

TutorMatch

Background-verified, qualification-vetted, parent-reviewed subject tutors for Indian metro parents — replacing the WhatsApp-group lottery. 10% take rate on first-month tuition + verification fee.

Category	Set 8 · Mixed Round
Customer	Indian metro parents (Bengaluru + Mumbai + Pune + Hyderabad + Delhi NCR + Chennai) seeking subject tutors for school-going children (grades 1-12)
Monetisation	10% take rate on first-month tuition · ₹499 verification fee per tutor · ₹999/yr Premium parent subscription
Build effort	Med
Plan version	v1.0 — 2026-05

Executive Summary

TutorMatch is a quality-vetted subject-tutor marketplace for Indian metro parents. The structural problem: existing tutor marketplaces (UrbanPro + Vedantu's tutor-marketplace + Justdial + WhatsApp groups) are quality-low + buyer-frustrating; parents go through 3-8 tutor-trial sessions before finding one that works; tutor backgrounds + qualifications poorly verified. TutorMatch enforces background verification + qualification vetting + parent reviews as differentiation.

Year-1 target: 8,000 matched tuition relationships + 1,500 Premium parents generating ₹2.7 crore annual revenue against ₹52 lakh costs. Cash-positive month 4-5.

The Problem

Indian metro parents seeking subject tutors face quality + safety + reliability problems. Existing marketplaces are flooded with tutors of variable quality + minimal verification + parents do significant trial-and-error work. Safety concerns are real (background-verified tutor matters when tutor enters home or kids attend tutor's home). Quality verification (does claimed M.Sc. actually exist; does claimed teaching experience match reality) rarely happens.

Market gap: vetted tutor marketplace with structured verification + parent-trust mechanisms at India-pricing.

The Solution

TutorMatch's vetting layer. Tutor onboarding: background verification (criminal-record check via NCRB-equivalent service); qualification verification (university transcript/certificate verification); experience verification (reference calls to past students/parents); structured profile (subjects + grades + teaching style + location + rate + availability).

Parent matching: parents enter requirements (subject + grade + frequency + location + budget + style preference); TutorMatch matches with 3-5 vetted tutors; trial-class arranged.

Trust layer: structured parent reviews after first month + quarterly + at end of tuition relationship; aggregated review scores per tutor.

Payments: integrated UPI payment with TutorMatch as escrow for first month (releases to tutor after parent confirms satisfaction); subsequent payments direct tutor-parent.

Premium parent tier (₹999/yr): unlimited matching + priority access to top-rated tutors + child-progress-tracking features.

Market Opportunity

Indian metro tutor market: ~3M tuition relationships annually in target metros. Subset paying for premium-vetted tutors: ~400-600k annually.

At blended ■4,500/year per matched relationship + Premium subscription revenue, SAM is ■2,000-2,700 crore.

Realistic 3-year capture: 0.5-2% = ■10-55 crore ARR.

Adjacent expansion. Year 2: tier-2 cities. Online-tutoring marketplace. Year 3: enterprise-school partnership (schools refer to TutorMatch for after-school tuition).

Target Customer

Primary persona: a 38-year-old parent in Bengaluru seeking maths tutor for grade-8 daughter. Will pay 10% take rate on first-month + ■999/yr Premium.

Secondary persona: a 42-year-old parent in Pune seeking multiple tutors (maths + physics + chemistry) for grade-11 son's NEET prep. Will pay across multiple tuition relationships + Premium.

Tertiary persona: a 33-year-old parent of grade-4 child seeking English + cursive-writing tutor. Will pay 10% take rate on first-month.

Product

Tutor onboarding: background + qualification + experience verification.

Tutor profiles: structured + verified + parent-reviewed.

Parent matching: requirements-based matching with 3-5 vetted tutors.

Trial-class arrangement.

Reviews layer: structured parent reviews + aggregated scores.

Payments: UPI + first-month escrow + subsequent direct.

Premium parent tier: unlimited matching + priority access + child-progress tracking.

Technical Architecture

Frontend: React Native mobile + Next.js web.

Backend: Python on Hetzner cloud, Postgres.

Verification: background-check via NCRB-API integration + qualification-verification via university-records partners.

Payments: Razorpay UPI + escrow.

Customer support: WhatsApp + phone.

Business Model & Unit Economics

Three revenue streams. 10% take rate on first-month tuition (average first-month tuition ₹3,500 → ₹350 take per match). ₹499 verification fee per tutor onboarded. ₹999/yr Premium parent subscription.

Conversion: parent-side conversion 18% from search to first match. Premium uptake 18% of matched parents within 6 months.

Gross margin: 78%. Costs: verification + customer support + infrastructure.

LTV per parent: ₹350 (first take) + ₹999 × 2 yrs (Premium if converts) = ₹2,348 average.

Unit Economics (Year-1 base case)

Year-1 matched tuition relationships	8,000
Year-1 Premium parent subscribers	1,500
Year-1 vetted tutors onboarded	2,500
Year-1 revenue	₹2.7 crore
Gross margin	78%
CAC per parent	₹180
Year-1 all-in costs	~₹52 lakh
Year-1 net contribution	~₹1.6 crore

Go-to-Market

Channel 1 — Parent-community organic (40%): parent FB groups + school parent groups + parenting communities.

Channel 2 — School partnerships (25%): partnerships with mid-tier private schools for parent-referrals.

Channel 3 — SEO (20%): high-intent tutor-search queries.

Channel 4 — Paid acquisition (15%).

Roadmap (first 12 months)

- Month 1-3: MVP with verification + matching + Bengaluru launch. 80 matches.
- Month 4-5: Expand to Mumbai + Pune + Hyderabad + reviews + Premium tier, 600 matches.
- Month 6-8: Delhi NCR + Chennai + payment escrow + child-progress, 2,400 matches.
- Month 9-10: Trial-class workflow optimisation + advanced matching, 5,500 matches.
- Month 11-12: 8,000 matches + 1,500 Premium subs, ₹2.7 crore annualised.

Key Risks

- Marketplace cold-start: needs tutors + parents. Mitigated by tutor-first focus (build tutor inventory before opening parent-side).
- Verification cost: per-tutor verification is ₹400-800 cost. Mitigated by ₹499 verification fee charged to tutor + amortised across matches.
- Disintermediation: tutor + parent may circumvent after first month. Mitigated by ongoing-value features for both sides (reviews + child-progress + payment + replacement-tutor convenience).
- Vedantu / UrbanPro response with quality-tier — possible. Mitigated by quality-first ethos + speed.

- Safety incident: if vetted tutor causes harm, liability + reputational severe. Mitigated by professional indemnity + clear vetting documentation + immediate-deactivation protocols.