

Dr. Valentin Voroshilov

www.Cognisity.How

(I) Teaching

5th-graders; 6-th graders; 7-th graders; 8-th graders; 9-th graders; 10-th graders; 11-th graders; 12-th graders; 2-year college students; 4-year college students; university students; school teachers; school administrators; district administrators.

(II) Managing/Consulting

Assistant to Director of an Institute; Director of Department of computerization and information technologies; Director of Center for Development of City School system; member or a team, leader of a group of consultants for schools and school districts (initiation, implementation, growth, support, assessment, audit of innovations in education).

www.GoMars.xyz

Dear Viewer,

1. It is always helpful to know that the author of a proposal actually knows what he is talking 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>

Elevating projects	Transformative projects
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.	The goal is developing new practices/technologies that can have a significant positive impact on large number of practitioners/participants in the field. (of course, there is always some overlapping)

2. All projects in education, as all social projects, fell into two large categories: elevating/uplifting/advancing and transformative. This presentation describes a transformative project in the field of education.

The insight of the project

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



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.

UBER-TUTOR

I need help with ...



Estimated cost ...
Connecting to a tutor
Confirm: Y N

80 % \$\$\$



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.

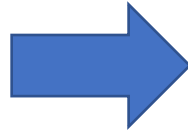
UBER-TUTOR

Phase 2: Pushing the competitors off the market.

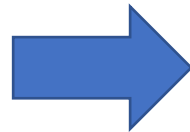
SUPER-UBER-TUTOR



30 %



70 %



AI based help

For a fraction of human cost

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.

SUPER-UBER-TUTOR-COURSERA

LOVE OUR TUTORS?



TAKE THEIR COURSES!



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.

SUPER-UBER-TUTOR-COURSERA:

- For schools

We can help your
struggling students

AND

Supply schools and a
district with data



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.

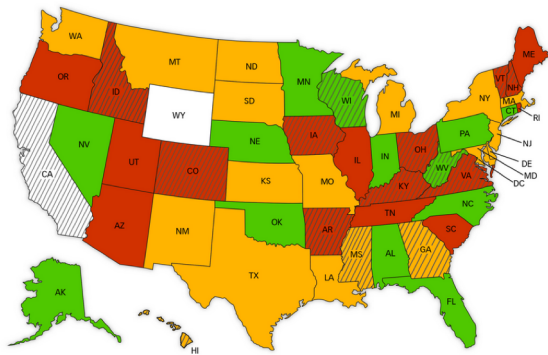
Then, based on this information the company will offer workshops and courses for teachers.

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

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

SUPER-UBER-TUTOR-COURSERA:

- **For schools**
- **And teachers**



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

Phase 6: Opening an online high school.

SUPER-UBER-TUTOR-COURSERA:

- For schools + a High School
- and Teachers

“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”.

Phase 7: Opening an online middle school.

SUPER-UBER-TUTOR-COURSERA:

- For schools + a High School
- and Teachers + a Middle 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”.

Phase 8: Opening an online college for teacher preparation.

SUPER-UBER-TUTOR-COURSERA:

- For schools + a High School
- and Teachers + a Middle School
+ a College

“No one knows about teaching a learning more and better than us”.

Phase 9: Becoming an “Amazon of Education”.

SUPER-UBER-TUTOR-COURSERA:

- For schools + a High school
- and Teachers + a Middle school
 + a College
- + Establishing reviewing services: reviews of textbooks, workbooks, apps, etc.
- + Establishing consulting services for schools and districts administrators, unions, parents.

The summary

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 an online high school.

Phase 7: Opening an online middle school.

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

Phase 9: Becoming an “Amazon of Education”.

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

Thank you

The link to the text: www.GoMars.XYZ/Ututor.pdf

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

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

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This is the link to the video presentation:

<https://youtu.be/OTAOHKJ9uDs>

