

Tutlo – the success story

Tutlo is the largest English language provider in Poland. The entire service is delivered online via our platform and the mobile app. Established 10 years ago, Tutlo is a profitable and cash-positive business which still enjoys double-digit growth.

Highlights:

- The most recognizable English learning brand in Poland
- 90%+ customer satisfaction and retention
- Over 85,000 paying customers
- 50m of annual revenue (2024)

English on demand™

All the learning happens online. When students log on to Tutlo Platform there are always tutors available ready to deliver live classes..

Highlights:

- Our native speaker or expert tutors are always available on the platform
- Flexibility to learn through one-to-one classes, group classes, self-study or conversation with AI Tutor Mia
- Tutlo Go, our revolutionary mobile app allows learning on the go
- Everywhere and with every tutor students follow the same course and the method.

True-Life English 360° method

Developed based on experience of millions of lessons and interactions, we know what it takes to teach and learn English online.

Highlights:

- Microlearning lessons include preparation, 20-minute one-to-one lesson and the self-study
- Courses for Kids, Teenagers, Adults and Specialist courses
- All language levels from A1 to C2
- Over 100 courses which include state-of-the-art learning materials



Tutlo Tutors

In 2024 our tutors conducted over 1 million lessons. We take pride in how we recruit and train our tutors to stay faithful to our learning method.

Highlights

- Students can choose native speaker or expert tutors
- We work with over 3500 tutors from 61 countries
- We train and onboard hundreds of new tutors every month

Tutlo Platform

At the core of learning experience is Tutlo Platform. Here students choose tutors, courses, see their progress and much more.

Highlights:

- Choose from available tutors for one-to-one online lessons
- Join the Group Classes for your course
- Take part in Tutlo Club – fun and engaging activities
- Learn on your own via Tutlo Player pre-recorded video tutorials
- AI Tutor Mia™: Provides unlimited conversational practice for learners.

Whole family learning

Choose your Family Plan and now parents and children can flexibly enjoy all the benefits of Tutlo.

Highlights:

- Enroll on as many courses as you want
- Exchange your lessons between Family Plan members
- Freely move between One-to-one lessons and Group classes

Become Tutlo Partner

Partnering with Tutlo offers a unique opportunity to establish a profitable and scalable business in the fast-growing online education market. We provide everything needed for success, from cutting-edge technology to comprehensive business support.



Brand of Success

Tutlo stands for flexibility and innovation in language learning. It is designed for the interconnected world, adapting to the needs of learners and constantly delivering a world-class learning experience.

Highlights:

- Brand Guidelines enable smooth implementation of Tutlo branding across all customer touchpoints
- Tutlo website template provides instant lead generation and SEO visibility through relevant content such as blogs and e-books
- The bank of online marketing best practices includes ready-made marketing templates to reinforce brand recognition

Tutlo Marketing Model

At the heart of each business success lies effective customer acquisition. Tutlo's own Marketing Model has been perfected over the years to ensure profitable conversion rates for every customer target group.

Highlights:

- Marketing Model enables lead generation through multiply communication channels, whilst controlling conversion rates throughout the whole process
- Advanced Marketing Analytics ensure continuous improvement of key marketing metrics
- Product features such as Placement Test and Tutlo Go App provide additional lead generation vehicles

Tutlo Aspirational Selling

The demand for English learning has been constantly growing helped by the globalization of job market, freedom to travel and the need to communicate across borders. At the heart of Tutlo's growth is our customers' aspirations to be a better part of this world.

Highlights:

- Unique selling and business closing process which is delivered completely remotely
- 1 hour consultancy conversation which includes
 - ❖ Company pitch
 - ❖ Free demo lesson
 - ❖ Offer pitch
 - ❖ Closing of business (and payments)
 - ❖ Platform onboarding

Customer retention

The long-term commercial success of any business is anchored on customer loyalty. At Tutlo we know how to engage and motivate our customers to achieve their long-term learning goals. And we know how customer engagement converts to commercial success.



Highlights:

- We use AI to predict customer engagement every step along the course.
- We use state-of-the-art CRM system to automate customer communication based on AI predictions
- Our tutors and product features promote customer curiosity and engagement

Future-proof innovation

At Tutlo we love innovation. We have excelled in the highly competitive market against many respectable and well-established international competitors by challenging the status quo and providing our customers with better learning experience and innovation.

Highlights:

- English on Demand concept is the right fit for the needs of customers in the post-COVID world, where convenience and proximity are valued the most
- AI Tutor Mia offers contextualized, unlimited conversation practice, integrated with Tutlo's method instead of random talk time

Tutlo Go, the state-of-the-art mobile learning system uses the best content and format for learning on the go. pitch

Dem

Partner Business Support

Running profitable and scalable online language school requires synchronicity of high quality ingredients. At Tutlo we learnt this over last 10 years, so that you can use the most successful formula from Day 1.

Highlights:

- You have instant access to best ingredients: Tutors, Platform, Marketing Model , Aspirational Selling and all the supporting systems.
- Tutlo Partner Portal provides hands-on training, ready-made templates and examples of best practices
- We provide comprehensive onboarding, training and business development service delivered by our Customer Success Managers

Partner Collaboration Business Model

At Tutlo we believe in combining our Partner's expertise in local market with Tutlo's successful business formula. We are looking for a long-term partnership to build profitable business for our Partner and for Tutlo.

Partner's responsibility

- Customer Acquisition (marketing, sales)
- Customer payments
- 1st line Customer Care
- Market Development



Tutlo's responsibility:

- Partner training and onboarding
- Product delivery and development (platform, content, tutors, AI agents)
- 2nd line Customer Care
- Advanced Business Analytics

Details of the terms & conditions and the legal framework will be agreed between Tutlo and the Partner to ensure the best fit for a long-term business relationship.

Tutlo Partner Profile

We are looking for a long-term Partner, with experience and willingness to build scalable online business for educational services in either B2C or B2B market segments.

As a Partner you must have

- Experience in multi-channel B2C customer acquisition in your country or
- Experience in corporate training services (B2B)
- Minimum of 10k euros equivalent of monthly investment in customer acquisition
- Success driven ownership and management

Nice to have

- Experience in educational services

Tutlo Partner benefits

We believe that partnering with Tutlo offers multiple benefits for the Partner, with fast-track, ready-use market success formula. It requires significantly less investment compared to starting similar business from scratch and it saves between 12-24 months of valuable go-to-market time.

Partner benefits:

- Scalable Business Model: Opportunity for fast, profitable growth across various market segments.
- Future-proof innovation: we keep to date with the latest technology developments, saving Partner hassle and time.
- Quick Return on Investment: Becoming the market leader has taken Tutlo 10 years. With the right investment and effort in customer acquisition you can quickly become profitable business.
- Diverse Course Offerings: Over 100 courses available with on demand tutor availability enable Partners to address all the needs and segments of the English online learning market.



Division of responsibilities between Tutlo and the Partner

	Tutlo	Partner
Learning Platform - development and localization	X	
Tutors – provision and training	X	
Learning innovation (including AI)	X	
Language courses development	X	
Website page*	X	X
Customer acquisition		X
Customer selling and payments		X
Customer retention	X	X
1 st line customer care		X
2 nd line customer care	X	
Advanced Analytics	X	X
Partner Portal	X	

*flexible arrangements available