# Peer2Peer

**Tutoring Reimagined**

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### 1.  Summary

Peer2Peer is a new service that matches students together to tutor one another. A common problem among students is that they excel in one area but may not be proficient in another subject. Peer2Peer was created to provide an inexpensive alternative to tutoring services where students will now be able to tutor one another and get the help they need. There are approximately 3,600 high school students in the MCPS school district; however, many of these high school students find themselves struggling  in specific subjects. The answer to this would be a conventional tutoring service; however, approximately  34% of families can't afford a tutor, and when families have multiple children this percentage increases. This is where the Peer2Peer program becomes beneficial. Peer2Peer cost $10 a month or $100 a year, making it significantly less expensive than a private tutor. This online program is accessed with a student ID and keeps track of your tutoring hours. This program is affordable because it revolves around the idea of giving an hour of tutoring then receiving an hour of tutoring.

### 2.  Service Overview:

- **Our mission:** Peer2Peer aspires to help high school students learn subjects they need help in while helping their peers in the subjects they accel in. Peer2Peer also aspires to maintain affordability to the general public. In addition, Peer2Peer supports a pay it forward mindset with the aspects of getting the help you need and helping others get the help they need.

- **Goals:**
  *Short term:* Have a working website by fall 2019 and be fully operational by in 2020.
  *Long term:* Expand to become a nation-wide service used by a variety of school districts.

# II. Marketing

1. **Target Market:** Peer2Peer's primary target market is the parents of students in various school districts. While the parents of students serve as the primary target market, we also have the secondary target markets of teachers and students. School success is very important in many families. Studies have shown a tutor can help advance students success; according to care.com, these tutors cost anywhere from $10-85 an hour. However, with Peer2Peer the most you'll spend in one year is $100. With this, Peer2Peer can be marketed to many families as a less expensive tutoring option. There is a huge market as the median family income in the US is $59,039. Our goal is to start in Montana where the median family income is higher, but the cost of living is also quite high. After successfully expanding this program in Montana our goal is to market it nationwide using the same strategies.

2. **Marketing Plan:**

   - **SWOT Analysis:**

| Strengths | Weaknesses | Opportunities | Threats |
|---|---|---|---|
| <ul><li>Affordable pricing.</li><li>Reinforces material learned by teaching it to others.</li><li>Supports a pay it forward mindset.</li><li>Allows for social skills development.</li></ul> | <ul><li>Not highly trained tutors</li></ul> | <ul><li>Big market for low-cost tutors</li><li>Room for expansion in the company.</li></ul> | <ul><li>Online programs like Khan Academy</li></ul> |

   - **Types of advertising:** In the beginning, our advertising will be focused on direct contact with parents. This will be done using specialty advertising in the sense of direct mail. Furthermore, we will meet with local teachers to share with them our service and give them flyers to hand out to their students. We will also have a website where people can learn more about the program and enroll. Lastly, as Peer2Peer grows to other states, we would like to discuss a sponsorship deal with a social media influencer.

# III. Financial Plan:

- To satisfy the financial aspect of Peer2Peer there will be a charge of $10 a month, or a yearly plan that would cost $100. Our startup cost would be $1000 to have a website for two years, and eventually the addition of an app. With there being approximately 3,600 high school students in the Missoula County Public Schools district we project 1000 members and a 5 percent growth rate over 2 years. Giving us more than enough revenue to run the website and app. Looking at the graph below you will see the net gain in three scenarios, these being 100 percent of members join under the yearly plan, 100 percent join under a monthly plan and lastly a 50/50 ratio in yearly to monthly plans.

**Graphs and tables to show projections**

| Startup cost | Net gain | Gross profit |
|:---:|:---:|:---:|
| 1000 | 111,000 | 110,000 |

Based on 1000 members joining at a 50:50 plan ratio