumption.
5. **Earn bonus coins**: You get a chance to earn bonus coins as any transaction fee charged is credited back to your UrbanPro accounts as coins.

   Overall, the program is meant to create a mutually beneficial environment where tutors can increase their visibility, improve their teaching experience, and earn better income, while students can find quality education from trusted tutors.

How does the Partnership Program work?

Here's how this program works:

1. Contact Student(calls/messages/demos): Once you become Tutor Partner, you will be able to contact students via calls, messages and Demos.

2. Student Leads (2 ways):

-You can contact students by logging into your accounts and contacting the incoming enquiries via calls or messages
 OR
   -You can have students book a demo session (1st online meeting) with you and get a chance to talk to the students before they make a decision.

3. Conduct Demos: Once the demo has been booked, both you and the student(s)/ parents will attend it and you will conduct a 30/50 min class as a demonstration for students/parents.

4. Regular Classes: After a successful Demo session, you talk to the student about regular classes/payments and schedule them as per preference.

5. Payments: Once classes are confirmed and payments are made by the student, you will get payments for the classes conducted on a weekly/monthly basis.

What are the communication guidelines for Tutor Partners?

UrbanPro Tutor Partner is a program that has been designed to ensure that the Tutor and the students are provided with the best experiences possible. However, there are some guidelines that we request you to adhere to at all times while you are a part of the program.

Guidelines are as follows:

1. **Do not share or ask for contact information:** As a part of the Tutor Partner program, you are not allowed to share your personal contact information with the students. You are also not allowed to ask them for their contact information. Please refrain from doing so via messages, calls, demos or during classes. Contact information can be phone numbers, email id, external links, area locations or any external website details where contacts can be established between a Tutor and a Student. Sharing the contact details will be considered as a violation and it will lead to a temporary/permanent account suspension.

2. **Do not miss demos:** Once a student books a demo with you, you can reject the demo up to 3 hours before it starts. If you have not rejected the demo, then you must ensure that you attend it. Missing demos without canceling them will result in penalties.
Please ensure to be present for 15 mins in the demo class even if the student has not joined to consider the demo session to be conducted by you. If not present, it will be considered as both tutor and student missed a demo session.

3. Do not accept payments outside of UrbanPro: As a part of the Tutor Partner program, you are required to collect payments only through UrbanPro Secure Pay. Collecting payments via any means outside of UrbanPro Secure Pay will be considered a violation of the guidelines of the program.

Penalties for violations:

1st Violation: The account will be deactivated but can be self-reactivated immediately by the tutor simply by re-confirming their acceptance of the guidelines.

2nd to 5th Violations: The account will be deactivated for 7 days. Accounts can be self-reactivated immediately by the tutor by paying a fine of 2000 coins for each violation. If immediate reactivation is not chosen the account will remain deactivated for 7 days from the date of the violation.

6th Violation: The account will be suspended permanently.

What is an UrbanPro Calendar?

An UrbanPro Calendar is a tool available for every UrbanPro tutor on their dashboard. Using this tool, you can set up
Online demo classes or
Online regular classes
This calendar view will have all the scheduled demos/regular classes. You can schedule, re-schedule, cancel and join classes from here.

How to enable demo availability?

To enable demo availability:
- Select the 'Calendar' option from the left navigation menu
- Select 'Add - Demo availability'
- Turn on 'Allow potential Students to book a Demo Class on my Calendar'
- Select the days, timings of your availability for taking demo classes
- Once done, click on 'Save changes'

You can also select more options as per your requirement from **'Update Advanced Options'**
- If you are available for demo classes for a specific period, set the validity date or select the option Valid until I change it
- You can choose to conduct either 50 minutes or 30 minutes demo session as per your convenience/requirement.
- Select which students are allowed to Book a Demo class with you? - All Students or

Students who want to start classes immediately or within a month (Note: This option is available only for Pro and Business Plan)

Also enable the demo availability from 'Profile - Classes conducted - required category' to make sure you receive the demo bookings from the students for the enabled categories.

How to disable demo availability?

To disable demo availability:

- Select the 'Calendar' option from the left navigation menu

- Select 'Add - Demo availability'

- Turn off 'Allow potential Students to book a Demo Class on my Calendar'

Also disable the demo availability from 'Profile - Classes conducted - required category' to make sure you do not receive the demo bookings from the students for the disabled categories.

How to schedule a Demo class with a student?

When a student is looking for the perfect tutor, they may want to connect with you before making a decision. This is where the demo class becomes very helpful because it allows students to get a first-hand understanding of what your classes would be like.

There are two ways in which students can be a part of a demo class:

Student books a Demo: Student can book a demo with the Tutor by visiting their profile page.

Tutor books a Demo: Tutor can book a demo for the student who sent in an enquiry.

Steps to book a demo with a student :

Step 1: Login to your UrbanPro account via web or app

Step 2: Click on the student enquiry you wish to contact

Step 3: Click on the contact button

Step 4: Enter a message and send

Step 5: You will now see a demo class option on the screen. Click on it

Step 6: Click on "Book" post finalizing your preferred date/time.

Step 7: Check Declaration and Click on "Confirm Booking"

Step 8: Your Demo class is now scheduled for the selected date/time.

Once you book a demo with a student, make sure that you attend it. Missing demos can affect your rankings on UrbanPro. If you can't attend the demo, reschedule it to a date and time that you are available at.

How to reschedule a Demo class?

It is essential to attend a Demo session once booked with a student.

Missing the demo makes for a bad experience for the students and it can affect your rankings as well.

You can always reschedule the demo to a time more convenient in case you are unable to attend. Just make sure you speak to the student before rescheduling the demo class.

If you or the student can't find a convenient time to reschedule the demo, then you can reject the demo as long as it is done 3 hours before the demo starts.

Here's how to reschedule a demo:

Step 1: Login to your UrbanPro account via web or app

Step 2: Click on the 'Follow Ups - Demos tab'

Step 3: From the scheduled tab, select the student to reschedule Demo

Step 4: Click on "Reschedule"

Step 5: Pick new time and date for Demo

Step 6: Click on "Confirm Booking" to confirm that you've spoken to the student

Note: If you or the student can't find any time that is convenient to reschedule the demo to, then you can go ahead and reject the demo as long as it is done 3 hours before the demo starts.

How to cancel a demo class?

Here's how to cancel a demo:

Step 1: Login to your UrbanPro account via web or app

Step 2: Click on the 'Follow Ups - Demos tab'

Step 3: From the scheduled tab, select the student to cancel Demo

Step 4: Click on "Cancel the demo"

Note: Demo can be canceled 3 hours before the demo start time.

How can I group students into one demo class?

We ask students a set of category-specific questions that are designed to understand their learning requirements.

We can use this information to determine students who have similar interests to book a demo class with you at the same time.

We allow a maximum of upto 5 students in a single Demo session.

You can set this number while setting up your "Demo Availability".

This allows you to reach out to multiple students in a single session and also clarify doubts/questions for multiple students at the same time.

What happens if Tutors or Students miss demo classes?

Demos allows students and tutors to connect and helps students get firsthand experience of classes. This also helps the tutor to understand the student's needs better.

Therefore, in order to encourage all tutors to attend the demo classes (if not rescheduled or canceled by them), we have made certain guidelines that Tutors need to abide by.

When students miss the demo:

No coins will be refunded if the students miss the demo class.

It is imperative that you follow-up with students and try to ensure they attend the demo.

If the student is unavailable at the scheduled time, you can also reschedule the demo to an alternate convenient time.

When Tutors miss the demo:

If you miss demo classes, then specific penalties may apply. They are decided by the platform based on your attendance in the last 7 days.

Ex: Suppose 10 students booked demos with you and you miss more than 2 demos i.e. 20% of the demos scheduled in the last 7 days, it will count as a policy violation which will not only affect your ranking but also trigger a penalty as follows:

The penalties are:

Coins deducted: If you miss a demo class, then you will be charged additional 2X coins based on the number of students who attended the demo class that you missed.

Suspension of account: Whenever you miss a Demo session, it will count as an instance of this policy's violation. Depending on the frequency, a suspension may follow, as described below:

1st instance – Suspension of account with an immediate reactivation link sent to your registered email ID. You can click on the link and reactivate your account.

2nd Instance – Suspension of account for 7 days. In case, you wish to re-activate your account before the completion of 7 days, 2000 coins will be required.

3rd Instance – Permanent suspension of account.

How to avoid the penalty for missing Demos?

Avoiding the penalties is incredibly simple.

Follow the steps mentioned below:

- Keep your Demo Availability up to date so that students don't book demos you can't attend. If unforeseen circumstances force you to miss a demo,

- Ensure that you inform the students and reschedule OR cancel the demo. Please note, rescheduling/canceling a demo should be done at least 3 hours before the demo starts.

Please understand that this policy is being put in place to ensure that we don't end up offering a negative experience to students or their parents who are trusting the platform to deliver top quality and professional tutors. Poor experience will not only harm the platform but all the tutors associated with it.

How to send a payment link after conducting a Demo class?

Once you have conducted a successful demo class, and the student wants to study with you, you can send them a link to make the payment for the classes. Once sent, the student can open the link and use any payment method like PayTM, credit/debit cards or net banking to complete the process.

Here's how you can send students the payment link:

Step 1: Login to your UrbanPro account via web or app

Step 2: Click on the 'Follow Ups - Demos tab'

Step 3: Select the student enquiry to send the payment link to

Step 4: Click on Payment/Send payment request

Step 5: Enter all information and send payment link

Step 6: Your payment request will be sent with a link to complete the payment

Once you have sent the payment link to the student, they can use the link sent to them to make the payment for the classes.

How to know if a student has made a payment after the Demo Class?

To view the status of the payment from your account, **here are the steps to follow:**

Step 1: Login to your UrbanPro account via web/app

Step 2: Click on the "Followup - Payments" tab on the dashboard

Step 3: Here you can see all payments requested.

Once they make the payment, you will receive an email informing that the payment has been made by the student.

Once the student makes a payment, the enquiry will move to the Students Tab.

Click on the 'Students Name'

Click on the option 'Info'

Click on the option 'Student Payment'

You'll get the below payment details of the student:

Paid on which Date and the Amount

Number of hours the amount is paid for

Note: If you have not received the payment you requested, you can remind the student and share the payment link with them once again.

How to schedule a Regular Class for a Student?

Here are the steps to follow:

1. Click on 'Calendar' on the left side navigation of your screen

2. Click on 'Add' which is on the right side of the screen

3. Click on 'Class Schedule'

4. Add a 'New Class Schedule'

5. Add 'New Student' or search for a Student if he/she is already your Student.

6. Mention - 'Date', 'Start' and the 'End' Time.

8. Select 'Repeat this class' to schedule multiple classes at a time' and click on 'Done'

9. Click on the 'Save' button.

Student name will be reflecting on the Student Tab and once you click on the Student Name, you can see all the scheduled classes in the Upcoming Tab.

You can also schedule the classes from the student tab once you click on the student name once the payment is received from the student.

How to join a demo/regular class?

15 Minutes before your Class is scheduled to start, you'll see a 'Join Class' popup on your profile

Once you click on 'Join Class', you will be redirected to the 'Zoom Meeting' application which you can use to conduct your Class.

You'll also receive an 'Invitation link' in an email 15 minutes prior to the Class. You can launch the Session on Zoom by clicking on the 'Invite Link' mentioned in the email.

The Student will also receive an 'Invitation link' in an email 15 minutes prior to the Class, by clicking on the 'Invite Link' provided in the email. It'll redirect them to the 'Zoom Meeting' application, where they can attend the Class.I

If you want to send an 'Invite Link' to the students personally you can do that as well. For that, you need to click on 'Calendar'. You'll find the details of the Class scheduled on your Calendar. Click on the 'Details' and you'll get an option to 'Copy Link'. You can copy this 'Invite Link' and share it with the Student via Chat option.

How will I get paid for my classes?

1) Fees paid by the student will be kept safe in UrbanPro escrow account until the promised number of classes are completed.

2) You can check fees paid by the students from the info tab>student payment.

3) Once all the promised classes are completed, the fees paid by the student will be settled to your bank account weekly/monthly as per your preference after deducting UrbanPro Charges which will be credited to UrbanPro.

4) The settlement can be viewed from the info>account transfer.

We need your bank account details to transfer student fees to your **Bank Account.**

Select 'Account - Settings - Bank Account' and enter your 'Bank details'.

Name as shown in Bank

- Your Bank Name

- Your Bank Account Number

- Re-Enter Account Number

- Your Bank IFSC Code

- Your PAN Card Number.

We have both weekly/monthly payment cycle.

Weekly Payments - We will make payments for all classes conducted in the previous week (Tuesday to Monday) on next Tuesday

Monthly Payments - We will make payments for the classes conducted in the previous month (last day of the month)

To know your preference, please click on 'Settings - Preferences - Payment Preferences'

How to check UrbanPro Settlement details?

Click on the 'Students Name'

Click on the option 'Info'

Click on 'Account Transfer'

You'll get the below payment details:

Amount Received from Students

UrbanPro Charges

Your Earnings

Amount Settled to your Bank account

Settlement Pending Amount

You can also view the date, amount , status of the payment and UTR number for successful settlements that are done to your account.

What is UrbanPro SecurePay escrow payment service?

UrbanPro SecurePay is an escrow payment service offered to tutors and students. All payments made by students are deposited into the SecurePay escrow account (as per RBI regulations) and it will remain there until the promised number of classes are completed by the tutors.

If you are found to be taking a direct payment from an UrbanPro sourced Student, your UrbanPro account will be permanently blocked. Since this is a serious issue, it breaks the trust forever and we will not be able to activate the account again - even if you pay that amount back to us.

UrbanPro also reserves the right to showcase your profile as a blacklisted profile on its website, to discourage other Tutor partners from taking this route.

What, Why & How of UrbanPro SecurePay?

What is UrbanPro Secure Pay?

UrbanPro Secure Pay is a way for students/parents to pay tuition fees to the tutor in a simple, fast and secure way.

Why UrbanPro Secure Pay?

It takes away the challenges faced by students/parents of being charged fees even though classes are not conducted/completed. Similarly, tutors can avoid the hassles of following up with students/parents for the fee after the classes are completed.

How does it work?

Once the student finalizes the tutor, he/she can select the option of UrbanPro Secure Pay which is displayed on the public profile page or in the message chat screen of the tutor. He/she can then enter the following details:

How does the tutor charge? (per hour / per month / per course)

Fees charged as per the above selection? (per hour / per month / per course)

Number of classes

Verify net fees (Fees charged X Number of classes)

Go through Terms and Conditions and accept the same

Click on the 'Pay Fees' link and make the payment through Credit Card, Debit Card, Net Banking UPI and wallets such as MobiKwik, Paytm, CCAvenue and FreeCharge.

When students/parents make a payment to the tutor through UrbanPro Secure Pay the money is moved in an UrbanPro Secure Pay Escrow account. On receiving the payment confirmation from UrbanPro, the tutor can create a class schedule and start marking the student's attendance as and when classes are conducted.

On completion of classes, UrbanPro will confirm the same with the student and release the money to the tutor when they request for it. Tutors will have to add the bank accounts details to your account for this to work.

What are the deductions for the UrbanPro Partnership Program?

The UrbanPro Partnership program works on a revenue-sharing model.

Therefore, our charges are deducted from the amount the student's pay, when the transaction is made.

The charges for each category may vary and may be changed from time to time.

The charges applicable will be as follows:

- The flat fee will vary from one subject to another

- The percentage of transaction fee charged for amount exceeding the flat fee limit will remain between 22% to 26%

UrbanPro transaction fees will be applicable based on the number of paid hours taught via the platform, with corresponding bonus coins provided.

26% for 0-500 paid hours taught on UrbanPro

24% for 500-1000 paid hours

22% for 1000+ hours

These charges apply to all payments made by a particular student (lifetime payment per student). This means that the flat fee is a one time deduction.

Note: The *fee structure is subject to change so we recommend to check the complete deduction details on the payment page before sharing with the student*

What are UrbanPro coins?

- UrbanPro coins are UrbanPro currency that enables you to respond to all your student inquiries.

- These coins help you to focus on enquiries you wish to respond to.

- Tutors get these coins on upgrading to premium membership plans.

- The number of coins differs from plan to plan. You will get more coins on purchasing higher premium membership plans.

- Each category has different costs and you might be charged more coins for some categories than others.

- You can respond to an enquiry by opening an enquiry alert and filling in your quote and message you wish to send to the student.

- The number of coins deducted per student enquiry may vary, taking into account factors such as the type of classes and location. These coin deductions are determined through thorough market research and **consideration of student behavior in different classes and cities.**

Using UrbanPro coins:

- UrbanPro coins are deducted only when you respond to a student enquiry. Check the number of coins required to contact a student before responding to an enquiry.

- The amount deducted is dependent on the category that the student is looking for attending classes.

- Coins are deducted as per your usage and you can control it.

- Also, coins are automatically deducted for all the customized responses that you have set to be sent automatically.

How to set up customized responses to be sent on your behalf?

You can just save your response with a custom quote and message on the 'Saved response' page.

Now go to 'Account - Settings - Enquiry Settings', click on 'Enquiry Preferences' and select the 'Auto Response' option. By doing so, you can send your customized message to all those customers who match your profile. Each response, of course, costs you UrbanPro Coins, but you will have the 'first to respond' advantage over other Tutors.

To save your responses:

Go to 'Account - Settings - Saved Responses - Select a Category - Enter a message' and click on Update

Note: *Number of coins required to respond to an enquiry and pricing of membership plans are subject to change without notice and without liability. We will, however, make reasonable efforts to inform you of the changes.*

Why does UrbanPro charge coins for every enquiry?

Every enquiry that UrbanPro generates, we charge coins for a successful connection. The connection can happen over a phone call, message or via a Demo class.

We charge coins to ensure that Tutor is serious and is actively engaged with the Platform. You earn UrbanPro Coins back when you convert an enquiry to a Student. Look at the coins being deducted as a lead generation fee that is refunded once you get a Student.

However, since these are 'leads', we don't guarantee that each and every 'connected' enquiry will either attend a demo or make a payment. However, if you find that you are not able to convert even one in 20 enquiries that you get, please get in touch with our support team which will do its best to help you get better conversions.

The number of Coins deducted for a category is determined by the average ticket size and the conversion rate for the given category. The plan is set up such that - if your conversion rate from Enquiries to Students is similar to other Tutors on the UrbanPro platform, you will not need to purchase Coins ever again.

When does UrbanPro charge Coins for an enquiry? Can these Coins be refunded?

Coins are charged only when you connect successfully with a student. This means that you connected via:

1. A student booked a demo class with you
2. A call got connected to the student for at least 30 seconds
3. A message that you sent and was read by the student
4. When an auto-response is sent to a student
5. When an enquiry is viewed and not contacted

Once charged, the coins cannot be refunded.

What is UrbanPro coin deduction and Refund policy?

In order to connect with students on UrbanPro and to interact with them, you require UrbanPro Coins. Coins are nothing but UrbanPro currency. Coins enable you to respond to a student enquiry through call, message and/or a Demo session to be booked with you. Tutors with UrbanPro Coins also rank above Tutors without any coins.

In simple terms, look at UrbanPro Coins usage as the lead generation fee that you pay to UrbanPro. You earn the deducted coins back as soon as a Student pays for your classes. Tutors, once well established on UrbanPro, don't need to purchase coins as every payment from Student keeps adding more coins into their UrbanPro account.

You can purchase coins by selecting one of the coin packages available on the platform. Once you complete the payment, coins will be immediately credited to your UrbanPro account. You can then start responding to student enquiries and also start receiving Demo bookings.

Each category has different costs and you might be charged more for some categories than others.

Coins are charged and refunded based on the following:

All enquiries (that you respond to or where Student contacts you) will be charged depending on the Initial Activity Score of the Enquiry. The activity score depends on how active the student is on UrbanPro for hiring a Tutor.

Tutors will automatically receive certain refunds if the Final Activity Score is lower than the Initial Activity Score.

The Activity Score goes up as a student moves further in their search on UrbanPro by

- Posting a Phone verified enquiry

- Connecting with Tutor on a message or a virtual call with a Tutor

- Booking a Demo with a Tutor

- Attending a Demo with a Tutor or receiving a payment link from the Tutor

What are Enquiries?

Enquiries are the requirements for tuition received by UrbanPro from various students. Each Enquiry shared with Tutors is:

DETAILED: At least 3 different questions related to the category are answered - City/Pincode, Location - Online or Offline & other questions varying from category to category

PHONE-VERIFIED: An OTP is sent to the registered phone number and the lead is shared only if it is OTP-verified by the student. This ensures that the phone number of the students is genuine.

INTENT-VERIFIED: It is mandatory for each student to mention the timeline they have in mind to hire a Tutor. They can choose from - "Immediately", "Within a Month" or "Just exploring"

BUDGET-VERIFIED: For some categories, especially K-12 Tuitions, students are asked to specify their budget for hiring a tutor.

What are Demos?

Demos are Higher-Intent Enquiries since the Student has chosen to book a demo after posting their requirement and comparing multiple Tutor profiles or intro videos.

Since each Demo is a Higher-Intent Enquiry, we charge additional Coins for every Demo booked by the Student.

What are Activity Scores?

UrbanPro will be assigning an Initial and Final Activity Score to every student enquiry.

The Activity Scores signify the intent of the student and the level of their activity with Tutors on UrbanPro.

The Initial Activity Score will decide the number of Coins charged for responding to any enquiry.

The Final Activity Score at the end of the 30-day time period decides the number of Coins that will be automatically refunded to the Tutors.

Note:

UrbanPro will not be able to refund coins for cases where the Tutor responded to an enquiry but was not able to connect with the student, as long as the student connected with at least one tutor on UrbanPro.

It is important for Tutors to respond to enquiries only after reviewing the details of the enquiry posted.

Customer service cannot refund coins, as refunds are automatically issued based on a data-driven algorithm and the policy as outlined in this document

Please be aware that not every enquiry you respond to, will convert. The system is designed in a way that if you have higher than average conversion rate and ticket size, you will earn enough bonus coins on student payments and in most cases will not require any further coins purchase.

But as an initial investment to get established, you are required to purchase UrbanPro Coins. This ensures that only those Tutors, who are serious and who provide good quality classes, eventually get established as Top Tutors on UrbanPro.

Note that Top Tutors are earning between Rs. 40,000 to 1,00,000 on the Platform, so there is clear evidence that the platform really works particularly once you get established as one of the Top Tutors on UrbanPro.

What are virtual numbers and how to use them?

Virtual numbers are intermediary numbers that you need to use when you call a student.

They are not real phone numbers and are meant only for the purpose of facilitating the calls.

 You must only use your registered mobile number to call a virtual number.

Trying to call from a phone number that is not registered with UrbanPro, will ask for a registered number to be entered.

They being virtual numbers, cannot be used to send messages via SMS or WhatsApp.

You also cannot share your personal contact information on calls made using these numbers as that would be a violation of the Terms of Use.

Calls made using these numbers are recorded for internal quality and audit purposes.

Sharing personal contact information using these numbers could lead to a suspension of your UrbanPro account.

Maximising Your Teaching Experience with UrbanPro's Storage Allocation

At UrbanPro, we understand the importance of storage capacity in facilitating your teaching needs. Your total storage, encompassing Class Recordings, Course Content, and Chat Attachments, is a pivotal aspect of your journey on our platform. To ensure you make the most of this resource without worry, here's a breakdown of storage limits based on your plan:

- Free Plan Tutor: 2 GB storage

- Starter Plan Tutor: 10 GB storage

- Pro Plan Tutor: 20 GB storage

- Business Plan Tutor: 30 GB storage

Understanding the Components of Storage :

Class Recordings:

Demo Class Recordings: Preserved for a minimum retention period of 3 months.

Regular Class Recordings: Safeguarded with a minimum retention period of 12 months.

Course Content:

Educational materials include notes, documents, and videos you share with your students.

Chat Attachments:

Enhance communication through attachments shared in the chat, ranging from insightful class recordings to essential documents.

Checking Your Storage Usage

You can keep track of your storage usage within your UrbanPro account settings. Here's how:

- Log in to your UrbanPro account.

- Navigate to the Account Menu and open the Sub Menu My Membership.

- Look for the Storage Usage section to view your current usage.

Efficiently managing your storage is not just a necessity but a seamless process. Adjust retention settings for recordings based on relevance, keeping Demo Class Recordings for a minimum of 3 months and Regular Class Recordings for 12 months. Optimise your course content by using compressed formats for videos or documents. These straightforward steps ensure you effortlessly maximise your space and teaching experience.

Exceeding Storage Limits? No Worries.

If your stored data exceeds the allocated capacity in your UrbanPro plan, rest assured we have a simple solution. An Excess Usage Charge of 10 coins per additional gigabyte per month ensures that you can continue using UrbanPro seamlessly. Our flexible approach means you can focus on what truly matters – delivering an exceptional teaching experience.

How to Add or Create a Group of Students?

Creating groups helps in dealing with a group of students who fall under the same category. Using our LIVE tool you can easily create and manage groups for your students.

Simply follow the steps given below and add different batches for your students.

1. Click 'Courses' in the left side navigation of your screen

2. Click on 'Batches'

3. Now click on 'View Groups and Create Groups'

4. Now select a course from the given list (Our system treats every class that you teach and has at least one student in it, as a course)

5. Enter a group name, batch timings and update the required details

6. Then click on 'Create group'

7. You can create multiple groups for the same course

8. You can add a student to any of your groups for the class/course they belong to.

How are Tutors ranked in the UrbanPro Partnership program?

When a student searches for a tutor on UrbanPro, they see a list of tutors that match their learning requirements.

This list is presented in a specific order which is based on two main factors:

Conversion rates: This is calculated based on the number of students converted vs the number of students contacted. The higher your conversion rate the better your chances of ranking higher.

Average fee: The average fee per student also affects rankings. The higher your average fee the better your rank can be.

Note : For Partnership level, Super Tutors, Top Tutors are shown before Standard Partner.

A Tutor should have a high ranking because:

Improved search result: Ranking higher in the search results improves your chances of getting demo bookings.

Increase in earning potential: Since you will have better visibility, tendency of getting demo bookings is higher which leads to increased no. of regular classes with many more students

Preference: Most students would like to book demos with tutors who rank first or higher

Simple steps to improve your ranking:

100% Demo Attendance: Attend all your demos since missing a demo could impact your conversion rates.

Always use UrbanPro SecurePay: Make sure that you collect all payments via UrbanPro Secure Pay. This helps calculate your average fee per student. The higher this number the better chances you have of being ranked higher. However, make sure that you charge an appropriate amount in accordance with market standards.

Atleast 5 student reviews: Get reviews from your students since they help other potential students see what others have to say about you. Reviews can exert a significant influence on student decisions so it's best to have as many reviews as you can get.

How to improve your earnings from UrbanPro Partnership?

Improving earnings per student is a crucial step in your success on UrbanPro. It helps you earn more and also improves your rankings in the UrbanPro search results. Improved rankings mean that you will rank higher, thereby becoming more visible to students.

Your rank is calculated using the formula:

Ranking factor = (New student conversion rate) X (Lifetime earnings per student)

There are two key things that you need to do to improve your earnings:

· **1. How to improve your student conversion rate:**
- Your conversion rate is based on the number of students you contact vs the number of students who start classes with you.
- A good conversion rate will not only increase the number of students you get but also help you rank higher.
- Ensure that you update your profile regularly and that you mention all your strengths in it.
- Ensure that you have a good intro video.
Have a disciplined approach to contacting students. Set aside time every day to call/message students.
- Make sure your demo availability is always up to date so that students can book demos easily with you
- You have 50 min / 30 min to do a demo class so use them well. You can use a simple template for the demo class:
   Introduce yourself
   Ask the student their requirements
   Explain what you offer in your classes
   Give them a small sample class
   Discuss the charges for the class
If the students agree, then only send them the payment link.
Don't miss any demos. If you miss too many demos, it could have a negative impact.
Make sure to collect reviews from your students since reviews play an important role in new students deciding on studying or not.

Let's understand this using an example:
You have a conversion rate of 20% (4 new students from 20 contacts) and an average fee per student of Rs. 6,000 and another tutor has a conversion rate of 25% (5 new students from 20 contacts) and an average fee per student of Rs. 3,000. Now, if we consider the average earnings per student and multiply it with the conversion rate then you get a score of 1200 (20% x 6000 = 1200) while the other tutor gets a score of 750 (25% x 3000 = 750). This means that you will be ranked higher than the other tutor. This is why you need to ensure that you maintain a good conversion rate and a good average fee per student.

2. How to improve lifetime earnings per student:
Now, this is something that really depends on the student's requirements and the quality of your classes. However, there are things you can do to have students

take more classes with you. They are:
- Ensure that the quality of your classes is excellent. Good teaching will encourage students to come back to you
- Offer students, extra classes, to work on any subject/chapter that they are not confident with
- Build your course in steps. For example: create it in 3 tiers, Basic, Advanced and Expert. This allows you to engage with students at the basic level and get them to sign up for Advanced and Expert courses
- Ensure that you charge competitive rates for your classes so as to make it more economical for students to take more classes with you
- Follow up with students to check if they are in need of further classes

How do I apply for Tutor Partnership Program?

As a basic Tutor, you'll have the following benefits:
- Free Tools for teaching online
- Free Online Profile with tools to promote
- Training and Product support

To get full benefits out of your UrbanPro account, you should become a Tutor Partner.
Visit the link https://www.urbanpro.com/register/myMembership or select the option 'Accounts - My Membership' from your account and apply for tutor partnership. Go through the guidelines of Tutor Partnership Program and make a one time registration fee.

What is Premium Membership and how do I purchase it?

You can create an account on UrbanPro for free.

To be able to reply to students' requirements, you will need to upgrade your account to a premium membership.

To upgrade, please login to your UrbanPro account and from the left navigation menu, select Account - My Membership - Upgrade'

You can see the details of the plans which are available for you.

Go through the plan details and upgrade to a suitable plan as per your requirement.

Each of these premium plans offers a specific number of coins and validity as per your requirements.

How do I purchase additional Coins during my Membership?

- Login to your UrbanPro account.
- Now, you will see your Coins balance represented by an icon on the top right corner of your screen.
- Click on the icon to trigger the second screen with a 'Buy Coins' button on it or visit the link https://www.urbanpro.com/provider/buyMoreCoins
- Go to the 'Payment' page from where you can select the preferred amount of Coins you wish to purchase.
- Select the options you wish to purchase and click on the 'Continue' button to open the 'Order Summary' page which gives you a breakup of the purchase, as well as the total amount to be paid.
- Click on the 'Online payment' button to pay through Credit Card, Debit card, Net banking, Cash card, Mobile payment or various Wallets like Mobikwik, Paytm, Payzapp and Jana Cash wallet.

What is the validity of coins purchased?

These coins can be used within the membership expiry date.

How To Complete Your UrbanPro Profile?

How to complete your UrbanPro profile?

As a Tutor, your UrbanPro Profile is the most powerful tool you have on the internet; it helps you grab the attention of prospective students and convey your credentials. So complete your profile now.

Follow the steps given below to update and complete your profile:

Step 1 - Login to your UrbanPro account

Step 2 - Click 'Profile and Profile Information'
Note: Make sure to answer all the mandatory questions marked in (*)

Step 3 - Click 'Personal Information': Your personal details help establish your identity with students/parents. For this, you need to enter your personal details such as complete name, Date of Birth, email address, your website or blog link (if any), gender and 'Save Changes'. This information will remain confidential and will not be shared with any third party whosoever. Your privacy is of the highest importance to us.

Step 4: Profile Tagline: A punchy tagline is an interesting way of attracting students' attention. This tagline will be displayed on your profile. You can talk about your experience or past student results or anything that will compel students to view your profile. Add a unique but short catchy tagline (Max 100 words) now.

Step 5 - Phone Number: We need your valid and active mobile number to put you in touch with students through SMS and phone calls. Get your phone number OTP verified, else you will not be able to receive enquiries from students. You are allowed to add multiple phone numbers as well.

Step 6 - Address (location on the map) - We need your exact location on the google map to send you relevant enquiries only from localities near to your place. , This will also help us to show you a map of how to reach the prospective students place from your address.
To add your Address = Click on 'Address' ---> Click on Add/Update (it will take you to a Google map) ---> On the search bar type your building name/landmark name ---> Select the correct address shown in the drop down
> Click 'Set my Location' on the location pointer---> Fill your address details---> Click Update
Note: If you are not able to find your exact address on map, select the nearest landmark and add your address.
The locality of your address will be visible on your public profile. The exact address that you fill in the form after setting your location on the map will not be shared with students for security reasons. However, if you wish to share the full address, you can set the 'display full address' preference on the address page.
To get relevant matches with local students you should select a distance (in kilometres) and localities from where you want to get student enquiries.
 To set it up select 'Account' from the left navigation screen, click on 'Enquiry settings - Enquiry locations' and make the necessary changes for online/offline enquiries.

Step 7 - Profile Picture - "A picture is worth a thousand words", a good profile

picture of yours will create a very positive impression on the students! It will act as a voice for your profile for whoever visits your account. Hence, it is mandatory that you upload a good profile picture. Tutors with credible profile pictures are given 1st preference by students and parents, improving your chances of getting shortlisted. Your photo size should be at least 100px wide and maximum up to 10MB in size in .jpg, .png, .gif or.bmp format only.
Ensure to upload front facing professional photograph without any sunglasses and eyes clearly open.

Step 8- UrbanPro Verified Badge: Trust is an important factor when it comes to selecting a tutor. Students always look for someone whom they can rely on and one who can help them throughout their learning process. Earning an UrbanPro Badge will help you in building trust among students and increase the visibility of your profile. To get a urbanpro verified badge on your profile, you need to update your Identity document (PAN Card/ Drivers License/ Adhar Card) and certificates supporting your education. After our team verifies these documents a verified badge will be given to you.

Step 9 - Qualification & Experience- Tutor qualification and experience help students and parents decide if the tutor will be able to meet their required learning needs. So, enter the details and increase your selection chances!

Education- Education is one of the important reasons to get hired. Starting from graduate degrees, professional development courses to certifications, mention every educational degree that you hold or are pursuing, to prove the credibility of your knowledge.

Languages you speak- students might prefer to learn from tutors who speak their language. So, mentioning the languages you speak will help in improving your chances of being selected by a student. For example, we hear students who say, "We want to learn English from a Tamil medium tutor."

Summary of experience- Many Students and parents may not have the time to go through your entire profile. So, a good summary will convey the right information that students/parents are looking for without demanding much time of theirs.
 A description example: I am an experienced, qualified teacher and tutor with over 15 years of experience in teaching Maths and Chemistry, across different boards including CBSE, ICSE, IGCSE and State Board. Passionate about solving mathematical problems and chemical equations, over the years I have helped thousands of students overcome their fear of Maths and Chemistry. So far, I have

worked as a Teacher with Presidency School (Bangalore), DPS (Bhagalpur) and Kendriya Vidyalaya (Nagpur).

Step 10 - [Tutoring Information](#)- The more information you provide on your profile, lower are the chances of student rejecting you, when he reaches out to you. Students often say "I want a Tutor who teaches selective students only". Hence this section allows you to tell the world whether you are a full-time or a part-time tutor and how many students you teach. Don't forget to save changes once done.

Step 11 - [Gallery](#) - Students and Parents want to know more about your teaching style, your class ambience, your notes etc. Your gallery section allows you to upload intro video/ photos/ videos/ documents to answer all such queries of your audience.
 An intro video is one of the most important pieces of your profile, think of it as your 90 seconds sales pitch to the Student of why they should select you over others. Get going and upload all the material related to your classes and the subjects you teach on the platform and get your prospective students excited. (Please note any of these documents should not have your contact details, else our teams will have to reject it.)

Step 12 - Once all the above-mentioned steps are completed, click on 'Your Profile on UrbanPro' to check how your profile looks like.
After completing the 'Profile Information' section, it is also very important to complete your 'Classes Conducted' section.
If you had created a profile earlier and were unable to enter all the details, you will get a notification on the top of the screen informing you that information from your profile is missing.
 To check and add the information:
1. Click on Complete Your Profile in the notification
2. Add the information that is missing
3. Click on Submit to save the changes

This option allows you to see all the places where information needs to be added. If the information needed is for a subject you don't, or no longer, teach, then you can remove it by clicking on the delete button on the right-hand side.

How to create a great intro video?

A one minute video is worth 1.8 million words. Videos tell your story, they engage your audience and make them feel more confident about you even before they

interact with you.

Hence we believe, a comprehensive intro video is a very essential part of your UrbanPro profile. Not only does it allow you to talk about yourself and your teaching style, but it also allows students/parents to know more about your teaching style.

Let's look at how you can create a powerful intro video!

Part 1: What information to include in the video
The information you include in your video is crucial and ensure that you cover these points:
- Your name
- Your educational qualifications
- What subjects do you teach
- What your medium of teaching is online, at home, etc
- Which languages do you teach in English, Hindi, etc
- How long you have been teaching
- If you have taught at a school/college/institute, mention that experience
  How many students you've taught till now
  What was the result of your students
- If you have won any teaching related award, please mention it
- What is the duration and schedule of your classes
- Do you give special notes/information/tips etc?
- A sample of you teaching a concept or a sample of your art
- What is unique about your teaching, why should new Students join your classes

Part 2: The setup and recording tips

The great thing about an intro video is that you don't need to have a big-budget production. It can be of simple yet good by following simple setup guidelines:

- Use a decent camera for filming in landscape mode. You can use a mobile camera too.

- Don't have someone hold the camera. Put it on a stand or a table so there is no shaking.

- Do not take vertical videos! Those are just a no-no. Take the video in landscape mode.

- Do it in a room that has good lighting and make sure you face the light.

- Make sure there is no source of light, a bulb, lamps or windows behind you.

- Be well-groomed and well dressed in the video.

- Make sure the background of the video is also neat and clean.

- Make sure there is no noise in the background.

- Write and Prepare your script in advance so that the flow of the video is smooth.

- Speak in a language that is understandable by your target students and Parents.

- Ensure that your voice in the video is loud and the pitch is consistent.

- Don't stammer, stutter, fumble or pause too much. Keep a good flow.

- Be precise. Don't take too long on any one point.

- Do not exceed the video duration of more than 5 minutes.

- Appear confident, energetic and friendly in the video, however, do not be aggressive or angry.

Note:

You may not get the perfect video in the first attempt, don't worry.

Retake the video until you feel confident about the video quality.

Before you upload your video, make sure to watch it carefully once to see that everything is in order.

It is also a good idea to keep the video updated with any new information about you, for example, you complete a certification relevant to the subjects you teach.

How to record an Intro video?

An intro video is one of the most influential tools you have at your disposal. It helps you introduce yourself to potential students or their parents and allows you to showcase your talent, skills and expertise to them. An intro video can play a key role in helping students or parents make their decision on taking classes with you.

Tips on recording a good intro video:

- Record in a room that has plenty of light, stand facing the light.

- Put your phone on silent mode before recording so that incoming notifications are not heard in the video.

- Ensure that your surroundings are noise-free before starting the recording.

- Practice what you are going to say before making the video so that you don't stop too often.

- Speak loudly and with confidence.

- Be well-groomed and well dressed for the video.

- With the self-record feature for intro videos, you will be able to create an intro video for each of the subjects you teach using the Tutors App.

Here's how you can access this feature:

Step 1: Login to the UrbanPro Tutors App

Step 2: Click on the 3 horizontal lines in the bottom right corner

Step 3: Click on "Profile"

Step 4: Click on "Profile Information"

Step 5: Click on "Intro Video & Gallery"

Step 6: Click on "Intro Video - Record or Upload Intro Video"

Step 7: Select a subject and click on "Continue"

Step 8: You can record a video with or without a script

Note: *Keep your intro video between 30 seconds and 2 minutes long.*

Recording with a script

Recording an intro video after creating a script is the best way to proceed because it helps you maintain a smooth flow and ensure that you mention all the relevant information. It also helps you sound more confident in the video since you won't spend any time thinking about what to say next. To record using a script here is what you need to do

1. Click on Create a script

2. Fill in all the fields with the appropriate information in full sentences

3. Go through the instructions and click on Let's Begin

4. Click on the record button to start recording. Start talking after the beep

5. Once you start recording, the script you created will show on the top of the screen. Just read it out

6. Once you are done recording, click on the record button again to stop recording

7. Now click on Next and watch the preview

8. If you want to add more to the video or record it again, click on the back button

9. If you are satisfied with the video, click on the Upload button

Recording without a script

Recording without a script option will allow you to jump straight into recording your video. Before you click on this option make sure you know what you are going to talk about. The points to cover would be:

Introduction: Name and qualifications

Talk about the subjects you teach

Talk about your achievements

Talk about your course

Talk about why students should choose you

To start recording without a script follow these steps:

1. Click on Record without a script

2. Go through the instructions and click on Continue

3. Read the instructions on the next page and click on Let's Begin

4. Click on the record button to start recording. Start talking after the beep

5. Once you start recording, wait for the beep and start recording your intro

6. Once you are done recording, click on the record button again to stop recording

7. Now click on Next and watch the preview

8. If you want to add more to the video or record it again, click on the back button

9. If you are satisfied with the video, click on the Upload button

How to get reviews on your UrbanPro Profile to stand out from the competition?

Reviews play a critical role when it comes to students' decision to start a class with you. A higher number of reviews can help your tutoring business in several ways, including the four listed below:

Build credibility of your Profile

Increase trust among your students

Stand out from the competition

How to invite students to write a review?

Invite your students (within or outside of UrbanPro) to write reviews for the subjects that you teach and increase the credibility of your profile.

Steps to invite your students to write a review:

Step 1. Visit Dashboard>Profile>Reviews

Review Invite Link - https://www.urbanpro.com/invitation/newInvitation

Step 2. Copy the Invite Link and share with your Students

You can share the 'Invite Link' with your students (within or outside of UrbanPro) via WhatsApp, Facebook, and Twitter.

You can also share your public Profile page with your students who can then click on the 'Write a Review' button to give you a review. If they are the first to rate you, then they will see the 'Be the first one to review' link below the profile section.

More positive reviews help to get you a better ranking on search results.

Guide to Safe Conversations on UrbanPro:

Safeguarding a secure and respectful learning environment necessitates strict adherence to UrbanPro's communication guidelines. Explore the best practices outlined below to ensure your communication remains smooth and hassle-free within our platform.

1. Utilize UrbanPro's Messaging System

Efficiently handle initial enquiries, demo scheduling, and class-related discussions through UrbanPro's integrated messaging system, ensuring privacy and security for tutors and students.

2. Protect your privacy: Avoid Sharing Contact Information

Uphold privacy by refraining from sharing personal contact details during messages, demos, or class sessions, contributing to a secure learning environment

3. Conduct secure Sessions Within UrbanPro

Safeguard communication by conducting all sessions, including demos and regular classes, solely within the UrbanPro platform to ensure a monitored and secure learning space.

4. Navigate UrbanPro's Communication Policies

Familiarize yourself with and adhere to UrbanPro's communication policies, promoting compliance and contributing to the creation of a secure and professional learning community.

5. Prompt and Professional Communication

Build trust and nurture positive learning relationships by responding promptly and professionally to messages and enquiries within the UrbanPro platform.

6. Maintain Integrity: Report Any Inappropriate Behavior

Uphold the platform's integrity by promptly reporting suspicious or inappropriate communication to UrbanPro's support team, ensuring your safety.

7. Align conversation with Educational Objectives

Keep conversations centred on educational goals and learning outcomes, maintaining professional conduct in all interactions within the UrbanPro community.

8. Seek Support from UrbanPro

Overcome challenges and clarify communication protocols by contacting UrbanPro's support team for guidance and assistance, ensuring a smooth learning experience.

Adhering to these communication best practices ensures a safe and secure learning environment and fosters a positive and professional relationship between tutors and students. By utilizing UrbanPro's platform for all communication, users contribute to the integrity and reliability of the educational experience offered.

Your Safety & Privacy at UrbanPro: How to Block, Report and Unblock Users

At UrbanPro, your well-being is paramount. To foster a secure learning environment, we've introduced the Block and Report functionality, empowering tutors and students to take control of their interactions for a positive experience.

How it Works:

Encounter suspicious behaviour? Take action with these steps:

Blocking a User:

Prevent calls or messages from the user, and please note that you won't be able to contact the blocked user until you unblock them.

Block and Report a User:

This action not only blocks the user but also notifies the UrbanPro Team for verification. Like blocking, communication with the blocked user is restricted until you decide to unblock them.

Accessing the Functionality:

Navigate to your message thread with the tutor or student. Look for the options to block the user.

Why Choose Block and Report?

Safety: Protect yourself from any potential harm.

Maintain Privacy: Control who can communicate with you on the platform.

Community Well-being: Contribute to a safer learning environment by reporting suspicious behaviour for verification.

What Happens After Reporting?

Once you block and report a user, the UrbanPro Team reviews the exchanged messages for verification purposes.

Unblocking :

To unblock a user, navigate to your message thread with the tutor or student. Look for the option to unblock the specific user.

A Robust Security Tool:

The Block and Report functionality is a robust tool ensuring a secure and positive experience for all UrbanPro users. Actively utilise these features to help us maintain a safe learning environment.

Please contact our support team if you have any further questions or encounter any issues.

Stay safe, learn, and thrive on UrbanPro!

Note: UrbanPro reserves the right to take necessary actions based on reported behaviour, following our community guidelines and terms of service.