

# Find the perfect tutor for your **learning journey**

AspireGrit is redefining how students and tutors connect by eliminating high platform fees and unnecessary barriers. We provide a single, secure platform where students can discover verified tutors, review their credentials, and experience a free first class before committing.

With zero registration costs, affordable leads for tutors, and built-in tools like live class recordings, notes, assignments, and tests, AspireGrit delivers a seamless, flexible, and result-driven learning experience for both sides.



# Problems in Current Tutoring Platforms



## Unreliable & Expensive Lead Generation

Tutors struggle to secure consistent students while paying high platform fees that rarely deliver real value. Most platforms prioritize volume over quality, leaving tutors with low conversion and unstable income.



## Lack of Trust & Transparency

Students face difficulty finding qualified tutors trustworthy tutors. They often pay unnecessary registration fees and rely on fragmented platforms with little verification or clarity in tutor quality.



Online platforms often lack essential learning tools like class recordings, notes, assignments, and tests, resulting in a fragmented and ineffective learning experience.



## Tutoring Options

are restricted to only online or only offline. Lengthy registration and form-filling take unnecessary time and effort.

## Restrictive & Time-Consuming

Lengthy registration and form-filling take unnecessary time and effort.

A lack of transparency, flexibility, and integration makes the entire system time-consuming, inefficient, and frustrating for both tutors and students and students.

# Our Solution



## Unified All-in-One Platform

A single, seamless platform where tutors and students connect without switching between multiple services.



## Affordable, Verified Tutors & Leads

Both tutors and students get access to verified, high-quality connections without heavy upfront costs or wasted spend.



## AI-Powered Learning Tools

Access recordings, notes, assignments, and tests — all enhanced with AI for better learning outcomes.



## Simple & Secure Registration

Registration takes just 2 minutes.  
No unnecessary form-filling. Quick onboarding without excessive personal data.



## Secure Payments & Data Protection

Safe transactions + no misuse of personal information — builds real trust.



## Support Available Quick Responses & Problem Solving

Available quick responses and effective problem solving.



\_\_\_\_\_ A transparent, flexible, and reliable platform that simplifies learning and \_\_\_\_\_  
maximizes outcomes for both tutors and students.

# Our Business Model

Here's how **AspireGrit** earns **revenue** through our platform:

## ✔ How it Works:

- ✔ **For Revenue Generation:** No platform fees for students, **15% platform fee** on student payments to tutors.
- ✔ **For Coin Purchase System:** Tutors buy coins to **unlock leads**, starting at **₹199** for **200** coins where a student lead on average costs **50** coins to unlock a lead.
- ✔ **Each Coin Pack Purchase:** generates revenue, starting at **₹199** for **200** coins.

### Platform Fee on Student Payments



#### **15% platform fee on tuition payments**

- **15%** of the student's tuition payment goes to **AspireGrit**, generating revenue every time a student pays their tutor through the platform.

### Tutors Buying Coins



#### **Tutors buy coins to unlock student leads**

- **Tutors** purchase coins to unlock student leads matching their subjects & class.
- **Each coin pack purchase** generates revenue, starting at **₹199** for **200** coins.



# Market Opportunity

## TAM

Total Addressable Market



**₹9 Lakh Crore**

Global Tutoring Market

- Includes academic, skill-based, sports, and language learning
- Driven by rising demand for personalized and online learning.

## SAM

Serviceable Available Market



**₹83,000–1.2 Lakh Crore**

India Tutoring Market

- Growing demand across:
  - School academics,
  - Competitive exams,
  - Skills & extracurricular
  - Language learning

## SOM

Serviceable Obtainable Market



**₹1,600–5,000 Crore**

Initial Target Segment

- Focused on users in India:
  - 1:1 and small group learners
  - Online + offline (hybrid) users.
  - Users actively seeking flexible tutoring

We start by capturing a **₹1,600–5,000 Crore** segment in India and scale toward the **₹9 Lakh Crore** global tutoring market.

# Traction

## 350+ Users

Tutors & students onboarded in the first month



### Early Product Validation

- Users are actively signing up and engaging with the platform

## Early Revenue Validation

Revenue has already been generated within the first month, confirming both demand and monetization potential.



### Early Product Validation

- Users are actively signing up and engaging with the platform

## 1 Month Live

Actively operating platform



### Working Platform (Live Prototype)

- A functional platform where tutors and students
- Online + offline (hybrid) users



### Consistent Early Growth

Rapid user acquisition within the first month indicates strong demand



### Focus Ahead

Scaling user acquisition, improving conversion rates, and increasing tutor-student matches.

# Competitive Landscape

Key Advantages	AspireGrit	Global Platforms Preply, Superprof TeacherOn	UrbanPro (India-Focused Platform)	AspireGrit Advantage
 Online + Offline Flexibility				 Online + Offline Flexibility
 Global Reach			Limited	 Affordable & Transparent Model
 Low Cost & Simple System				 Verified, High-Quality Matching
 Integrated Learning Tools				 AI-Integrated Learning Tools
 AI Tools & more				 Built for India → Scalable Globally

AspireGrit is the first platform combining hybrid learning flexibility, affordability, and integrated tools at scale.

# Go-To-Market Strategy

## Target Users



### Primary Users

- **Students**  
(school, competitive exams, skills)
- **Parents**
- **Tutors**  
(freelancers, part-time, professionals)

## Acquisition Channels



- Performance Marketing
- Google Ads  
(high-intent users)
- Social Media Marketing
- Instagram
- YouTube
- Facebook
- Offline Outreach  
Pamphlets, posters in schools, coaching areas

## Conversion Strategy



- Free trial class
- Verified tutors
- No registration fee

## Growth Engine



### Lead Marketplace Flywheel

- More students →
- More tutors join
- More tutors →  
Better options for students
- Better matches →  
More conversions

We use targeted marketing to acquire users, a trust-based approach to convert them, and a lead marketplace flywheel to fuel sustainable growth.

# TEAM



**Jahnavi Gulati**

Founder

## About the Founder

- Built and launched the platform independently within 1 month
- Handling product, user acquisition, tutor onboarding, and operations
- Direct interaction with users to understand and solve real problems

## Current Status

- Solo founder operating lean at an early stage
- Focused on validating demand and strengthening the foundation

## Planned Team Build (Post-Funding)

- **Tech** → platform development and scalability
- **Marketing** → user acquisition and growth
- **Operations** → onboarding and support

## ASK

Raising **₹30 lakhs** to scale user acquisition, strengthen our platform, and expand operations.

Allocation (%)	Component
40%	Marketing & User Acquisition
25%	Team & Operations
20%	Product Development
10%	Technology & Infrastructure
5%	Buffer & Miscellaneous



**AspireGrit** is empowering students to succeed through personalized, flexible tutoring solutions.

We are committed to transforming the way students learn by connecting them with expert tutors who provide high-quality guidance, both online and offline.

*Thank you*

