



## House Tutor Fact Sheet

### Company Introduction:

**Business Name:** House Tutor

**Business Address:** 420 North Bridge Road #05-27

**Email:** [Admin@housetutor.com.sg](mailto:Admin@housetutor.com.sg)

**Tel:** 92956459

**Purpose:** To be an innovative leader in the Home Tuition industry by providing unique platform for communication and payment services.

**Vision:** To provide a platform for tutors to build their unique profiles and also a portal for Parents and Students to find a suitable tutor at their comfortable price.

**Mission statement:** To build long term relationships with our Tutors and Parents by pursuing business through innovation and advanced technology.

**Core values:** We believe in treating our customers with respect. We grow through creativity and innovation. We integrate honesty, integrity and business ethics into all aspects of our business.

**Goals:** Global expansion to establish House Tutor worldwide.

House Tutor is an innovative [Disruptive Technology] Tuition Agency which has the capability to function as a traditional tuition agency as well as an innovative tuition agency.

We have 3 major unique selling point which none of the other agencies in Singapore are having.

- 1) First tuition agency which shows a comprehensive tutor profile to parents.
- 2) Only tuition agency which allows direct communication between parent and tutor and as well as online payment gateway.
- 3) Only tuition agency with the proprietary licensee model

House Tutor source of income is through matching of parents and tutors and earning 50% commission.

### Investment Proposal:

House Tutor has a fully build online system worth \$70k and 2 years of planning and development.

House Tutor has the capability for the Licensing and Franchising [Model is built].

House Tutor has 8 Licensees and 1 Coordinator.

House Tutor has a full-time developer.



We have a well done Facebook Page → <https://www.facebook.com/housetutorsg>

We have an excellent Blog Page → <http://housetutorssingapore.blogspot.sg>

We have a Google Page → <https://plus.google.com/+HousetutorSg>

We have advertisement video → <https://vimeo.com/135012198>

We have submitted for a Trademark for House Tutor Logo.

Our ranking on Google in Singapore are improving and I can show you a demo of this.

### **Investment Merits:**

- 1) House Tutor system has market validation – license has been sold and selling.
- 2) House Tutor has been selling licenses at a frequency of 2 licensees per month.
- 3) House Tutor system can be very easily & quickly brought to different nations with low overheads.
- 4) House Tutor licensee / Franchise model can also be replicated in other nations easily.
- 5) House Tutor system removes the requirement for the need of a large physical center. Thus annually, overhead cost can be saved. An example will be, our headquarters can operate from a \$500 - \$1000 rented office as compared to getting a \$5000 rental unit.
- 6) With the licensee model in place, we immediately remove the need for employees. As our licensees are in fact our employees but in this instance, they are actually paying us to use the system and they make money for us. This is a win-win system.
- 7) House Tutor can be further enhanced by building a mobile app platform which can enable tutors and parents to communicate via apps as well to make the tuition hire from the mobile app.
- 8) House Tutor can conduct courses [by professors] for tutors to be certified as trained tutors. When we do this, we will dominate & control the tuition market since all the tutors will be trained by us and we can issue them a card to certify them as a 'House Tutor'
- 9) We can further enhance the website by loading education resources, worksheets and exam papers for tutors, students and parents to download and practice. We can introduce an annual subscription fees for this innovative feature.