TutorTrack

Operational software for India's hidden home-tutor economy — the 2 million independent home tutors managing 8-30 students each via paper diary + WhatsApp + memory. ■299/mo replaces the chaos.

Category	Set 5 · Vertical/Creator
Customer	Independent home tutors (mostly women, post-college or post-retirement) teaching subjects to 5-30 students from home or via online sessions
Monetisation	■299/mo Solo · ■499/mo Pro (parent portal + payment automation) · ■799/mo for tuition centres with 2-3 tutors
Build effort	Low
Plan version	v1.0 — 2026-05

Executive Summary

TutorTrack is operational software for India's massive but invisible home-tutor economy. Estimated 2 million independent home tutors operate across India — teaching school subjects to children, English to adults, music + dance + art + various professional skills. The typical tutor handles 8-30 students simultaneously, tracks attendance + fees + parent communication via paper diary + WhatsApp + memory, and loses 15-25% of due fees to forgotten chasing each month. Software penetration in this segment is approximately 0%.

The product addresses three operational pain points specific to the segment: (1) attendance + fee tracking with automated parent communication when student misses class or fee due, (2) parent-portal for parents to view their child's attendance + progress + fees outstanding, (3) lesson scheduling + reminder automation. Pricing structured at ■299-799/mo to fit the modest economic base of the segment.

Year-1 target: 4,500 paying tutors generating ■2.0 crore annual revenue against ■40 lakh costs. Cash-positive month 3. The wedge is the price-point + simplicity that no existing tool offers. EdTech-platform alternatives (Vedantu, BYJU's, Khan Academy) serve the same end-users (students + parents) but ignore the tutor as the customer; TutorTrack is tutor-first.

The Problem

An Indian independent home tutor (typical profile: a 38-year-old woman with M.A. or M.Sc., teaching mathematics + science to 12 children in her neighbourhood, ■18,000/month in tuition revenue) runs her operation on a paper diary + WhatsApp + memory. Each student has different schedule (some daily, some 3x/week, some weekend-only), different subject mix, different fee structure (■2,500/month for full month, ■600/week for ad-hoc), different parent expectations.

Three operational failures recur. (1) Fee collection: parents pay irregularly (some at month-start, some at month-end, some 30-60 days late); the tutor tracks who owes what in her head or in a paper ledger; ~20% of fees collect late or get lost altogether. (2) Attendance + parent communication: when a student misses a class, the tutor messages the parent on WhatsApp; if she forgets (which happens frequently), parents complain later about not being told. (3) Scheduling chaos: rescheduling one student cascades into others; tutor frequently double-books or forgets a reschedule.

The economic loss from these failures is meaningful. A tutor earning ■18,000/month loses ~■3,000/month to fee-collection failure + bears ~5-10 hours/week of unproductive scheduling and communication overhead. The pain is significant; the available tools are zero.

The Solution

TutorTrack's core flow: tutor enters her students once (profile + schedule + fee structure + parent contact). Subsequent operation is automated. Daily class: tutor opens the day's schedule, marks attendance per student in one tap, system automatically WhatsApps each absent student's parent. Fee due dates: system automatically WhatsApps parent 5 days before due + on due date + 7 days after, with embedded UPI payment link.

Parent portal (Pro tier): each parent receives a personal link to view their child's attendance + completed topics + fees outstanding + upcoming holidays. Strong differentiator vs. tutor-only tools because it removes the constant 'how is my child doing?' WhatsApp parent communication overhead.

Scheduling tools: drag-and-drop weekly schedule view, conflict detection (won't allow double-booking), automatic reschedule communication (if tutor moves a class, both parents notified automatically).

Three structural differences from existing options. First, tutor-as-customer focus (EdTech platforms serve students; TutorTrack serves tutors). Second, India-pricing (■299/mo not $30/mo). Third, WhatsApp-native communication (Indian parents respond to WhatsApp; not SMS or email).

Pro tier (■499/mo) adds parent-portal + UPI payment automation + advanced analytics (which subject/grade is most profitable, peak-hour utilisation). Centre tier (■799/mo) supports 2-3 tutors at one location with shared student database.

Market Opportunity

Indian independent home-tutor market: estimated 2 million active tutors generating combined ■50,000+ crore annual tuition revenue. Software penetration ~0%; everyone runs on paper + WhatsApp.

Addressable willing-to-pay segment: ~250,000-400,000 tutors who earn ■15,000+/month and would pay ■299-799/month for operational SaaS. At ■4,800/year blended ARPU, SAM is approximately ■120-190 crore.

Realistic 3-year capture: 1-3% of addressable = 2,500-12,000 paying tutors = ■1.2-5.8 crore ARR. Limited absolute upside but highly defensible niche.

Adjacent expansion. Year 2: tuition-centre tier expansion (small 4-15 tutor coaching centres in tier-2/3 cities — different from solo tutors but adjacent dynamics). Music + dance + art teacher variants. Online-tutor specific tier (Zoom-integrated for the rapidly growing online-tutor segment).

Target Customer

Primary persona: a 41-year-old M.Sc. (Mathematics) tutor in Jaipur teaching mathematics + science to 14 students from grades 7-10, ■22,000/month revenue. Currently uses paper diary + WhatsApp. Loses ~■3,500/month to fee-collection lapses + spends 8 hours/week on operational chasing. Will pay ■299/mo Solo without negotiation after free trial demonstrates fee-recovery uplift.

Secondary persona: a 35-year-old online-tutor in Bengaluru teaching English + IELTS prep to 22 students globally via Zoom, ■55,000/month revenue. Will pay ■499/mo Pro tier specifically for parent portal + UPI payment automation.

Tertiary persona: a 47-year-old founder of a small coaching centre in Indore with 2 partner tutors + 60 combined students, ■1.2 lakh/month combined revenue. Will pay ■799/mo Centre tier for shared student database + tutor-level revenue attribution.

Product

Student database: per-student profile (name, grade, school, parent contact, fee structure, schedule, subjects).

Attendance + class log: daily class view with one-tap attendance marking; automatic WhatsApp to absent students' parents.

Fee management: per-student fee structure configuration; automatic WhatsApp reminders at 5-day-before + on-due + 7-day-after due dates; embedded UPI payment link; mark-paid automation via UPI webhook.

Scheduling: weekly schedule view with drag-and-drop, conflict detection, automatic reschedule communication.

Parent portal (Pro): per-parent personal link showing child's attendance + topics covered + fees outstanding + upcoming holidays. No app install required (web-based).

Analytics (Pro): per-student attendance trend + per-subject revenue + peak-utilisation analysis + churn-risk identification.

Centre tier features: shared student database across tutors, per-tutor revenue attribution + commission calculation, owner-vs-tutor role permissions.

Technical Architecture

Frontend: Next.js + Tailwind, mobile-responsive (tutors run their business from their phone).

Backend: Python on Hetzner cloud, Postgres on Neon.

WhatsApp: Meta Business Cloud API (~■0.40/template message).

Payments: Razorpay UPI for parent payments + subscription billing.

Customer support: WhatsApp-first support (this audience prefers WhatsApp over email).

Business Model & Unit Economics

Three tiers. Solo (■299/mo or ■2,999/yr): single tutor, full student + fee + attendance + scheduling. Pro (■499/mo or ■4,999/yr): Solo + parent portal + UPI payment automation + advanced analytics. Centre (■799/mo or ■7,999/yr): 2-3 tutors at one location with shared student database + per-tutor attribution.

Conversion economics: 14-day free trial converts at 24%. Distribution: 65% Solo, 28% Pro, 7% Centre. Monthly churn target under 4% (modest because economic margin is tight for tutors).

Gross margin: 76% blended. Major cost: WhatsApp messaging (~■70/tutor/month at average parent-communication volume), infrastructure (~■40/tutor/month).

Customer LTV: ■4,800/year × 4-year average = ■19,200 LTV at Solo. Strong stickiness once student-database is migrated in.

Unit Economics (Year-1 base case)

Year-1 paying tutors (target)	4,500
Blended ARPU	■4,500/year
Year-1 revenue	■2.0 crore
Gross margin	76%
Customer acquisition cost (CAC)	■450
Payback period	1.5 months
Year-1 all-in costs	~■40 lakh
Year-1 net contribution	~■1.1 crore

Go-to-Market

Channel 1 — WhatsApp + Facebook tutor communities (40%): India has dozens of active tutor-community WhatsApp groups + Facebook groups (by city, by subject). Organic seeding + sponsored content.

Channel 2 — Tier-2/3 city ground sales (25%): hire 4 contract field reps in tier-2 cities to do in-person demos at tuition neighbourhoods. Conversion rate is high for in-person demo.

Channel 3 — Content + SEO (20%): Hindi + English content on tutor operational topics (how to collect fees on time, parent communication tips, how to grow your tuition business).

Channel 4 — Education-supplier partnerships (15%): partnerships with textbook publishers + stationery distributors who reach tutors regularly through their delivery network.

Roadmap (first 12 months)

- Month 1-3: MVP — student database + attendance + fee management + WhatsApp automation + scheduling. Launch in 3 cities, 200 paying tutors.
- Month 4-5: Pro tier with parent portal + UPI payment automation, expand to 6 cities, 900 paying tutors, ■4 lakh MRR.
- Month 6-8: Centre tier with multi-tutor + tutor attribution, online-tutor specific features (Zoom integration), 2,300 paying tutors, ■9 lakh MRR.
- Month 9-10: Analytics dashboard + churn-risk identification, 3,500 paying tutors.
- Month 11-12: 4,500 paying tutors, ■2.0 crore annualised revenue.

Key Risks

- Tight customer-economics: ■299/mo against a tutor's ■18,000/mo revenue is 1.7% spend — tutors are price-sensitive. Mitigated by clear ROI demonstration (fee-recovery uplift covers subscription many times over) + India-tier pricing discipline.
- Customer-acquisition difficulty: tutors are dispersed + hard to reach + skeptical of software. Mitigated by community-channel emphasis + field-sales in tier-2 cities + tutor-referral programme.
- WhatsApp Business API cost escalation — same risk as other plans. Mitigated by SMS fallback + careful template-message-rate management.
- EdTech-platform aggression: if Vedantu / BYJU's / similar pivot to serve tutors as customers, competitive pressure rises. Mitigated by speed-to-market + low pricing + tutor-first ethos that EdTech platforms haven't shown interest in.
- Slow word-of-mouth: this audience converts slowly through informal recommendation rather than viral mechanisms. Realistic year-1 growth curve is gradual not exponential.