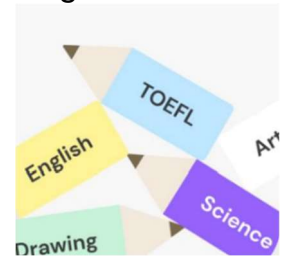


## EXECUTIVE SUMMARY

HeyTutor is a customized solution that delivers an evidence-based tutoring platform providing in-person or face-to-face online interactive high dosage tutoring for learning loss, remediation, enrichment, and acceleration programs. We believe every child has the right to succeed and want to entice students to learn, so we created a program to deliver high-quality curriculum aligned with state standards through in-person or interactive online tutoring services to adapt to any student's needs. We partner with districts by identifying their needs, whether they are looking for high dosage tutoring, special education services, ELL, or other requirements at a district or school site level.

In business since 2013, HeyTutor has been a collaborative partner serving Title I students, delivering online and in-person tutoring before, during, and after school, as well as enrichment programs for Pre-Kindergarten (PK) through 12<sup>th</sup>- grade students with a variety of options for academic, social and emotional skills (SEL) and enrichment activities. HeyTutor math curriculum offers materials in English and Spanish through certified translation. We offer state's aligned PK-12 English Language Arts (ELA), Math, high school biology, U.S. History, and English Language Learning (ELL). We support Every Student Succeeds Act (ESSA) to help students of all levels and abilities through high dosage tutoring and student enrichment, paraprofessional staffing, Special Education, Unfinished Learning, Intervention, and learning acceleration.



Research shows in-person tutoring is superior to online tutoring because of interpersonal connection, greater consistency, and tutor-teacher alignment. It allows students of all abilities and socio-economic backgrounds equal access to high-quality services. The research behind our tutoring services is supported directly by research around the high dosage tutoring model, proven to effectively recover students' unfinished learning caused from inconsistency during the pandemic.

The Office of the State Superintendent for Education in D.C. (2021) released a guide for education agencies citing the integral components for success, all of which are embedded in our services:

- ❖ Intentional relationship building between tutor and student
- ❖ Social and Emotional Learning (SEL) Supports and strategies
- ❖ Tutor training specific to high-return tutoring strategies
- ❖ Tutor training on assessment utilization to further student learning
- ❖ Communication around student's formative assessments

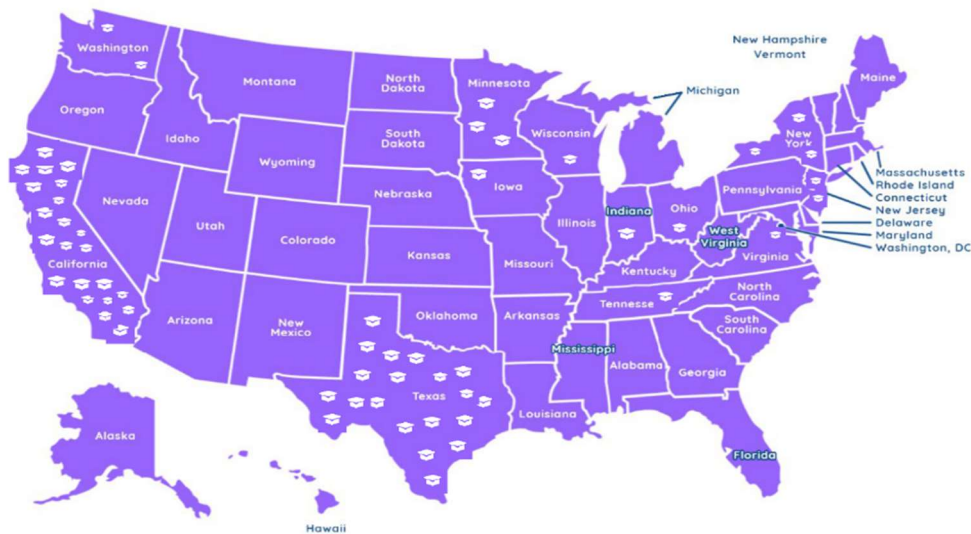


When in-person tutoring was unavailable, we created an intuitive, online virtual platform for students to interact with tutors face-to-face while enabling teachers and administrators to uncover learning gaps and gauge overall performance needs. HeyTutor developed an online platform to leverage remote tutoring for those instances. Students still receive face-to-face instruction from a live tutor and can collaborate on lessons, documents, essay reviews, and SEL check-ins for social and emotional support.

Our interactive online platform is on-demand and supports 1:1, small group, and significant classroom lessons. Students can connect with tutors whenever it is convenient for them in an average of 15 seconds. Rather than a simple whiteboard, video and audio feed, students meet to interact and collaborate directly on their assignments. We deliver high-quality material that supports your curriculum and services that maximize student engagement, address learning recovery, and support achieving district standards nationwide. Districts also have the option of using their own curriculum, which the tutors can be trained for a nominal fee.

*About 70% of our districts use our HeyTutor Unfinished Learning Curriculum, which was developed directly to the impact of interrupted services due to the pandemic.*

Our unique position allows us to deliver proven in-person or online tutoring, out-of-school, and summer enrichment programs on a large scale. In 10 years of business, we have placed 70K plus tutors nationwide, conducting in-person and online tutoring for over 200 subjects. We currently partner with over 75 districts to deliver customized programs that meet or exceed our client's needs and expectations. We work with partnerships as large as 1,000 tutors for a single district. Our tutors are not outsourced to other states or countries and work directly with community members.



After nearly a decade, we have delivered tutoring support for more than 2.5M students nationwide, both in-person and online. We have unparalleled tutoring with a deep understanding of the culture, curriculum, and community to continue helping students succeed.

HeyTutor has immediate availability of a Customer Success Team to customize services for evidence-based tutoring programs for our clients. Our Customer Success Manager, teams of tutors, curriculum subject matter experts, and family & student engagement team are committed to delivering proven results. Our platform includes tutor-matching software that allows students to find the best tutor based on availability, subject, and circumstances.

Our tutors follow HeyTutor and the schools' codes of conduct to ensure student's learning environment is safe. They have passed thorough background checks and work face-to-face with students, establishing and developing healthy student-to-tutor relationships across the duration of services. Students consistently work with the same tutor, providing an avenue for the tutor to learn about each student's academic and SEL needs. SEL Check-ins take place both at the beginning and end of sessions, allowing for a safe space for students to share their thoughts or feelings. This space teaches students healthy ways to cope with everyday stresses and successes and build communication skills.

Our relationships allow our team to properly assign resources to students and district partners for each type of student. Some are at-risk, have learning challenges, or are high performers requiring subject and test prep experts.

We started HeyTutor with the goal of helping students achieve their academic and career goals. What we learned is how the right match can inspire new insights, unforeseen paths, and lifelong learning. Our renewed mission is to make tutoring affordable, accessible, and attainable for all, regardless of socio-economic status. We were once in our student's shoes, and our relationships have paved the way for us to achieve what we have today. We are confident that a partnership with HeyTutor would be one of the best decisions you have ever made, and we look forward to partnering with you.

*Ivan Bercovich*

**Ivan Bercovich, Ph. D, Chief Executive Officer (CEO)**

8939 S. Sepulveda Blvd. #102 Los Angeles, CA 90045

Email: Ivan@HeyTutor.com | Phone: 855-702-1849



## ABOUT HEYTUTOR

From its origins as a direct-to-consumer business, HeyTutor has grown and served over one million students nationwide, in-person or online, since 2013. We work with school districts nationwide to assist students of various academic backgrounds and socioemotional skills with high dosage tutoring. HeyTutor's in-person high dosage tutoring services can be administered entirely in person or online and are supported directly by research around the high-dosage tutoring model, proven to effectively recover students' unfinished learning caused by inconsistency during the pandemic. The Office of the State Superintendent for Education in DC (2021) released guidelines for education agencies citing the integral components for success, all of which are embedded in our services.

*HeyTutor is the leading tutoring service providing in-person, high dosage tutoring for learning loss, remediation, enrichment, acceleration, and more.*

## HOW WE PARTNER

HeyTutor partners with districts by identifying district needs, whether they are looking for high dosage tutoring, special education services, or ELL. As a company, then we hire, train, and implement in-person tutors or paraprofessionals onto school sites that operate within a block schedule at a minimum of a 20-hour work week. Our programs are customizable to the needs of the district and students.



HeyTutor administers a baseline assessment to ensure effective implementation of the appropriate program. This enables tutors to find gaps in skills or areas where learning loss has occurred. A formative assessment takes place after each lesson to ensure the student can master the skill and knowledge. A summative assessment is taken at the end of the program to measure progress and growth. This format allows assessment scores and development reporting for all students during the program. Districts also have the option of using their own curriculum and we train our tutors to utilize it. HeyTutor provides initial training of 3.5 hours before implementing tutors onto a school site and then ongoing training of two hours per month to ensure the most effective student outcomes.



## OUR TUTORS

Our Fulfillment Manager (FM) oversees our Recruitment Specialist Teams (RST) to ensure we identify the most qualified tutors from your area. Our RST advertises and seeks the best tutors for our organization. They evaluate candidates that meet our minimum requirements to assess their resumes and credentials before we conduct face-to-face interviews.

All tutors hold a graduate degree, have a minimum of three (3) years tutoring experience or experience in the educational field, a clear Level 2 DOJ background check, clear FBI fingerprint background check, a negative Tuberculosis (TB) test, and if required, a negative drug test.

HeyTutor's services are supported directly by research around the high dosage tutoring model, proven to effectively recover students' unfinished learning caused by inconsistency during the pandemic. All tutors and paraprofessionals undergo general training and orientation related to their position. Our tutors are trained on coursework directly supported by research around the high dosage tutoring model before we

embed them into your school district. If your district prefers to utilize its own curriculum, there is a minimum 3.5-hour training fee per tutor.

HeyTutor Requirements	
Graduate Degree	✓
Minimum 3 years of Tutor Experience	✓
Clear Level 2 DOJ Background	✓
Clear FBI Fingerprint Background Check	✓
Negative TB Test	✓

## TUTOR TRAINING

Every tutor and paraprofessional is required to complete Social Emotional Learning Training. HeyTutor's rigorous tutor training focuses on relationship building that utilizes the Collaborative for Academic, Social, and Emotional Learning (CASEL) framework and strategies, paired with our implementation team's guidance on best practices for launching a program at your sites, both driven by the evolving research on how we can collaborate to support your student's needs best.

During tutor onboarding and training, we require tutors to train on the subgroups they will support. Our training reviews the WIDA 2020 framework for multilingual learners and highlights ESOL's central support strategies. HeyTutor provides our tutors with the context and understanding of strategies, frameworks, and learning parameters for students in differing subgroups, and we provide a multifaceted approach:

- ✓ Subgroup training and Embedded strategies
- ✓ Continuous support and collaboration



HeyTutor provides initial training of 3.5 hours before implementing tutors onto a school site and then ongoing training of two hours per month to ensure the most effective student outcomes. Certification is available once training has been completed.

HeyTutor provides face-to-face, synchronous tutoring, whether it is in-person or online.

During onboarding, we engage staff in the following courses:

- District Onboarding
  - HeyTutor company history & overview
  - Introduction to the "why": High dosage tutoring
  - Processes and supports
  - Expectations on site
  - Communication protocol & expectations
- Sexual harassment training
- Supplemental training with content specifically tailored to the district assignment
- Tutor-Specific Training
  - Review of job description and role expectations
  - District-specific context building
  - High impact strategies for tutoring
  - Curriculum – Delivering Assessments, Lessons, & Instruction
  - Data collection via HeyTutor dashboard
  - Supervision expectations & strategies
  - HeyTutor Student Safety & Outcry Procedure

Our tutors are trained on coursework that is directly supported by research around the high dosage tutoring model before being embedded into your school district to provide synchronous tutoring. Some of the training that is embedded into our services includes the following:

- Intentional relationship building between tutor and student
- Social and emotional learning
- Tutor training specific to high-return tutoring strategies
- Tutor training on assessment utilization to further student learning
- Communication around student's formative assessments





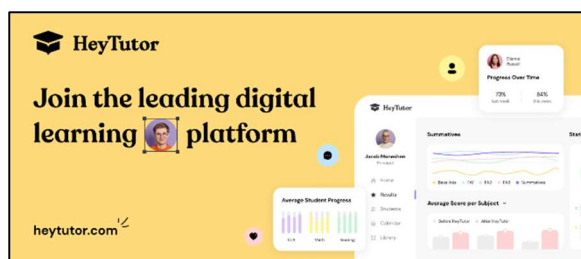
## HOW WE DELIVER HIGH DOSAGE TUTORING

Our tutors work in-person, face-to-face with students, establishing and developing healthy student-to-tutor relationships across the duration of services whether we use our online platform or are there In-person. Students consistently work with the same tutor, allowing an avenue for the tutor to learn about each student's academic and Social Emotional Learning (SEL) needs. Our tutors actively become part of your school's culture and community by collaborating and communicating with school staff to benefit of each student they serve.

HeyTutor developed an online platform to leverage in-person tutoring and provide tutoring via video chat. Students still receive face-to-face instruction from a live tutor and can collaborate on lessons, documents, essay reviews, and receive SEL check-ins as well.

## OUR DIGITAL PLATFORM

Our tutors utilize our dashboard for In-Person tutoring and remote online tutoring. The HeyTutor Dashboard allows our tutors to input Personalized Learning Goals based on baseline and formative assessment data and communicate progress over time directly with teachers and parents. This seamlessly integrates with your district systems for leadership teams to view. The reporting and analytics allow for individual attendance, engagement, and overall performance tracking data collection. Virtual in-person tutoring utilizes our interactive platform, where we can align the manipulatives available to the ones used in classrooms.



## ENGLISH LANGUAGE LEARNER (ELL) TUTORING

Our tutors use eight English Language Learning (ELL) strategies to help harness the tools that English language learners already possess by providing them with new ones to move forward academically and socially while setting them up for the future. Please see eight of our effective strategies on the following pages:

- 1. Language Input** – Our tutors use language input by providing students with the opportunity to activate learning and understanding through their first language by providing them with notes, handouts, and directions in their native language whenever possible
- 2. Visual Learning Aids** – We use visual aids to engage ELL student interest that allows for identifiable context, variety, creativity, and unpredictability. Our visual aids



are quick and simple and can be reused in different contexts, lessons and for a variety of purposes.

**3. Singing** – Another method our tutors use for multilingual language learners is singing because we know the brain processes information in a new language more easily if presented with a rhythm.

**4. Instructional Scaffolding** – Our tutors add numerous supports for students by enhancing learning and aids in the mastery of tasks. This is one of the most critical roles for our tutors because it provides a framework for students to hang their knowledge on.

**5. Comprehensible Input** – Our tutors use comprehensible input to ensure ELL students understand enough of what we are teaching them to comprehend the input we are providing them. We know they may not understand every individual word being said so we accomplish our teaching through gestures, pictures, and objects.

**6. Corrective Feedback Strategies** – It is natural for students to experience feedback when they are providing oral responses. Our tutors understand that ELL students require acknowledgment of both language use and task performance.

**7. Total Physical Response (TPR)** – Our tutors have been trained to use the TPR method when teaching language or vocabulary concepts by using physical movement to react to verbal input.

**8. Translation Technology** – Our tutors use translation technology by engaging students and breaking down linguistic barriers to parental engagement in a language they understand.

## **SOCIAL AND EMOTIONAL LEARNING**

Our tutors provide a baseline assessment at the beginning of the school year to see where each student’s learning gaps are. Once we have identified their learning gaps and needs, we activate social and emotional learning (SEL) for each student’s tutoring sessions.





# CURRICULUM

Our in-house curriculum team can provide our own materials, or we can train our tutors to align with your own curriculum and resources. In-person tutors and students will access our curriculum through our digital dashboard, eliminating the need for printing and copying.

We have the capacity to adapt and create additional content as needed to ensure alignment with local and state standards and initiatives. HeyTutor provides curriculum for the following:

- PK-12+
- Math and English Language Arts (ELA)
- Pre-Algebra
- Algebra I
- Algebra II
- U.S. History
- Biology
- Customized Options

HeyTutor also supports English Language Learners (ELL) with content-based instruction, English language instruction and students with special needs.



# HEYTUTOR PRICING

HeyTutor’s pricing includes training and support for program facilitators, students, and the staff we deploy to your site. Our personnel manages all our tutors, and we include all materials needed to provide our services. We will provide copies of all applicable licenses and training certifications upon request.

Our tutors work in a minimum of four (4) hour block schedules totaling at least 20 hours per week so that students can work with professional, committed, consistent tutors each week. Many of our most successful programs choose to hire staff up to 40 hours per week. HeyTutor will calculate how many tutors you need based on the number of students needing tutors, the number of hours you allow them to meet per week, and group size requirements.

DIRECT COSTS	
<b>In-Person Tutoring: Before, during, or after school.</b>	<b>Per Tutor</b>
Individual Instruction (Tutor/Student Ratio 1:1)	\$60 Per Hour
Small Group Instruction (Tutor/Student Ratio 1:3)	\$70 Per Hour
Medium Group Instruction (Tutor/Student Ratio 1:5)	\$85 Per Hour
Hour Reduction Fee	\$ 5 Per Hour
<b>Online Face-to-Face Tutoring: Before, during, or after school.</b>	<b>Per Tutor</b>
Individual Instruction (Tutor/Student Ratio 1:1)	\$60 Per Hour
Small Group Instruction (Tutor/Student Ratio 1:3)	\$70 Per Hour
Medium Group Instruction (Tutor/Student Ratio 1:5)	\$85 Per Hour
Hour Reduction Fee	\$ 5 Per Hour
<b>Administrative Costs</b>	
Program Administration/LEA Relationship Management	\$75,000.00 Annually
<i>1 Program Administration is required per 5 sites per school year</i>	



DIRECT COSTS	
<i>1 Program Administration Per 50 Tutors</i>	
<b>Onsite Coordinator</b> <i>Note: Large programs requiring tutor and program oversight will replace onsite coordinators.</i>	
<i>1 Per 20 Tutors</i>	\$60 Per Hour
Additional Costs	
3.5 Hours of Upfront Tutor Training	Billed at the applicable tutor's hourly rate, dependent on group size.
1-2 Hours of Monthly Professional Development	Billed at the applicable tutor's hourly rate, dependent on group size.
Paraprofessionals	
<i>Paraprofessional</i>	\$60 Per Hour

INDIRECT COSTS	
Financial Accounting	Included in Hourly Rate
Background Checks	Included in Hourly Rate
Tutor Curriculum/Materials Cost* *Enrichment Programs require additional fees for materials cost	Included in Hourly Rate
Tutor Management & Support Costs	Included in Hourly Rate
Operations costs, materials costs, etc.	Included in Hourly Rate
Reporting, Data, Analytics Costs	Included in Hourly Rate

