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A new angle on distance learning

By Steve Hamm

Anything that can be done over the Web can be done in India--so why not tutoring? I recently came across a company in Bangalore that's doing just that.

This is a really interesting it offers families in North America and Europe a pretty compelling financial deal: unlimited tutoring in math and English for \$100 a month. The tutors, 500 of them so far, work from their homes in 23 Indian cities. They all have masters degrees or dual bachelors degrees in education and a specialty. The tutors conduct online sessions with their students that include the ability to speak to one another via VOIP and to share an electronic whiteboard. "We've made something that was unaffordable to the common man affordable - thanks to low-priced Indian labor and the Internet".

The deal certainly seems good for customers. Rather than pay local tutors \$40 to \$50 per one hour session, they get all they can consume in a month for \$100.

Companies recruits and trains tutors online and pays them \$300 to \$400 a month. It doesn't spend much on marketing; most of its customers come to it via word of mouth. The company faces some stiff challenges. How does a small, little-known Indian company convince people in the US and UK to shell out \$100 for tutoring over the Internet? It's all so new and unproven.

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- ✓ Begins with the assessment test to judge student's strengths & weaknesses.
- ✓ Mentor facility to monitor the student's performance
- ✓ Huge database of world's top ranked teachers.
- ✓ Regular tests