



## TutorVista At-A-Glance

### Background

There is a full-blown education crisis in the U.S. as evidenced by declining test scores, abysmal global rankings of U.S. students in Math and Science, poor graduation rates, lack of basic reading and writing skills, and other well-reported problems and learning gaps. This sorry state has been reached due to the lack of interest in education by parents and students, shortage of teachers especially in Math and Science as well as inadequate funding at school level. It is also because of the impossible task teacher's face with large class size with a wide range of student abilities and challenges to integrate limited English proficient students into day-to-day instruction. With that said, the federal government has realized that the U.S. cannot remain competitive globally unless education is fixed, leading into the billions of dollars being pumped into the NCLB program. Private individuals like Bill Gates, Fortune 500 companies and others are also actively trying to mitigate this situation.

This topic is so important that George Bush in his last State of union covered this topic with urgent concern. The Bill and Melinda Gates foundation are investing millions for huge resources in this area (a recent Business Week cover story), as well as Oprah Winfrey, who devoted a show to education; all across various media – lots of articles about federal government funding for education, current crisis and the state of affairs in education today.

All studies have shown that one-one-one tutoring is the best way to increase academic performance. The problem is that tutoring is expensive, ranging at \$30-\$75 per hour with difficulty to provide it at an affordable rate as well as make it accessible to students who need it most. Students often have home tutoring or parents are required to drive their children to a tutoring center. The worldwide goal has been to provide tutoring services that offer one-on-one coaching that is affordable, convenient and effective.

*TutorVista makes personalized education affordable, convenient and effective - this goes a long way in helping solve this education crisis.*

### **Affordable:**

TutorVista offers unlimited one-on-one tutoring in all subjects for only \$99.99 a month, compared to the average tutoring rates that range from \$30-\$75 per hour.

At these price points, tutoring finally becomes affordable to everyone, making TutorVista a mass-market offering, filling in the gap to support the NCLB.

### **Convenient:**

Students can use TutorVista to get a personal tutor, 24/7, seven days a week via the web from their home or school by accessing homework help, skills tutoring, test and quiz review. TutorVista solves the issue of having to drive to a learning center or avoid having tutors in your home.

### **Effective:**

TutorVista starts with a diagnostic test to identify the student's strength and weaknesses. A customized learning plan is then created based on the results of each student's diagnostic test scores and input from the parent and student. Student's progress is tracked continuously against the objectives and goals specified in each individualized learning plan. TutorVista's experienced tutors work with the student to improve these scores through one-on-one personalized tutoring sessions.

### **What makes TutorVista unique?**

- TutorVista is in the business of making supplemental education affordable to everyone for only \$99.99 per month for an unlimited tutoring subscription. Traditional companies charge \$30-\$75 an hour for 1-to-3 tutoring. Other online companies charge \$20-50 an hour. TutorVista is the only company that offers affordable flat fee tutoring packages.
- The subscription model for the first time makes it possible for students to work with a tutor continuously and regularly; most other companies offer homework help that gives 15 minutes or so of immediate assistance, but doesn't provide regular and consistent tutoring for the long term in order to be effective.
- Through a diagnostic test TutorVista determines the student's strengths and weaknesses by preparing an individualized learning plan customized for each student. Tutors then implement the learning plan which is found to be the most effective way to teach. This is then further strengthened by continuous assessment, feedback and corrective action.
- TutorVista has a huge amount of useful educational content – lessons, worksheets, question banks, animations, and full-length practice tests -- available free to students.

### **How is all this possible?**

TutorVista taps a large pool of highly qualified tutors from all over the world, where costs are lower and availability is higher also leveraging Internet technology to bring these tutoring services to the U.S. Affordable teachers in these countries also enable TutorVista to create vast content on their portal for a low cost.

TutorVista is the confluence of two of the largest growing trends today: Internet and global remote working.

### **Education Challenge**

- 1) Education is a burning issue in U.S. (as detailed above)
- 2) Need for drastic remedial action is a must in order to improve learning skills and the success of children's future
- 3) Using technology, Internet and broadband penetration and low costs makes it possible to solve these underlying education issues by tapping global resources
- 4) More bang for the buck because leading to better and more efficient use of federal funds and parent's money
- 5) Personalized one-on-one tutoring that focuses on each student as an individual addressing his and her needs effectively. Leading example is with the Gates Foundation initiative addressing smaller schools
- 6) Portraying a message that individualized supplemental education is the best but hitherto it has not been affordable nor provided in a way that has made it effective enough to utilize
- 7) TutorVista makes all this possible by combining these key elements at an affordable cost for unlimited 1-on-1 tutoring.

Challenges in School Education Scenarios -

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- Schools are not able to give individual attention due to the uneven ratios of teacher to students
- Pressure on budgets is affecting teacher resources
- With teacher's pay packets being low, there is a dearth of teachers in many disciplines with an acute problem in many states leading to the supply-demand gap throughout the U.S.
- The federal government is funding billions of dollars under the NCLB Act (approximately \$1200 per year for students) – not nearly enough to provide the remedial help necessary to make a difference with tutoring costs ranging at \$30-\$50 per hour. The NCLB money does not give enough help to the struggling student unless some service like TutorVista is used! Services like TutorVista support the NCLB to provide supplemental ways to educate and provide resources for struggling students, in the long term making the NCLB cost effective.
- Teachers have limited English proficient students who are expected to show progress along with other students, according to NCLB. That said, TutorVista provides ESL tutoring in addition to subject tutoring to get these failing students up to speed – something no other online tutoring company offers.

#### Increasing Demands -

There are increasing demands for student's time to become involved in more extra curricular activities such as sports, clubs, video games and TV. TutorVista is the solution to ensure that the students spend requisite time on education, giving them the freedom to use the services when it's most convenient in order to be focused.