

Shiva Rathi Group of Companies



IGuruCool –1441, Emerald Crescent, Parvati Hata, Bhatta Bazar, Purnia –India www.tutorsinindia.com
www.igurucool.in

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IGuruCool – Self Serve Business Model

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Let us first talk about the evolution of self-serve business model. It happened so that we were inundated with student inquiries, and when we told teachers to go to home of students, they did not go because they had n numbers of problems. So there was big revenue loss for our company. So we developed the self-serve business model, in which almost all teachers are coordinators of IGuruCool themselves –that is they teach, collect money, pay us, do marketing, search students, and hire teachers themselves. This is because it is impossible for us to coordinate with thousands of students and teachers on daily basis.

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Steps:

1. The teachers would put Ads in Facebook, Whatsapp Groups, Local Facebook Groups, Twitter, LinkedIn, LinkedIn Groups about themselves:

Good Teacher Available at home/online for (subject) for (class) in (Town) Contact (Name) at (Mobile Number) and Visit www.tutorsinindia.com

2. When Students/ Parents contact them, they discuss mode of teaching (online/offline) and fees
3. When teaching starts, the coordinator collects fees exactly one month after teaching starts.
4. The fees is Rupees 1500 per month for small towns, Rupees 3000 per month for big towns, and Rupees 6000 per month at big cities.
5. The day student pay fees –the coordinator/ teacher pays 7% of fees to “Integrated Solutions” in HDFC Bank Account Number 05272020000124. The IFSC Code is HDFC0000527.
6. They hire new teacher and train them, keeping 50% commission themselves and paying 50% commission to Integrated Solutions until they become independent.
7. Motive is “Target Oriented” and “Real Results”.

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