

# TUTORLY

## EXECUTIVE SUMMARY



### MISSION

Make learning happen anywhere, anytime.

### VISION

A peer-to-peer education platform that connects students with the push of a button.

### SOCIAL IMPACT

Tutorly provides every student with the agency to determine their educational outcomes. In a similar fashion to how someone could order an Uber, Tutorly allows students to instantaneously connect with qualified tutors on their campus. As a subscription service sold to universities, Tutorly allows students to receive tutoring at no direct cost to them. Once the Tutorly app connects a student with a tutor, they can meet either in person or remotely through video chat. Research shows that tutoring is crucial in closing the educational achievement gap between low-income and first-generation college students and their peers. By providing students with an opportunity to receive free and remote-capable peer tutoring, Tutorly ensures that neither socioeconomic status nor global pandemics can stop students from succeeding in school.

### EFFECT ON STUDENTS

Studies on existing peer-to-peer tutoring programs show that peer tutoring leads to:

- ❖ 26% increase in GPA
- ❖ 32% increase in classes passed
- ❖ 67% decrease in dropout rates
- ❖ 200% increase in graduation rates

### COMPARATIVE ADVANTAGE

- ❖ First free peer-to-peer tutoring service on the market
  - The network effect shows that the first market player will have the fastest growth
- ❖ Only tutoring service that integrates with universities' learning management systems
- ❖ Remote tutoring features give Tutorly significant utility during the COVID-19 pandemic

### Financial Summary & Social Impact

Category	Year 1	Year 2	Year 3	Year 4	Year 5	Total Impact
Students Tutored	2,876	12,833	26,454	100,451	150,677	293,291
# of Sessions	17,256	76,998	158,724	602,706	904,059	1,759,743
Revenue	\$ 25,884.00	\$ 68,244.25	\$ 174,765.25	\$ 488,576.25	\$ 1,097,484.38	\$ 1,854,954.13
Expenses	\$ 9,622.28	\$ 66,736.78	\$ 164,161.63	\$ 313,345.80	\$ 543,068.64	\$ 1,096,935.13
Net Income	\$ 16,261.72	\$ 1,507.47	\$ 10,603.63	\$ 175,230.45	\$ 554,415.74	\$ 758,019.00