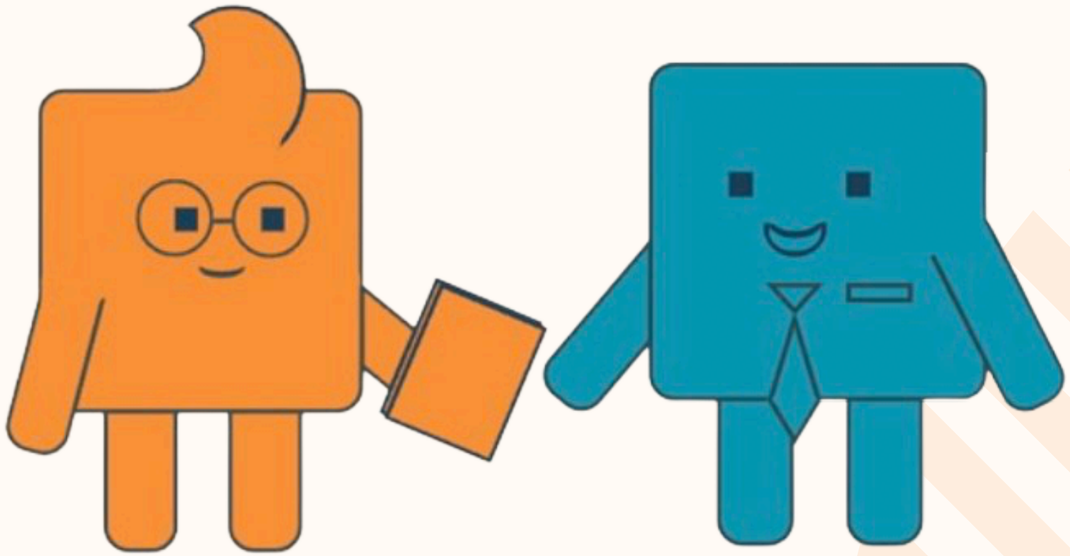
MindUp
ONLINE TUTORING

TUTORING BUSINESS

PRESENTATION



CHARLIZE - LOUIS - LINDSY - LILIAN - RACHEL

MindUp
ONLINE TUTORING

THE MARKETING TEAM

Charlize

Lindsy

Louis

Rachel

Lilian

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ONLINE TUTORING

SCOPE: MINDUP

“ Instant, reliable, and high quality education, anytime anywhere.”

- E-tutoring Company
- Based & focused in Quebec
- Target: Primary & Secondary school students
- Subjects Taught: French, English, Math, Science & Geography
- Tutoring on Zoom
- Our AI enhanced app: pre-recorded lectures, exam preparation quizzes, Q&A forum, daily pop-up reminders/tips and progress tracking tools.

LILIAN

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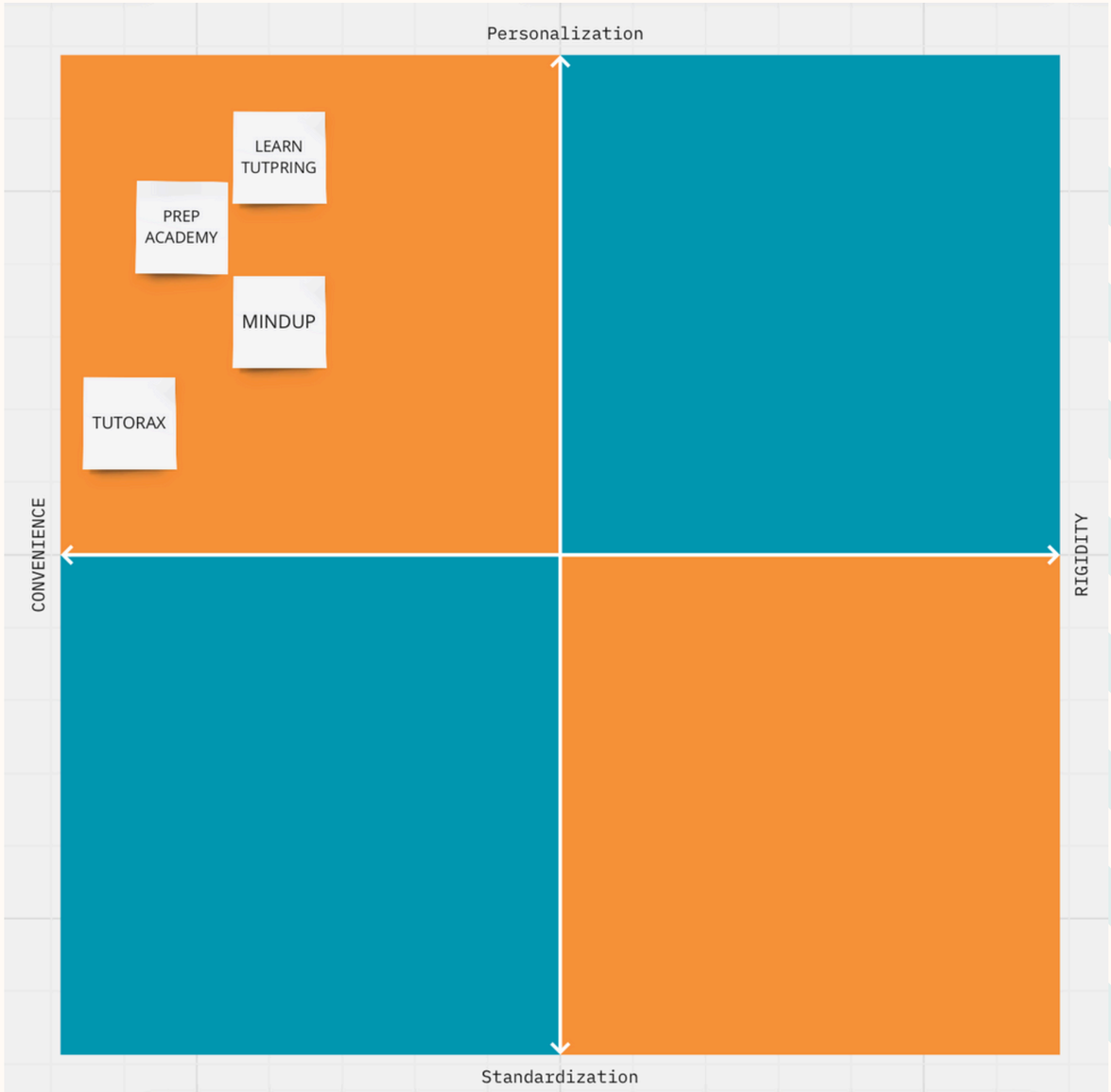
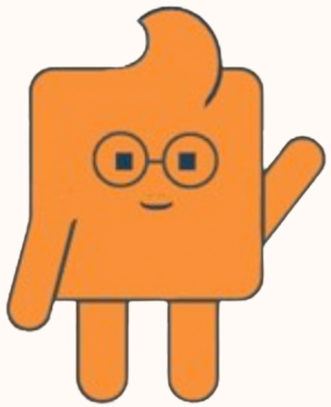
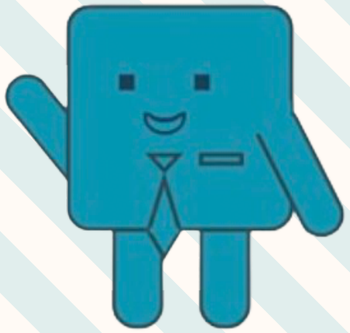
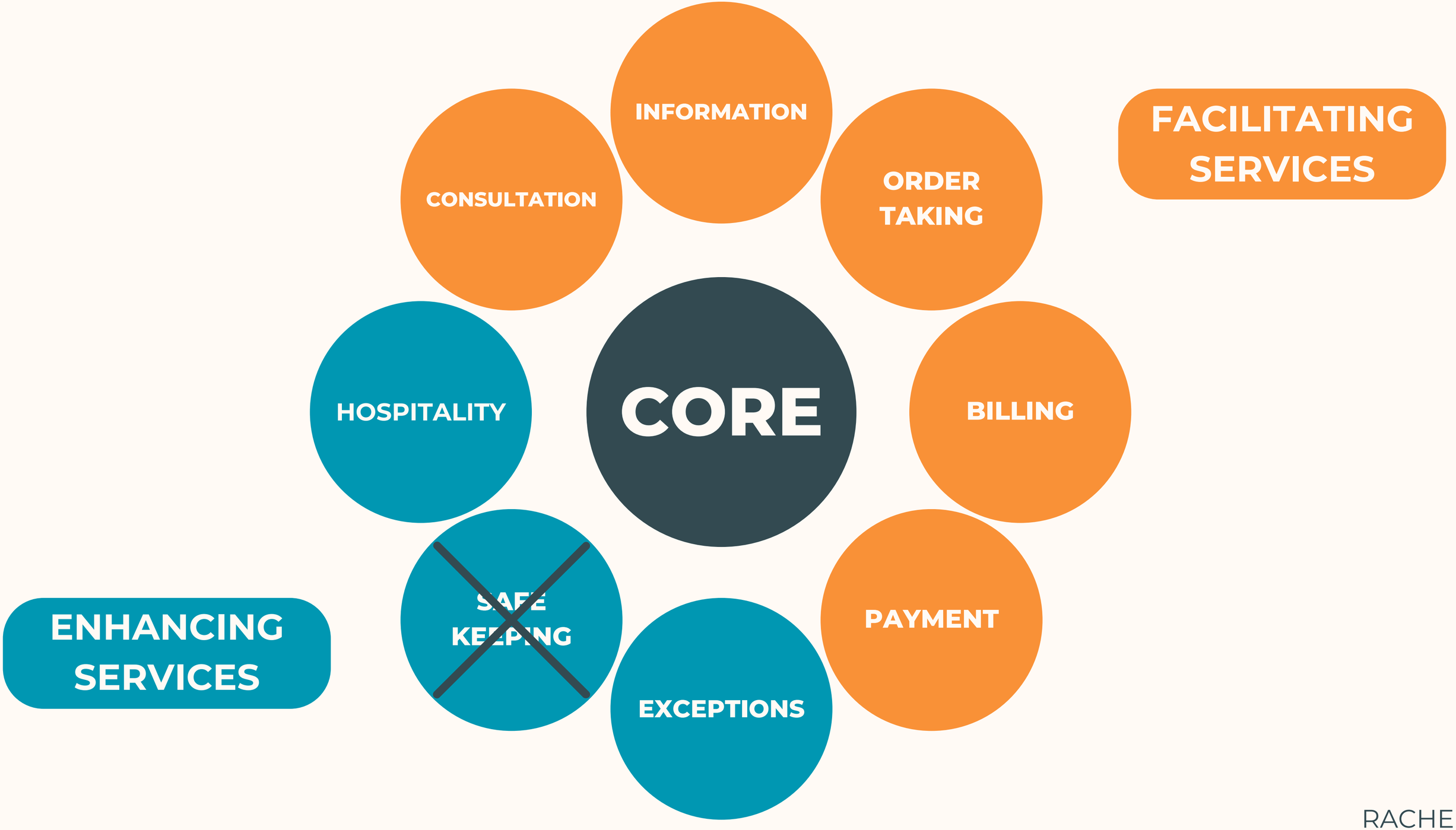
POSITIONING







RACHEL


FACILITATING SERVICES
INFORMATION
CONSULTATION
ORDER TAKING
HOSPITALITY
CORE
BILLING
ENHANCING SERVICES
SAFE KEEPING
PAYMENT
EXCEPTIONS

MindUp
ONLINE TUTORING

FACILITATING SERVICES: INFORMATION

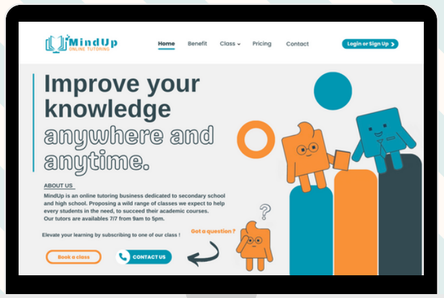
Web & Social Media

School Broshures

Tutor Mentors

Live Chat or Telephone Support

Online Forum



RACHEL

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FACILITATING SERVICES: ORDER TAKING

- USERS INPUT AVAILABILITY AND PREFERENCES.
- SYSTEM GENERATES AVAILABLE TIME SLOTS WITH MATCHING TUTORS.

AVAILABLE THROUGH

Instant Booking → Tutor Matching → Customized Schedule

- USERS SELECT A SUBJECT AND TIME SLOT

- USERS INPUT PREFERRED DATE AND TIME.
- SYSTEM SUGGESTS AVAILABLE TUTORS.

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FACILITATING SERVICES: PAYMENT

- Reliable and Secure Payment System
- Convenient Payment Options
- Privacy and Fraud Prevention

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FACILITATING SERVICES: BILLING

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ONLINE TUTORING

USER INFORMATION

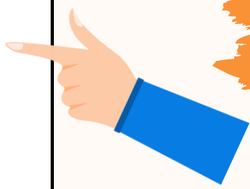
NAME: JANE PARKER
EMAIL: JANEPARKER@GMAIL.COM
ACCOUNT NUMBER: 57203

SESSION DETAILS:

SESSION 1
DATE: APRIL 25TH 2024
TIME: 5.00PM EST
SUBJECT: GRADE 5 MATHEMATICS
TUTOR: RACHEL CAMPBELL
STUDENT: ERIC PARKER
DURATION: 60 MINUTES
RATE: 53/H
ADDITIONAL CHARGES (IF ANY): N/A

TOTAL CHARGES:

SUBTOTAL: 53.00
TAXES: 5.28
TOTAL: 58.28
PAYMENT METHOD: PAYPAL
ONLINE AUTOMATIC INVOICING
NOTES:
PAYMENT DUE DATE: APRIL 25TH 2024
FOR INQUIRIES, CONTACT: ADMIN@MINDUP.CA
THANK YOU FOR CHOOSING OUR TUTORING SERVICE!



AUTOMATIC INVOICING

ACCURATE BILLING

LEGIBLE DOCUMENTATION

COMPLETE INFORMATION

RACHEL

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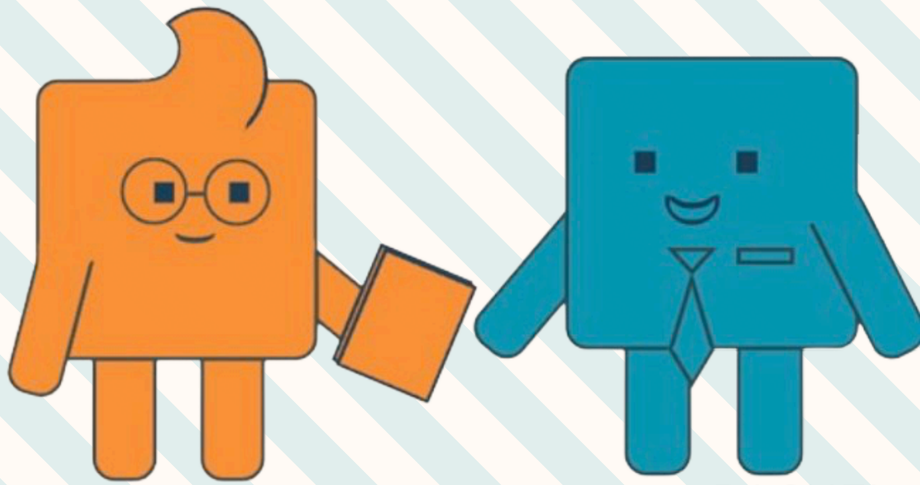
ONLINE TUTORING

ENHANCING SERVICES: CONSULTATION

- CUSTOMIZED LEARNING RECOMMENDATIONS
- PROGRESS EVALUATION
- EDUCATIONAL GUIDANCE SESSIONS
- PARENTAL ADVISORY SESSIONS
- RECOMMENDED LEARNING RESOURCES
- STUDY SKILLS ADVICE
- SPECIALIZED SUBJECT INSIGHTS
- EXAM PREPARATION GUIDANCE
- CAREER DEVELOPMENT GUIDANCE
- TECHNOLOGY INTEGRATION ADVICE



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ENHANCING SERVICES: HOSPITALITY

WARM GREETINGS

VIRTUAL WAITING ROOM

RACHEL

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ENHANCING SERVICES: EXCEPTIONS

RESTITUITIONS

- DISCOUNT VOUCHERS FOR FUTURE SESSIONS TO COMPENSATE FOR ANY INCONVENIENCE OR DISSATISFACTION
- REFUNDS FOR ESCALATIONS

HANDLING SPECIAL COMMUNICATION

- TELEPHONE DIRECTORY + ONLINE FORM SUBMISSION FOR COMPLAINTS, COMPLIMENTS, AND SUGGESTIONS.
- CUSTOMER SUPPORT TEAM TO ADDRESS
- MANDATORY POST SESSION FEEDBACK GRAPH SYSTEM

PROBLEM SOLVING

- TRAIN TUTORS TO IDENTIFY AND RESOLVE ISSUES
- PROVIDE TUTORS WITH ACCESS TO RESOURCES AND SUPPORT
- HAVE A DESIGNATED ESCALATION PROCESS FOR COMPLEX ISSUES

SPECIAL REQUESTS

- ADDITIONAL TIME FOR TASKS TO ACCOMMODATE STUDENTS WITH LEARNING DISABILITIES
- INCLUDE CAPTIONING FOR VIDEOS TO ASSIST STUDENTS WHO ARE DEAF OR HARD OF HEARING.

RACHEL

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ONLINE TUTORING

2P: PRICE PRICING OPTIONS

BASIC

$53

PER HOUR

- **Pay per hour for tutoring sessions**
- **Choose your course**
- Gain access to course materials
- Engage in online sessions with a tutor

PRO

$499.99

10 HOURS/MONTH

- **Schedule your sessions according to your needs**
- Gain access to course materials
- Engage in online sessions with a tutor

EXPERT

$70

PER HOUR

- **Intensive sessions**
- **Online consultations**
- Select your course
- Gain access to course materials
- Engage in online session with a tutor

SUMMER

$299.99

10 HOURS/MONTH

- **Summer discount**
- Schedule your sessions according to your needs
- Gain access to course materials
- Online sessions

LOUIS

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ONLINE TUTORING

2P: PRICE INDIVIDUAL TUITION

- Tailored private lessons to meet students' needs.
- Unlimited hours available for students requiring strong support.
- Always available tutors and AI chatbot to address students' needs.
- Regular tutoring sessions priced at $53 per hour.
- Specialized and intensive lessons (test preparation or specialized workshops) priced at $70 per hour.

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ONLINE TUTORING

2P: PRICE LEARNING BUNDLE

- Learning bundles provided on a monthly basis throughout the year, with more attractive prices during summer holidays.
- During theses periods of time we will provide discounts on our subscriptions
- These courses will be done online through zoom
- All of our transactions will be done online on the app through Paypal, Klarma , apple pay with debit or credit cards

LOUIS

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3P: PLACE

What	How	Where	When
To get customers interested: • website • social media • advertisements & sponsorships	Nature of interaction : • remote through calls and emails	MindUp App	App 24/7 post-purchase
To sell the right service to the right customer: • consultations via phone calls & video conference	Interview + form submission	Zoom	Tutor's availability: • Monday-Friday 8am-7pm
To deliver the service: • confirmation by email service by our app & Zoom	Online Transactions	Tutor's working location (QUEBEC only)	1-1 virtual tutor meetings depend on booking

LILIAN

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BRANDING

Graphic Chart

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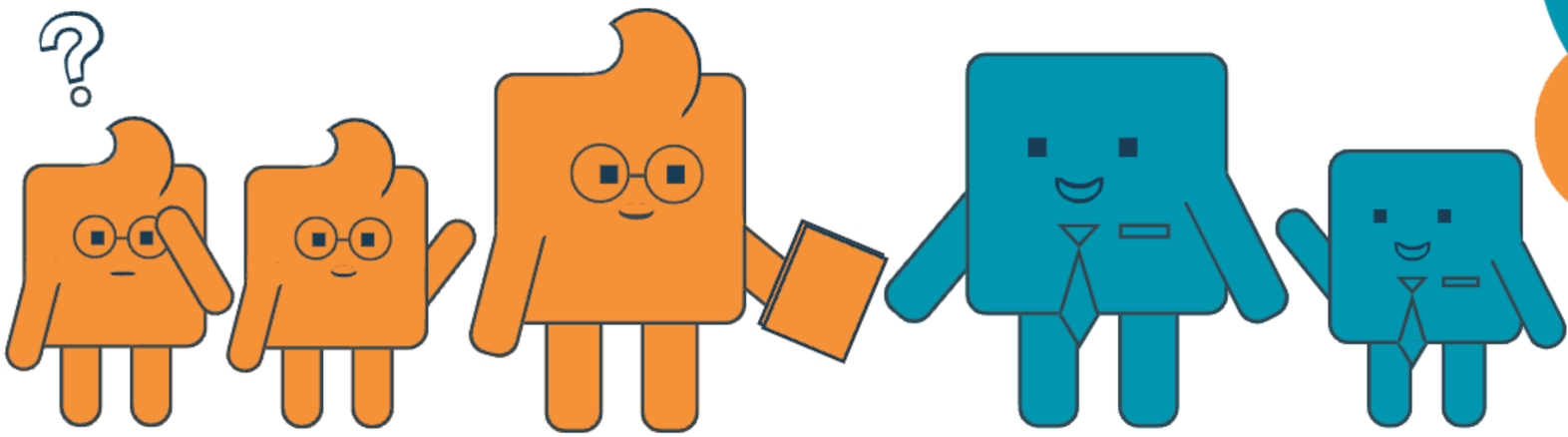
ONLINE TUTORING

MindUp
ONLINE TUTORING

Fronts:

Big title: Archicoco

Texte: Arimo



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4P: PROMOTION

- SEO can boost our visibility over time, though not instantly.
- Cost ranges from $500 to $1,000.
- Build a loyal clientele.
- Essential to have a captivating landing page that encourages visitors to explore our services further.

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4P: PROMOTION WEBSITE

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4P: PROMOTION SOCIAL MEDIA

- Facebook: Targeting parents for their child's educational needs.
- Easy connectivity with our audience.
- Ensuring precise targeting with personalized ads (through marketing automation).
- Facilitating rapid and efficient communication.
- Real-time sharing of thoughts and opinions, fostering dialogue and information sharing.

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4P: PROMOTION EMAIL

- Reach and connect with our target audience in a personalized way
- Affordable pricing for our services
- Content includes common emails (confirming booked classes), promotions, and exclusive content.
- Track all outgoing and incoming communication for better management

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4P: PROMOTION POSTER

- Convey our main ideas to prospects
- Create appealing content to raise awareness
- Objective: to inform

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5P: PROCESSES BLUEPRINTING

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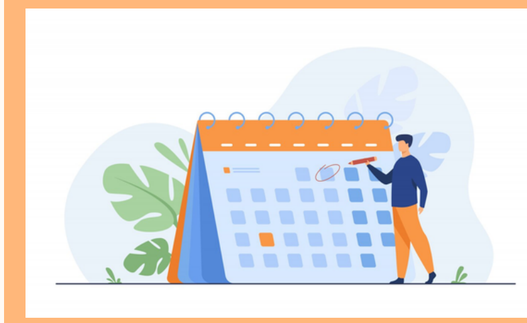
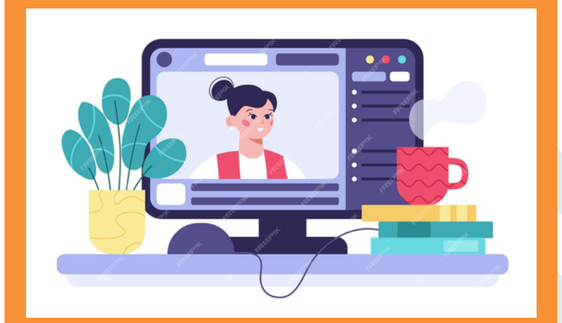


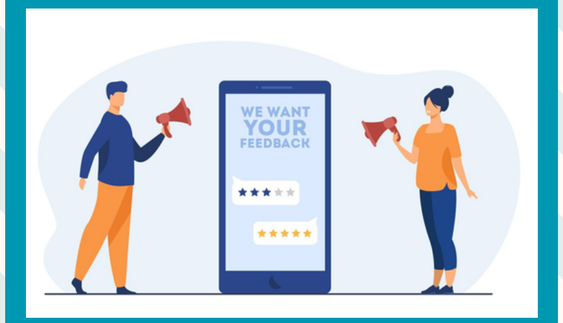
Introduction of Service

Select the subject
Book a session
Bill payment



Delivery of Core Service

Personalized tutor session



Conclusion of Service

Online session review form

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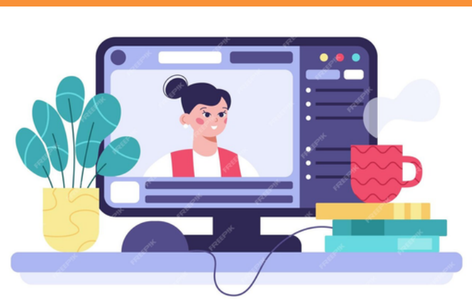
5P: PROCESSES BLUEPRINTING

BACK STAGE

Introduction of Service

Process billing
Assign a tutor and begin prep



Delivery of Core Service

Platform monitoring to ensure smooth sessions

Conclusion of Service

Post Session Analysis
Content Development

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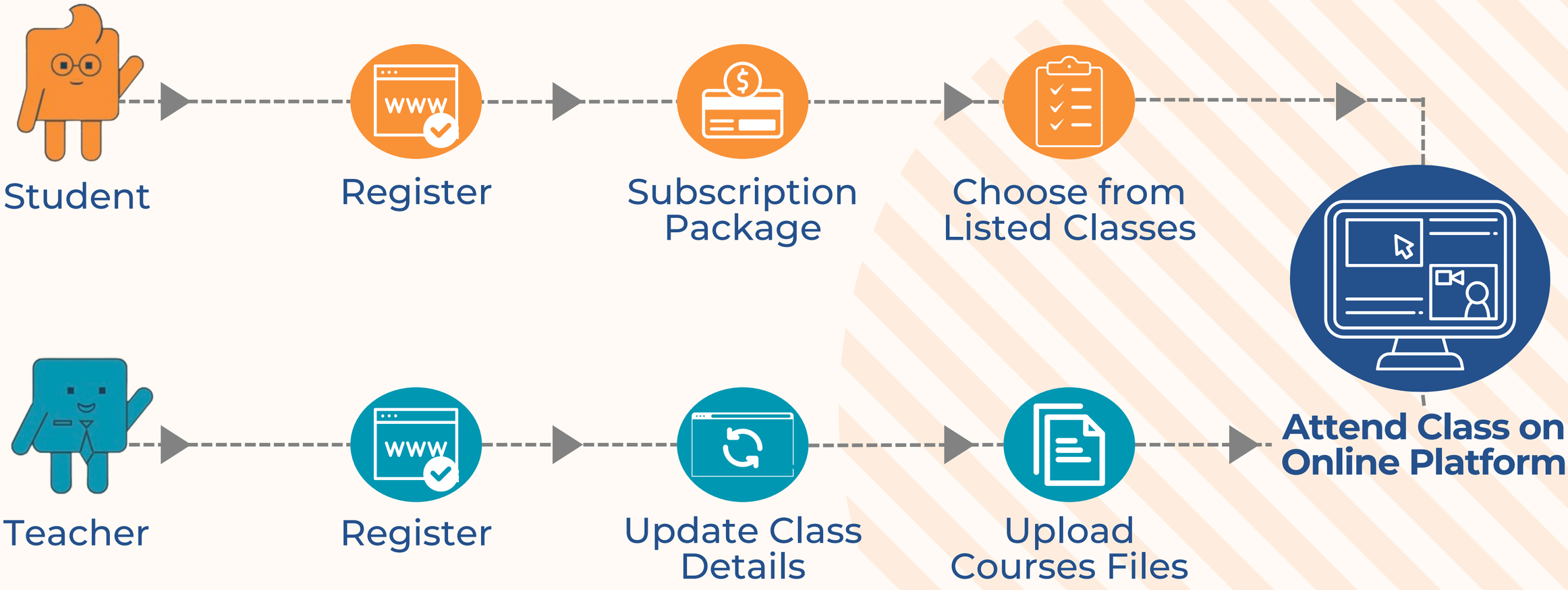
Mental Stimulus Processing

5P: PROCESSES FLOWCHART



LINDSY

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6P: PEOPLE EMPLOYEES

Recruitment and Selection:
- Create interview rubric for online teaching proficiency.

Training and Development:
- Provide online modules on virtual teaching skills.

Performance Management:
- Initiate monthly tutor performance reviews for feedback.

Empowerment and Autonomy:
- Empower tutors to innovate teaching methods.

LINDSY

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6P: PEOPLE BUIDLING LOYALTY

1. Personalized Service: Develop personalized learning plans for students.
2. Loyalty Programs: Initiate referral program with student discounts.
3. Regular Communication: Send personalized session summary emails to students.
4. Feedback and Listening: Organize quarterly focus groups for student feedback.

LINDSY

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6P: PEOPLE COMPLAINT HANDLING

- **Responsive Communication**: Implement automated complaint acknowledgment emails.

- **Resolution and Compensation**: Provide affected students with complimentary sessions or partial refunds.

- **Follow-Up and Feedback**: Arrange follow-up calls post-complaint resolution for feedback.

LINDSY

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6P: PEOPLE QUALITY & PRODUCTIVITY

Streamlining Processes:

Deploy automated session scheduling system for student convenience.

Technology Adoption:

Purchase virtual classroom platform for enhanced learning experience.

Performance Monitoring and Measurement:

Create tutor performance dashboard for real-time feedback.

LINDSY

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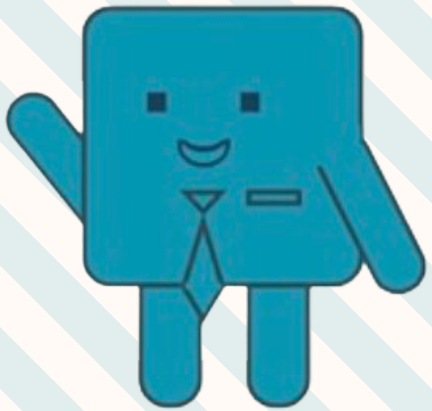
7P: PHYSICAL EVIDENCE

Ambient Conditions

- Optional low volume ambient, Classical & Lo-fi music
- Pop-up reminders & tips for student's study space
- E.g. Adjust brightness levels



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7P: PHYSICAL EVIDENCE

Spacial layout & functionality

- Board behind tutor to facilitate explanations (similar to this slide)
- Bright & Clean Distraction-free environment

Signs, Symbols & Artifacts

- Tutor must wear MindUp Logo pin & semi-formal clothing
- Visible books in background

LILIAN

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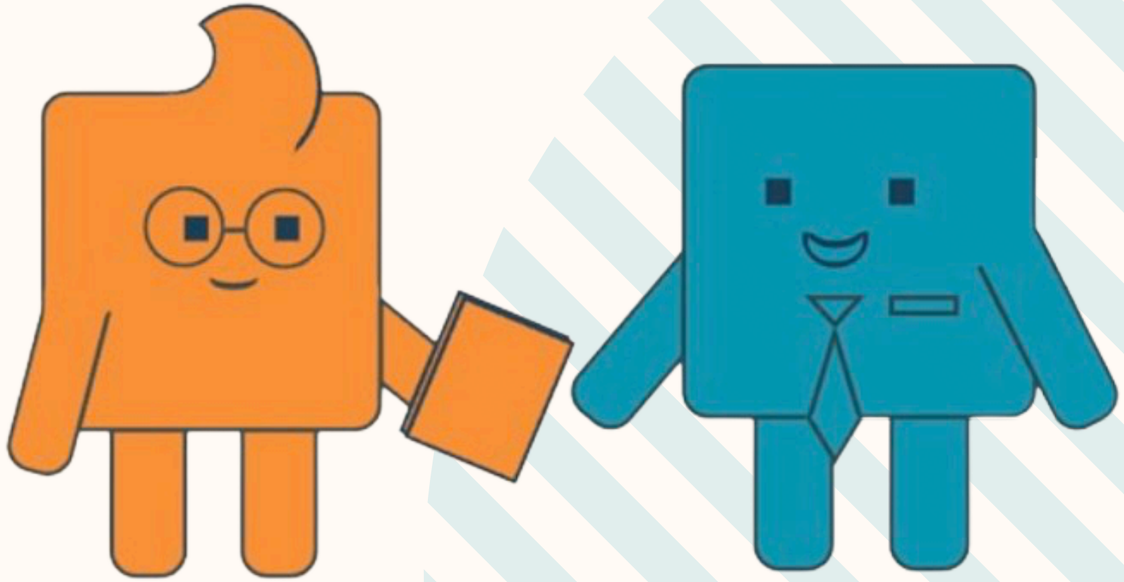
THANK YOU !



CONTACT US

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