

# A new world of web learning

The Daily Telegraph has teamed up with the life assistance group CPP to offer a **£50,000 cash prize** to reward entrepreneurship. This week, we profile a company that is making its mark by providing long-distance online tuition for British pupils. TutorVista aims to have 2,000 tutors based in India within the next two years.

**cpp**  
**TRAILBLAZERS**  
The Daily Telegraph

WHAT DO you get if you combine life assistance with globalisation and modern communications technology? Answer: TutorVista. This Indian firm, which has its UK office in west London, is about to take off. It has just secured £1.1m in private equity cash from Sequoia Capital India to expand in both the UK and US.

Sequoia was an early investor in Google, so it knows a good thing when it sees it. So what does TutorVista actually do? It supplies online tuition for British and American kids from the age of nine, right through to degree level. Since its launch in January, it has built up a network of 150 qualified India-based tutors and 2,000 families have already registered to use the service in the UK.

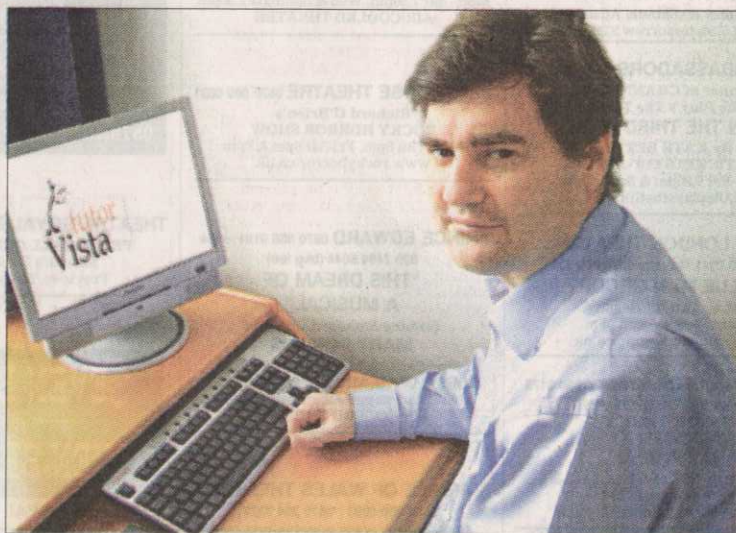
"Within two years we would look to have 2,000 tutors," says Martin Baker, head of education for the UK.

The timing for the launch of the service is just right, Mr Baker says. More and more homes have broadband and the conferencing software that has long promised to deliver clear, long-distance pictures and sound now does exactly that. At the same time children face an endless onslaught of tests and exams.

"Each one will affect their life if they don't get the right result," says Mr Baker, a former managing director of Fedex Kinkos UK.

Students, he adds, are perfectly happy using a computer and the internet to study. "There's been so much investment in ICT in schools it is second nature for them to receive part of their education on computers."

Parents, on the other hand, face an ever-increasing number of demands on their time. "As a parent myself I



Long-distance learning Martin Baker, TutorVista's head of education for the UK

know the amount of time you spend as a dad-taxi as well at sports events. Finding a slot for a tutor to visit your home is very difficult," he says.

So TutorVista has stepped in to provide a very modern interpretation to a traditional service. It is the brainchild of K. Ganesh, the founder and former president of call-centre giant ICICI Onesource. Mr Baker approached the firm with a similar plan to source tutors from India and they decided to join forces to accelerate TutorVista's roll out.

Mr Baker says: "I had been looking at the industry in America where it's

quite established and thought it would be good to bring it into the UK."

All of TutorVista's tutors are qualified teachers or degree level graduates, who are then trained by the firm to use the conferencing software. "These are real people sitting at the end of an internet conferencing system. They can interact with the pupil – that's the main benefit. They can help the pupil with a specific problem or go over an entire section of the course," says Mr Baker.

The heaviest demand so far has been for maths tutors because it's the first subject where parents call for help. [www.TutorVista.co.uk](http://www.TutorVista.co.uk)

## £50,000 FOR AN ENTREPRENEUR

### HOW TO ENTER

The competition runs until midnight on June 30, 2006. Business proposals after that date will not be accepted. Entries must be completed using the official CPP Trailblazer submission form. This is available online at [www.telegraph.co.uk/trailblazers](http://www.telegraph.co.uk/trailblazers)

or by post to:  
CPP Trailblazers Competition, c/o  
Chris Denison, Holgate Park, York,  
North Yorkshire YO26 4GA

Feel free to mark your plan – or a particular piece of it – as "confidential". A non-disclosure agreement is available if required.