

Teach

Business Thesis / Product Statement

Originally - This service was for college students who were struggling in their classes. Teach is a tutoring service that connects college students who have already taken these classes and done well in them to students who need help in those classes.

Business Thesis / Product Statement

Currently - This service is intended for parents with children who can afford tutoring services and want private tutoring at competitive, yet affordable, rates that individual tutors set themselves. Teach is a tutoring service that connects these parents with reliable and qualified private tutors who have taken the classes that their clients are struggling with. Unlike brick-and-mortar tutoring services, Teach would allow for tutoring at virtually any location.

Value Prop

Location - Parents value a location that is convenient for them.

Prices - Being a tutoring marketplace, Teach tutors have competitive rates. .
Parents want affordable tutors.

Reviews - Having a review system allows parents to find the best tutors in their area based on their respective reviews and ratings.

Our Customer

Teach's targeted customers are those who already use tutoring services such as Kumon or private tutors. Teach will connect students and/or their parents to other tutors in their area.

Discovery of Customer / Value Prop

Hypothesis - We thought that college students would be open to tutoring other college students, and that college students were in need of paid tutoring options.

Experiments - We asked college students, tutors, parents, and a tutoring center owner about their tutoring experiences.

Results - We found that college students were unlikely to pay for tutoring services but parents often already send their children to tutoring services or private tutors.

Iterate - Our targeted consumer has changed from college students to parents.

Lessons Learned

- If a free option of something is available, students will often choose that over an alternative that costs money.
- Parents are attracted to tutors/tutoring services that appear credible and will help their child succeed, even if it means paying a little extra money
- People want a personal connection with their tutor
- Location, location, location