

To Whom It May Concern:

**Dear Entrepreneur,**

**Please, read the following pages in the order they are arranged (there is a reason for that).**

**I promise, it will not take more than 8 minutes of your time.**

**Thank you,**

Dr. Valentin Voroshilov

Dear Entrepreneur,

1. I think it is always helpful to know that the author of a proposal actually knows what he/she is talking/writing about. And I do. I have many years of successful professional experience in various areas of the field of education. The following link contains all information on the matter: <https://www.cognisity.how/2018/10/AtoZ.html>

2. All projects in education, as all social projects, fell into two large categories: elevating/uplifting/advancing and transformative.

<b>Elevating projects</b>	<b>Transformative projects</b>
<b>The goal is using existing experiences/technologies to advance/improve educational practices in a given localities: for example, organizing workshops for teachers, arranging field-days for students, supplying students with new learning instruments, etc.</b>	<b>The goal is developing new practices/technologies that can have a significant positive impact on large number of practitioners/participants in the field.</b>  <b>(of course, there is always some overlapping)</b>

All existing funds, charities, philanthropic organizations focus on various elevating projects due to a great need public education experiences in helping teachers and students to achieve the highest level of education.

Venture capital firms focus on transformative projects.

I have been a participant in many elevating projects, and I love working with teachers and students, especially teaching math and physics and helping teachers to do it better (and I am good at that). However, recently I developed my first – I hope, transformative – project. The reason I sent this letter is to seek a person with a transformative vision.

Sincerely,  
Dr. Valentin Voroshilov

## The insight of the project

There is a large market for tutoring services.  
This is a list of the most known online tutoring companies.

skooli.com	varsitytutors.co	universitytutor.co
preply.com	m	m
udemy.com	yup.com	chegg.com
heyttutor.co	wyzant.com	ixl.com
m	study.com	coursehero.com
tutors.com	tutor.com	justanswer.com
	tutorme.com	

However, all those companies share one important feature. They all suck. They show no vision, they are too narrowly focused.

**There is a way to conquer this market and to become the dominant company.**

## **Phase 1. Uberization of tutoring services.**

Say, you need a tutor. You open an app on your phone, or a tablet, or a computer.

You type or say a question or request.

The app offers you a connection to several persons waiting for your call.

It also gives you an estimate for how much time hence how much money would it cost you.

You choose a tutor and your timer starts running as soon as a tutor picks up a call. When you are done the timer stops and your credit card is charged accordingly.

About 80% of the money should go to the tutor.

This is phase 1 and the company will not be making any profit at this phase.

The goal of phase 1 is to build up the large pool of clients.

# **UBER-TUTOR**

## **Phase 2: Pushing the competitors off the market.**

Phase 2 will require significant drop in prices. That will be possible because human interactions will be replaced by artificial intelligence.

If a client will not be satisfied with the conversation with an artificial intelligence, he/she can request a connection with the live tutor, of course for extra charge.

However, with the advancement in artificial intelligence the share of live conversations will not be more than 30%.

Dropping prices will allow to attract larger audience and beat the competition.

This will conclude phase two.

# **SUPER-UBER-TUTOR**

### **Phase 3: Entering the market of online courses.**

“If you like our tutoring services, you may like as well our courses on the matter”.

Based on the data from the analysis of tutoring requests the best tutors will be preparing short courses on most popular topics.

Each course will be available in different forms: as a text, as the video lecture, and as an audio lecture with illustrations.

Entering the market for high-stake test preparation.

Establishing streaming channel.

# **SUPER-UBER-TUTOR-COURSERA**

## **Phase 4: Entering schools.**

The company begins offering free or almost free tutoring sessions for students of specific schools. Based on the data collected from those sessions the company will provide schools and school districts with information on most difficult topics and map that information according to age, race, economic status, place of living of students. Then, based on this information the company will offer workshops and courses for teachers.

**SUPER-UBER-TUTOR-COURSERA**  
**- FOR SCHOOLS**

**Phase 5: Offering online teacher professional development workshops and courses across the country.**

“We know students, we know teachers, we can offer courses tuned up to the specific needs of specific regions”.

**SUPER-UBER-TUTOR-COURSERA**

**- FOR SCHOOLS**

**- AND TEACHERS**



## **Phase 6: Opening an online high school.**

“We know students, we know teachers, we teach teachers how to teach, our online school is the most efficient school because it delivers content to different students in different forms to maximize the learning and to minimize the time”.

The learning content is to be structured from top-down, hence, we start from a high school.

**SUPER-UBER-TUTOR-COURSERA**

**- FOR SCHOOLS**

**- AND TEACHERS**

**+ HIGH SCHOOL**

**Phase 7: Opening an online middle school.**

**SUPER-UBER-TUTOR-COURSERA**

**- FOR SCHOOLS**

**- AND TEACHERS**

**+ HIGH SCHOOL**

**+ MIDDLE SCHOOL**

**Phase 8: Opening an online college with degrees in the field of education.**

“No one knows the structure of education processes better than we”.

**SUPER-UBER-TUTOR-COURSERA**

**- FOR SCHOOLS**

**- AND TEACHERS**

**+ HIGH SCHOOL**

**+ MIDDLE SCHOOL**

**+ COLLEGE**

**Phase 9: Becoming an “Amazon of Education”.**

**SUPER-UBER-TUTOR-COURSERA**

**- FOR SCHOOLS**

**- AND TEACHERS**

**+ HIGH SCHOOL**

**+ MIDDLE SCHOOL**

**+ COLLEGE**

**+**

**Establishing reviewing services: reviews of textbooks, workbooks, apps, etc.**

**Establishing consulting services for schools and districts administrators, unions, parents.**

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- Phase 1. uberization of tutoring services.**
- Phase 2: pushing the competitors off the market.**
- Phase 3: Entering the market of online courses.**
- Phase 4: entering schools.**
- Phase 5: offering online teacher professional development workshops and courses across the country.**
- Phase 6: opening online high school.**
- Phase 7: opening online middle school.**
- Phase 8: opening online college with degrees in the field of education.**
- Phase 9: becoming Amazon of education.**

**All phases begin their development at the same time, but different time periods require different focus.**

This is the only project that is not confined by a localities or narrow vision of all existing projects in EdTech.

This is the path for disrupting K-12 education for good by developing a company that (a) diverse, and (b) utilizes all contemporary technological developments.

Thank you for your time,  
Dr. Valentin Voroshilov  
[valbu@bu.edu](mailto:valbu@bu.edu)

**This is the link to the video presentation:**

**<https://youtu.be/OTAOHKJ9uDs>**