



TutoLink

Startup Business Plan

ACTION ROADMAP



tuto_link

<https://gettutolink.com>

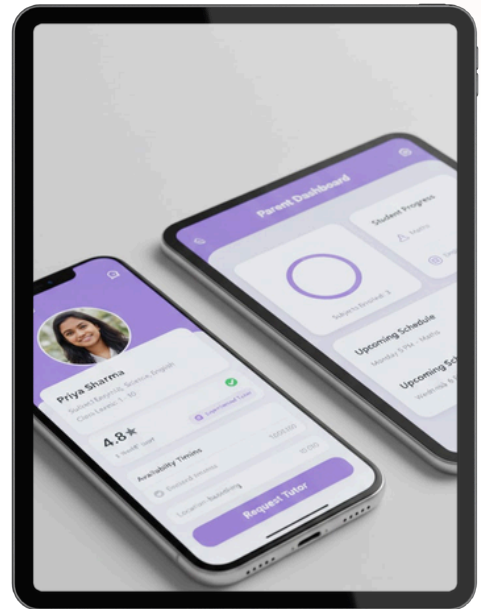
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Business Description

TutoLink is a home-tuition platform that connects parents with verified college student tutors for personalized, safe, and affordable learning at home.

We focus on quality education, flexible schedules, and local tutors who understand students better—helping children learn confidently while tutors earn meaningfully.



TutoLink simplifies home tuition by connecting parents with verified college student tutors in a safe and reliable way.

We offer 1-on-1 and small-group sessions focused on personalized learning, trust, and flexibility.

Designed for parents, students, and college tutors, TutoLink stands out through community-based matching, transparent coordination, and quality-first selection.

With the growing demand for personalized education, TutoLink is built to scale and become a trusted home-learning platform across cities.

Market Analysis

TutoLink operates in India's growing offline home tuition market, serving parents who want trusted, nearby, and personalized learning for their children. As demand shifts back to in-person education for Classes 1–10, the fragmented market creates strong opportunities for organized platforms like TutoLink.

WHO WE SERVE

TutoLink serves families who prefer trusted local home tutors over crowded coaching centers or unknown online platforms. Its main users are urban and semi-urban parents of Classes 1–10 students who value safety, quality teaching, and flexible schedules. With a strong preference for offline learning and low brand loyalty, parents are open to switching to platforms that deliver better trust and results.

USER PERSONA

Duplicate the table as you analyze other personas



Ananya Rao

34
Female
Working Parent
Hyderabad

Ananya is a working mother who wants a safe and reliable home tutor for her child. She prefers trusted local tutors and simple, stress-free coordination.

GOALS

- Improve child's academic performance
- Ensure safe and reliable home tuition
- Provide personalized attention
- Balance education with work schedule

CHALLENGES

- Finding verified and trustworthy tutors
- Managing tutor coordination and timings

LIKES

- One-on-one learning
- Clear progress updates
- Nearby and punctual tutors

DISLIKES

- Overcrowded tuition centers
- Unverified or unreliable tutors
- Hidden costs
- Frequent tutor changes

PERSONALITY

- Practical
- Quality-conscious
- Safety-focused



Yashwanth Guptha

Founder

Founder



Likhith

Co-Founder

Co-Founder



Jeshwanth Majjiga

Co-Founder

Co-Founder



Naga Charan

Co-Founder

Co-Founder

