Growth Action Plan

Summit Tutors Network | Web Apps

Lead: Rachel Kim | Primary Goal: Build/improve web app

Industry: Education Services
Team Size: 19 staff

Traffic/Users: 5,400 monthly parents/students; 210 tutors
Expected first measurable gains: 2-6 weeks

1) Executive Summary
- Likely bottleneck: Manual matching and onboarding create long time-to-first-session.
- Fastest path: Build matching and booking thin-slice for top subjects
- Expected impact: Reduce onboarding time 30% (High confidence).
- Context: Matching students to tutors and scheduling sessions is partially manual, causing slow onboarding.

2) Opportunity Diagnosis
- Primary: Manual matching and onboarding create long time-to-first-session.
- Secondary: Fragmented communication increases no-shows.
- Assumption: Assumes tutor availability data can be standardized.

3) 30-60-90 Plan (Outcome-Based)

Window	Focus	Action	Impact	Confidence
0-30 days	MVP	Build matching and booking thin-slice for top subjects	Reduce onboarding time 30%	High confidence
31-60 days	Experience	Add reminders, reschedule, and attendance tracking	Lower no-shows 10-15%	Medium confidence
61-90 days	Growth	Launch parent progress dashboard	Improve retention and referrals	Medium confidence

4) Top 5 Priority Actions
1. Define matching logic by subject, level, and tutor rating.
2. Create one-click booking confirmation flow.

Projected KPI Direction (30/60/90)

3. Add automated reminder sequence across email + SMS.
4. Capture session outcomes to improve future matches.
5. Track activation rate from signup to first session.

30d   60d   90d
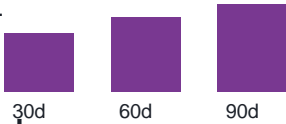
5) Offer Recommendation + KPI Scorecard
Recommended: Web Apps (Primary), Landing Pages (Secondary). Track weekly: Activation rate, time-to-first-session, retention.

6) Risks & Mitigation
- Risk: Matching quality misses. Mitigation: tutor lead override in early phase.
- Risk: Feature bloat. Mitigation: strict release gating by KPI impact.
- Risk: Parent UX confusion. Mitigation: guided onboarding steps.

7) Immediate Next Step
Ship a booking-focused MVP for one subject category and benchmark activation against current process.

"If useful, I can turn this into a hands-on execution sprint with milestones, owners, and delivery dates."

Book a strategy call: https://nexgen.studio/#contact
Site: https://nexgen.studio