

Tutoring and Education Business Plan

Sample plan for Bright Minds Tutoring (fictional example)

Prepared by: [Owner name]

[Business address]

[Phone] | [Email] | [Website]

Date: [Month, Year]

How to use this sample: the business name, figures and descriptions are a fictional example to show what a finished plan looks like. Replace everything in [brackets] and every example number with your own research before you share it. Cost ranges are rough planning figures and vary widely by location.

1. Executive Summary

Bright Minds Tutoring is a new tutoring and education business based in [City, State]. We will serve parents of k-12 students and high school students preparing for the sat or act, offering one-on-one tutoring, small group sessions and test prep courses. Our goal is to become the go-to choice for [your target customer] in [your area] by [your key difference, such as quality, speed, price or specialty].

We project first-year revenue of about \$90,000, growing to \$129,000 by year three. Startup costs are estimated between \$5,300 and \$55,500. We are seeking \$30,000 in [loan / investment / owner funds] to cover startup costs and working capital. [Add one or two sentences on the owner's experience and any early traction such as signed customers, pre-orders or a secured location.]

2. Company Description

Tutoring businesses can start with one tutor and a laptop and grow into a center or online platform. The plan should explain your subjects and grade levels, session pricing, how you recruit tutors, and the busy seasons around exams and the school year.

Item	Details
Legal name	[Bright Minds Tutoring LLC]
Legal structure	[LLC / sole proprietorship / corporation / partnership]
Location	[Address or service area]
Owners	[Names and ownership %]
Stage	[Idea / pre-launch / operating since 20XX]

Mission statement

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3. Products and Services

Offering	Description	Price	Cost to deliver
One-on-one tutoring	[Describe]	[\$]	[\$]
Small group sessions	[Describe]	[\$]	[\$]
Test prep courses	[Describe]	[\$]	[\$]
Online tutoring	[Describe]	[\$]	[\$]
Homework help memberships	[Describe]	[\$]	[\$]

Revenue streams:

- Hourly sessions
- Prepaid packages
- Group courses

4. Market Analysis

Target customers:

- Parents of K-12 students
- High school students preparing for the SAT or ACT
- College students
- Adult learners and language students

Market	Estimate	Source
Potential customers in our area	[#]	[Census data, local reports]
Customers we can realistically reach	[#]	
Target share in year one	[%]	

Industry trends affecting our business

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5. Competition

Competitor	Strengths	Weaknesses	Price range
[Competitor 1]			
[Competitor 2]			
[Competitor 3]			

Why customers will choose us

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6. Marketing and Sales

Planned marketing activities:

- Partnerships with schools and PTAs
- Google reviews from parents
- Free diagnostic assessments
- Content marketing on study tips

Channel	Monthly budget	Goal
Partnerships ...	[\$]	[#]
Google ...	[\$]	[#]
Free ...	[\$]	[#]

7. Operations

Location, facilities and equipment

Suppliers and day-to-day operations

Licenses, permits and insurance to obtain:

- Business license [] obtained
- Background checks for tutors [] obtained
- Liability insurance [] obtained

Requirements vary by state and city. Confirm with your local licensing office.

8. Management and Staffing

Name	Role	Experience
[Owner name]	Owner / manager	[Relevant experience]

Hiring plan for the first three years

9. Key Performance Indicators

Metric	Why it matters	Our target
Billable hours per week	Tutor utilization.	[Target]
Student retention	Students who continue past the first package.	[Target]
Revenue per student	Average lifetime spend.	[Target]
Score improvement	Proof of results for marketing.	[Target]

10. Risks and How We Will Manage Them

Risk	How we will reduce it
Seasonal demand	[Your plan]
Tutor quality and turnover	[Your plan]
Competition from online platforms	[Your plan]
Dependence on referrals	[Your plan]

11. Financial Plan

Estimated startup costs

Startup cost	Typical low	Typical high	Our estimate
Website and booking system	\$500	\$3,000	[\$]
Learning materials and software	\$500	\$3,000	[\$]
Laptop and video tools	\$1,000	\$3,000	[\$]
Insurance and registration	\$300	\$1,500	[\$]
Center lease (optional)	\$0	\$30,000	[\$]
Marketing	\$1,000	\$5,000	[\$]
Working capital reserve	\$2,000	\$10,000	[\$]
Total	\$5,300	\$55,500	[\$]

Three-year projection (illustrative)

	Year 1	Year 2	Year 3
Revenue	\$90,000	\$112,000	\$129,000
Cost of sales	\$40,500	\$50,400	\$58,050
Gross profit	\$49,500	\$61,600	\$70,950
Operating expenses	\$47,025	\$51,728	\$55,866
Net income before tax	\$2,475	\$9,872	\$15,084

Example assumptions: 55% gross margin, revenue growth of 25% in year two and 15% in year three. Replace these with your own numbers. Our free Excel financial projections template at BusinessPlanDownload.net builds this table from your assumptions.

12. Funding Request

We are requesting \$30,000 to fund startup costs and working capital. [Explain loan term or investor terms, how much the owners are investing, and how the funds will be repaid.]

Use of funds	Amount
Website and booking system	[\$]
Learning materials and software	[\$]
Laptop and video tools	[\$]
Insurance and registration	[\$]
Center lease (optional)	[\$]
Marketing	[\$]

Working capital reserve	[\$]
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Appendix

Writing tips for a tutoring and education plan:

- Show tutor pay versus session price.
- Include a calendar of peak seasons.
- Describe how you measure student progress.

Attach: owner resumes, lease or letter of intent, equipment quotes, permits, market research, photos and detailed financial statements.