

Michael Louie

Professor

Venture Idea

Name of Venture: TutorScooter

Product/Service: Online platform that matches tutors to tutees – readably assessable & easily maneuverable

Potential Customers: High school students & College students – focusing at Rutgers Students for now

Why are you writing this business plan & how does this venture concept create value for the consumer, client, community ect:

There are thousands of students who either need help with their classes or have the knowledge and skills help others in their classes. However, for those who need help with their classes, they may either be too afraid to publically go to a learning center to admit they need extra tutoring or they may be too lackadaisical to leave the comfort of their homes to receive tutoring. Furthermore, it is confusing and complex to navigate the different learning centers provided by many large schools such as Rutgers. There are many different schools within a university with multiple departments that could all have disparate processes for signing up to receive tutoring. According to a survey I conducted, about 63% of the respondents admitted to not getting the help that they needed due to the confusing and tiresome process of getting a tutor at Rutgers. On the other hand, there are many students who are qualified to be tutors, but they face similar problems to those who require tutoring: the sign-up process being too complex due to disparate processes and the student being too lackadaisical to go through the process of signing up. Additionally, those who are interested in tutoring may not have the flexibility to commit to a strict schedule but would like to provide others with their expertise on a subject and earn extra money on the side. With schools having confusing sign-up systems for tutoring, it only makes sense to look online for extra help. However, according to Business wire, only 17.76% of college students nationwide

use some form of online tutoring. My venture **TutorScooter** is the solution to this problem - to move the tutoring process online instead of having to actively go to learning centers at schools to sign up for tutoring/to be a tutor. The target market will be students enrolled in accredited 4-year universities, but especially those that are in competitive programs such as the 5-year pharmacy program and the engineering program at Rutgers. According to my survey, 22% of students said they need help in engineering, 19% in biology, 16% in computer science and 15% in pharmacy. Overall, there are enormous gaps in the students who need help in school and actually receive and those who want to help in school and actually offer it. For the client and consumers, they will find value in the accessibility and flexibility of this service. Most importantly, for the community, this service will promote education and enrich the lives of many students which in return create a more informed community.