

Tutor.id

📍 Education Tartu, Estonia

"Empowering people to build knowledge as a business and connecting people to teach and learn online."



Company Summary

Tutor.id is a growing online teaching platform that connects students with private tutors. But, Tutor.id is different. It's more than a marketplace. We also provide tutors with advanced management tools (on a freemium subscription model) to help automate their business and teaching operations so they can focus on their students, the quality of their teaching, and their own professional development.

Executive Summary

Management

Karen V. Ordones developed Tutor.id to solve a problem: automating operations of a tutoring business to enable her to do more of what she loved: teach! Murillo Ichikawa is an engineer, learner, and sports coach always chasing new ways to facilitate the lives of tutors and learners. Filipe W. de Souza started his career as a classroom teacher and is a product leader who led startup teams in Shanghai, London, and Abu Dhabi for over 8 years.

Customer Problem

Private tutors spend a lot of time doing personal marketing, finding new students, organizing a schedule, chasing payments, preparing lessons, and other business operations. The opportunity cost is huge: less time to focus on quality teaching, which is the most powerful learner retention factor. Currently, the market offers very fragmented solutions which are often insufficient for the problems of online and offline private tutors.

Product/Services

Tutor.id is an online freemium service providing (1) a full suite of business management and marketing tools for online and offline tutors, (2) a marketplace for learners to discover tutors and tutors to acquire students, (3) add-on high-touch services to facilitate tutor discovery for learners and support their learning journey and goals.

Target Market

Tutor.id's target market are online and offline private tutors from the US, Canada and UK and learners from Latin America and Asia searching for live tutoring. Although we allow any teaching subject to be listed in our marketplace, we focus on tutor acquisition for Specialized English (English for Specific Purposes/ Ages), Mathematics, and Coding.

Business Model

Tutor.id employs (1) a freemium model offering subscription plans to tutors with varying access to tools and features that automate business and teaching management and operations. Additionally, we retain (2)

Company

URL: <http://tutor.id>

Founded: February 2015

Employees: 9

Entrepreneur

Filipe de Souza

fwdesouza@gmail.com

Round Overview

Funding Stage: series_seed

Capital Raised: \$440k

Capital Seeking: \$1M

Pre-Money Valuation: \$6M

Run Rate: \$45.5k

Net Burn: \$12k

Team

Filipe de Souza Co-Founder & Head of Product

Karen V. Ordones Founder & CEO

Murillo Ichikawa Co-Founder & CTO

Advisors

Einar Roosileht

Social

<https://www.linkedin.com/company/tutor-id/>

https://twitter.com/tutor_id

<https://www.facebook.com/TutorIdInternational>

a commission fee (industry competitive) from all lessons, packages and courses purchased via our marketplace.

Customers

In the current phase of growth, Tutor.id will primarily target established online and offline tutors to join the platform and use our business and teaching management tools. We'll secondarily target experienced teachers who want to start their own tutoring business and individuals who are qualified to teach an on-demand subject or skill.

Sales/Marketing Strategy

We are marketing primarily to established online and offline tutors to join Tutor.id and (optionally) purchase a subscription plan. We will also incentivize these tutors to invite and manage their own current students. Our data shows that 1 experienced and established tutor invites, on average, 10-25 students. In this way, we will build a strong supply of qualified and experienced tutors for our marketplace as well as initial student demand.

Competitors

Indirect competitors tend to focus on a single aspect of tutors' needs, which drive tutors towards a fragmented solution. These include a usual combination of tools like Calendly, Google Classroom, Paypal, and Zoom. Direct competitors for tutoring marketplaces include italki, Preply, SuperProf, Wyzant, and Verbling. Some of these competitors focus exclusively on language learning whereas others offer a variety of learning subjects.

Competitive Advantage

Tutor.id is the only online tutoring marketplace with a "one-stop-shop" of business and operations management tools, including: advanced calendar and scheduling, full payment, personal marketing, lessons, materials, and student acquisition. Our freemium subscription model allow us to retain competitive commission fees from marketplace purchases.

Tutor.id Annual Financials

	2019	2020	2021	2022	2023
Marketplace and subscriptions	5	764	4860	9968	25290
Revenue\$	4,200	188,081	1,213,018	3,531,296	11,660,364
Expenditure\$	30,000	253,950	1,080,800	1,210,800	1,360,800
Profit (Loss)\$	-25,800	-65,869	132,218	2,320,496	10,299,564

23% avg growth rate in revenue from January to August 2020 primarily from organic marketing.

