

Tutorialsavenue

Pitch Deck

Empowering students to achieve their educational pursuits



The Challenge

Year after year, many young secondary school leavers experience the interruption or truncation of their educational aspirations, all because they could either not pass WAEC, JAMB, or both. For 2024, the official registration figure for JAMB alone is 1.98 million students. However, the number of admission slots available in all the higher institutions in the country combined is just about 600,000. This implies that about 1,380,000 people who will not gain admission in 2024 will have to wait at home for another year to try JAMB again. This is a huge number. Many school leavers waste valuable years repeating these exams in attempts to pass them.

Such is the magnitude of this problem that it has led to examination malpractices every year by desperate students and even parents. During this year's JAMB exam, a father was caught while sitting for the examination on behalf of his son. Because the competition for the few spaces available is stiff, candidates are eager to pass these exams with scores that will qualify them for the advancement of their education. This is where Tutorialavenue comes in.



Tutorialsavenue

The Solution

The technology that powers Tutorialsavenue is based on several studies in the field of Cognitive Psychology and Education Research into learning, memory, and cognition. These studies compared the practice of frequent testing, including practice exams, with other study methods and discovered that students who regularly practice with tests perform better in actual exams. This phenomenon, called the “Testing effect” in cognition studies, also demonstrates that repeated testing not only enhances retention but also improves the ability to apply knowledge in new contexts.

Tutorialsavenue is an app that leverages the outcomes of these researches by providing a test engine that simulates real WAEC and JAMB CBT exams, pulling from a database of past questions, backed with tutorials that solve each past question with clear and detailed solutions. The app makes that process easier by providing detailed explanations to properly break down answers to questions into easy-to-digest material.

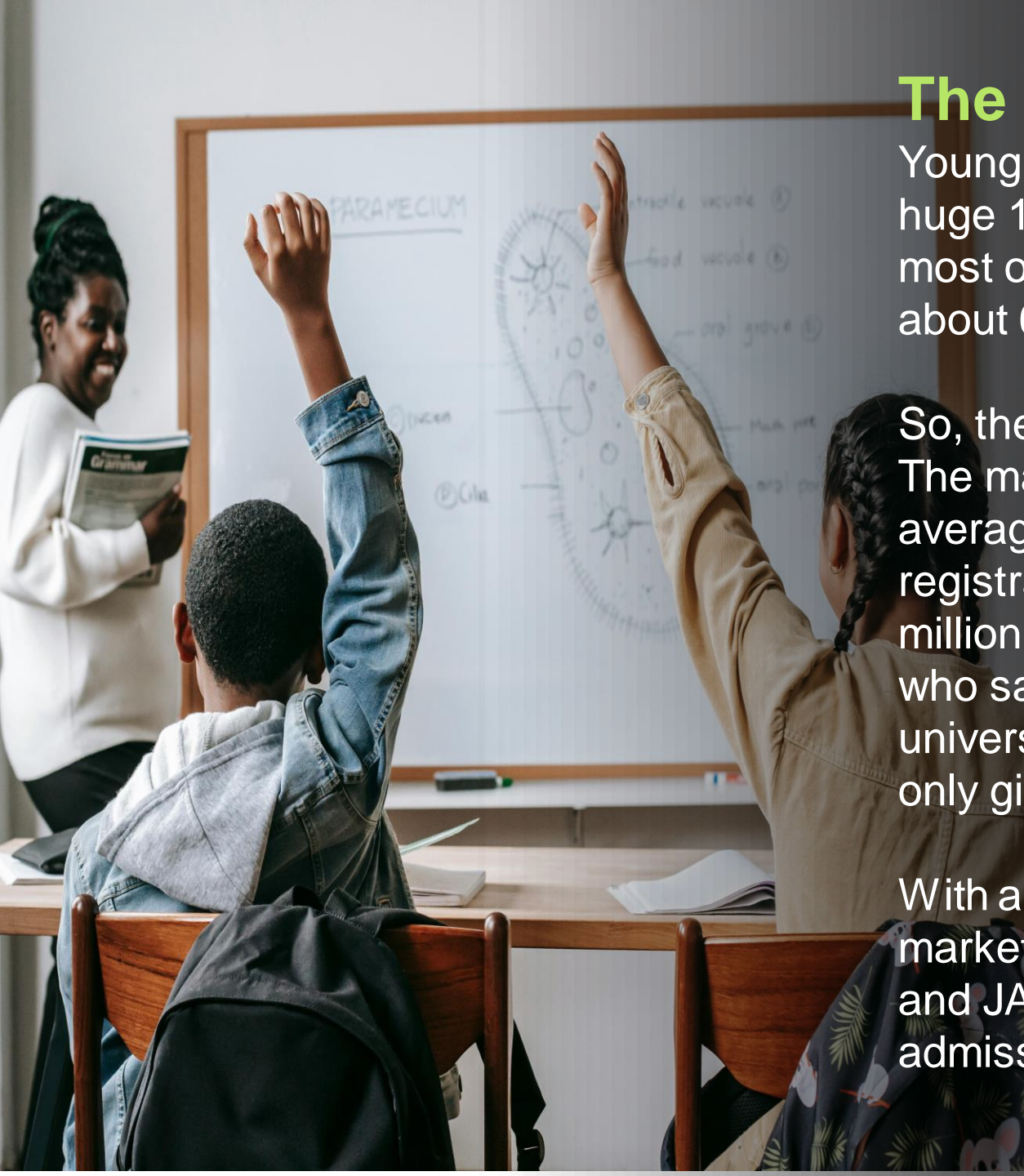


The Opportunity

Tutorialsvenue is targeted at helping to solve the problem of failure in JAMB and WASC for students graduating from high school and seeking admission into universities. The demographics of the potential users of this app are education-conscious Gen Z high school students, in the 14-22 years age bracket, typically in senior classes or who have graduated from school already.

Nigerians are one of the most education-focused people in Africa. Most families see education as the means to break away from poverty and climb up the economic ladder. As a result of this orientation, many parents go to great lengths to invest in their children's education and academic progress.

Data from the UN and World Bank capture Nigeria's population, as of 2023, to be an estimated 223 million, with a growth rate of approximately 2.5% to 3.0% per year. It is projected that by 2050, Nigeria will become the third most populous country in the world.



The Opportunity

Young people constitute 70 percent of this figure, which is a huge 156 million youths. Of the 70% youthful population, most of which are in school, 42 % are under age 15, which is about 65 million.

So, the market prospect is a 65 million people opportunity. The market size for the WASC examination alone is an average of 1.5-1.6 million students every year, while registration for JAMB in recent years has been about 1.6-1.9 million a year. Only about 600,000 of the eligible candidates who sat for JAMB in the last few years got admission into universities. The competition is high, and admissions are only given to top-performing candidates.

With a population growth rate of over 2.5% in Nigeria, the market size for students who need help passing their WAEC and JAMB with scores that can qualify them for university admission will continue to increase.

Revenue Model

We would be using the “freemium to premium” model. A few features and capabilities of the Tutorialavenue app will be given for free so we can encourage downloads of the app and build a sizable user base. However, most features will be kept premium and put behind paywalls for revenue generation.

Access to the test engine and questions and answers for one examination, for a fixed year would be free for each subject. To access exam questions and answers for other years, the users would be expected to move to premium and pay a monthly subscription fee of N500. The premium subscription gives users access to key features, including detailed explanation videos, performance analytics, and AI capabilities.





Competitive Analysis

There are other education apps targeted at WAEC and JAMB candidates. They include Testdriller.com, myschoolgist.com, examcode.net, myschool.ng, and Edubaloo.

While each comes with its own bouquet of features, our research with users of the apps reveals that most of these other applications have not done a good job of explaining solutions to questions to the detail that facilitates understanding by the student. Many of the apps have gaps in meeting their end user's needs and creating the right experience.

At Tutorialsavevenue our core differentiation from the competition comes from leveraging the research outcomes in the field of Cognitive Psychology and Education Research into learning, memory, and cognition to uniquely design the technology that powers the app and the delivery of our content to end users.



Competitive Analysis

We go the extra mile to provide detailed explanations of topics and to properly break down concepts into easy-to-digest material, using multiple features to reinforce learning. Some of our key points of differentiation include:

- Detailed explanation videos and topic-related classes from experienced tutors.
- References to the relevant sections of the exam syllabus from which each question is drawn and the provision of study resources that the student can use to gain a better comprehension of the associated topic.
- Full-scale AI-generated performance and analytics reports to help the students recognize which areas to put more effort into.
- An Artificial Intelligence tutor and study companion that answers questions, provides solutions, clarifies areas of confusion, recommends areas of focus, and even provides study encouragement to students.
- Image recognition AI capability for scanning hardcopy questions and getting them answered or solved.



Our Team

Bayo Agboola



Bayo Agboola is a serial entrepreneur and technology enthusiast. He holds a degree in Engineering from the University of Lagos. He also has Certificates in Entrepreneurship from the Pan Atlantic University, Lagos, and the FATE Foundation Entrepreneurship Programme. Bayo has undergone several technology training courses including programmes in Product Management and Project Management. He brings on board years of experience in entrepreneurship, strategic leadership, and a strong understanding of the technology space to lead the Tutorialavenue team as the CEO and Founder.

Joshua Agboola



Joshua Agboola is a young, award-winning Programmer, Speaker on technology topics, and author of “Coding Made Easy, Book 1”. He has proficiency in Full-stack Web Development, UI/UX Design, and Data Analysis and has built a few games, apps, and websites to his credit. Joshua has also won some awards for his work. He is currently the youngest AWS Certified Developer Associate in the world. He is an intern with Raven Bank under its NextGen program. Joshua leverages his strong technical skills to lead the development team as CTO and Co-Founder of Tutorialavenue.



Revenue Potential

Our goal is to capture 6% of the market in the first 3 years after rollout. At 1.6 million candidates for JAMB, for instance, this will be 96,000 users. We expect to convert 25% of our users into paying customers at a subscription fee of N500 per month for at least 4 months each year. This represents about N48 million in revenues from JAMB alone. For WAEC, at a subscription fee of N500 per month for at least 4 months each year, we expect revenues of about half of this, which is an estimated N24 million. Between the JAMB and WAEC modules of the app, we expect combined revenues of about N72 million by year 3. We project an increase in these figures yearly by actively growing our user base, at a target increase of 10% every year.

Year	Market Share (%)	Projected Revenue (N)
Year 1	1%	12 M
Year 2	3%	36 M
Year 3	6%	72 M



The Ask

We are seeking a pre-seed investment of \$10,000 from an angel investor or financial partner to take our product beyond the MVP stage to the deployment of full features and capabilities. The investment will be used for the following:

- Hire a bigger team of developers to work on the application.
- Content creation and acquisition for the questions and solutions database.
- Hiring of experienced tutors for the creation of the detailed explanation videos
- Development of the AI capabilities of the app, including the tutor and study companion system and the analytics.
- Cloud hosting of the database
- Creation of awareness and brand visibility for the product for customer acquisition.



Tutorialsavenue

Contact

URL: Tutorialsavenue.xyz

Phone: +234(0)8124286260

Address: 7, Musiliu Smith Street, Alagomeji, Yaba, Lagos.