MyGuru Process Overview for Tutors

MyGuru is a boutique provider of 1-1 tutoring and test prep with a core concept-led approach, meaning our objective is to help our students understand the fundamental concepts, not tips and tricks. All of our independently contracted tutors have many years of tutoring experience and impressive academic backgrounds. All of our tutors have undergraduate degrees, and most have advanced degrees. We also require standardized test scores in the 90th percentile at a minimum. We strive to have a small but highly qualified team and one of our founders personally interviews each tutor. We believe that tutoring requires a different skill set than classroom teaching, and we know that simply understanding a given subject well doesn't create a great tutor. So, we look for the unique mix of interpersonal and communication skills that creates a great tutor.

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OBJECTIVES OF THIS DOCUMENT

Thanks for applying to be a tutor with MyGuru! We're always looking for new, talented tutors to help our business grow. The purpose of this manual is to provide you with a single point of reference regarding the MyGuru, its history, and how it works. Chances are if you have a question about MyGuru, the answer is in this document.

The first part of this document pertains to MyGuru's history from its founding in 2009 until present day. Within this section you can read about MyGuru's past, the motivation behind its creation, and biographies about its leadership.

The second part of this document deals with becoming a MyGuru tutor. Specifically, it lays out what we look for in our tutors and includes the step-by-step process we go through when bringing a new tutor on board.

The third part of this document concerns all the facets of being a MyGuru tutor. How tutors and students are connected, how tutors log their hours, and how tutors are paid are all included in this section. In addition, you can also find information on how MyGuru calculates tutors' pay rates, and information regarding MyGuru's Refund and 24-Cancellation Policies.

MYGURU: OUR STORY

2009: The Observations that Launched MyGuru

MyGuru is a 1-1 & small group tutoring and test prep company founded by graduate students at Northwestern University in Evanston, IL. As of 2009, MyGuru's founders had all been through the ACT, SAT, GMAT, and LSAT preparation process within the previous 10 years, and each had experience providing private tutoring in one context or another. As a group, we recognized a few key things about the tutoring landscape we felt could be improved upon:

- There are many tutoring companies and web-sites for students to find individual tutors, but it can be hard to find experienced, effective tutors in the sea of less qualified, average tutors
- When a student seeks information from a tutoring company, the company does not usually pause to understand the student's unique situation and provide objective information to inform their options. Instead, they focus on selling the student on the value of their service(s) and approach
- It may take several days, or more, to get back to the potential customer after the initial phone call
- When it comes to standardized test prep, too many companies develop their own proprietary materials, invest in expensive physical office space, and encourage students to sign up for profitable test prep classes when for many students, customized 1-1 prep or even guided self-study is what would produce the best results, and any of the dozens of available test prep books would suffice

2010: The Beginning

So in late 2009, we founded MyGuru to address the above situation with high quality, affordable, and customized 1-1 tutoring and test prep.

It wasn't until 2010 that we really got going. At that point, MyGuru's main founder, Mark Skoskiewicz, was still attending Northwestern University Kellogg School of Management for his MBA. He built the company slowly, focusing on recruiting excellent independently contracted tutors in Chicago only and marketing the business by building an informative web-site with an active blog and forming partnerships with local organizations, such as high schools, universities, and admission prep companies.

At this time, if you called or emailed us, there was a good chance you'd be matched with a great tutor, but there was also a good chance we might not have anyone available in your subject and location within Chicago—and we were okay with that. We didn't want to sacrifice quality to be able to work with more students.

2011: Solidifying What We Offer

By 2011, we still had a small, but impressive team of tutors in Chicago, and it was clear that we would continue to focus on:

- Providing as much information as possible to help students make the best decision for them;
- Building an elite team of tutors that is the most impressive, experienced, and accomplished in the industry through careful recruiting and collection of feedback;
- Delivering excellent customer service by understanding a student's unique situation and listening to their story;
- Coordinating relationships between students and tutors that, while obviously dependent on the experience and expertise of the tutor him or herself, are also improved upon by MyGuru through:
  - Setting the right context and objectives for all parents, students, and tutors upfront
  - Recommending high quality supplemental materials when appropriate
  - Developing generic study plans that tutors can then tailor for specific students
  - Providing tools, materials, and light training of tutors (where necessary) to help tutors do their jobs even better
  - Building unique partnerships that provide effective supplementary services (i.e., online practice problems, admissions prep, etc.) that go along with 1-1 tutoring and test prep

It was also clear to us what we would not do:

- To keep costs down and convenience high, we wouldn't invest in physical space—tutors meet students in their homes, local libraries, or coffee shops
- We decided against building proprietary test prep materials. There are so many good options available already, it just didn't make sense to introduce more materials
- Except in rare cases, we do not provide admission prep services – there are many great admission advisors, and we choose to partner with them instead of competing against them
- Sacrifice on quality to build a larger team of tutors capable of handling any given request

2012: Continuing to Grow

As 2012 came to a close, we had continued to build our excellent team of tutors, refine our approach to engaging with students, and grow our brand and awareness of MyGuru in Chicago. However, we had also established small teams of tutors in various locations such as New York, Minneapolis, Boston, and two college towns: Bloomington, IN (near Indiana University) and Champaign, IL (near the University of Illinois). We continue to focus on

building teams of tutors and networks of partners that are unmatched in quality, and yet still affordable for most families seeking customized, 1-1 tutoring and test prep.

2014: Beyond Tutoring: Academic Performance Improvement

Towards the end of 2014, we began to extend our brand beyond tutoring to become known as a source of powerful, research-based yet practical advice that empowers students to improve their performance—with or without the help of a MyGuru tutor.

We do this in four main ways:

- Blogs
- Book summary service (coming soon)
- MyGuru eBooks(s)
- Podcast

Of course, we continue to apply a significant amount of time and energy to growing our expert network of tutors in Chicago and select other locations.

LEADERSHIP

MyGuru's leaders bring impressive and diverse educational and professional backgrounds to help us continually improve upon our ability to meet our students' tutoring and test preparation needs.

Leadership Team

Mark Skoskiewicz – Co-founder

Mark graduated from *Indiana University* with degrees in Finance, History, and Philosophy. While at Indiana, he worked as an economics tutor for the athletic department and for a private tutoring company. He also served as an undergraduate intern for the economics department. After Indiana, Mark worked for four years at a strategy consulting firm called *Marakon Associates*, helping large companies develop better competitive strategies, where he progressed from intern to Associate Principal Mark holds an MBA from *Northwestern's Kellogg Graduate School of Management*.

More recently, Mark has been studying what drives improved academic performance. He completed, with Distinction, the University of California at San Diego Coursera course *Learning How to Learn: Powerful Mental Tools to Help you Master Tough Subjects*, has received professional development Growth Mindset training, and has been featured on Fox News 32 Good Day Chicago and the popular blog *The College Solution*.

Jon Lock, J.D. – Co-founder

Jon did his undergraduate studies at *Northwestern University*, where he majored in Biomedical Engineering. Jon also holds a JD from the *Northwestern University School of Law*, and an MBA from the *Kellogg Graduate School of Management*. After receiving his JD/MBA from *Northwestern University*, Jon was an Associate Principal at *Marakon Associates* where he advised Global 1000 companies on strategic issues. He is currently the Vice President of Strategy at a large, publically traded company.

Ethan Castro – Managing Tutor, California

Ethan graduated Summa Cum Laude and Phi Beta Kappa with a double major in English and Humanities at the *University of Colorado*. He also holds a Masters degree in Education from *Loyola Marymount*, a Juris Doctor from *Northwestern University School of Law* and an MBA from the *Kellogg School of Management at Northwestern*. He worked in public education for six years and as a strategy and management consultant at a top consultancy prior to joining MyGuru. He currently manages our West Coast tutors.

Kirt Gallatin – Managing Tutor, East Coast

Kirt graduated Magna Cum Laude from *Florida Gulf Coast University* with a double major in Criminal Justice and Legal Studies. After deciding to attend law school, Kirt was somehow

accepted into *Northwestern University School of Law* where he received his Juris Doctor in 2011. Before joining MyGuru, Kirt practiced law at a boutique litigation firm in Chicago and worked as a political operative/advisor on political campaigns both within the United States and abroad planning and executing political rallies, foreign dignitary meetings, fundraisers, and presidential debates. His most recent campaign was President Juan Carlos Varela's successful run for President of Panama.

John Thomas – Managing Tutor, Midwest

Johnathan earned his undergraduate degree from Indiana University in Mathematics with minors in Economics and Business. He also holds a Master's Degree in Managerial Economics & Strategy from the Kellogg School of Management at Northwestern. He worked in commercial banking and finance for six years with U.S. Bank prior to joining MyGuru. He currently manages our Minnesota and Texas tutors, and is an Adjunct Professor at Robert Morris University - Chicago.

<u>Board of Advisors</u>

Cyrus Patel

Cyrus attended *Cornell University*, majoring in Political Science. After *Cornell*, Cyrus worked for *PriceWaterhouseCoopers* for four years, before returning to *Northwestern/Kellogg* for his MBA. After Kellogg, Cyrus worked at *Marakon Associates*, progressing from Consultant to Manager. Cyrus is currently the VP of Strategy for *Meritas*, a private-equity backed global network of college preparatory schools.

Brandon Labrum

Brandon attended *Brigham Young University*, where he majored in Business Administration. After BYU, Brandon worked as a management and strategy consultant, first with *L.E.K. Consulting*, and then with *Marakon Associates*. Brandon is currently a Vice President at the private equity firm *Sterling Partners*, which concentrates many of its investments in the private education and test preparation space.

Joanna Stroncek

Joanna attended *Northwestern University*, where she majored in Economics. After *Northwestern*, she worked as a management consultant. Joanna holds an MBA from the *Northwestern University's Kellogg School of Management* and has done work with the *Autonomous Schools Department* of *Chicago Public Schools*.

BECOMING A TUTOR

What We Look For

Our excellent team of tutors is what differentiates us from the competition. As such, the process we follow for continually attracting, interviewing, and onboarding tutors is critical to our success.

We don't maintain rigid rules for recruiting tutors; we wouldn't want an excellent tutor to fail our interview process because he or she had a test score that's 1 point below a specific threshold. Instead, we want to build a team that we are proud to feature on our web site and which is among the most talented and effective in the industry.

That said, a typical MyGuru tutor will have:

- Attended a top U.S. university – generally in the top 100 as measured by *U.S. News and World report* (or a comparable international academic institution)
- Completed both a bachelor's degree and an advanced academic degree (i.e., Masters of Science of Arts, or PhD) or professional degree or certification (i.e., MBA, JD, MD, CPA, CFA).
- Achieved standardized tests scores in the 90th percentile or above
- Been tutoring or teaching for at least three years
- Been personally interview by one of MyGuru's founders
- Possesses a passion for teaching and tutoring
- Has a commitment to providing high quality, yet affordable tutoring and test prep

Getting Set-up As A Tutor

Getting set-up as a tutor is a relatively easy process. After you apply, MyGuru reviews your information and, if you're an impressive candidate, we'll reach out to you to schedule an informal ~20-25 minute interview, usually done telephonically. If you don't hear from us right away, that's okay. Many times we might wait to schedule a phone call until we have a potential student lined up for you.

The informal interview serves three purposes. First, it allows us to get to know you. Second, it gives us a chance to talk to you about MyGuru and explain how we work. And third, it gives you an opportunity to ask us any questions you may have.

If all goes well during the interview, you'll be brought on board and receive two emails regarding MyGuru. The first email will be from QuickBooks Online inviting you create an account so that you can log your tutoring hours (more about that below). The second email will contain three forms for you to fill out and submit:

- a W-9 for tax and background check purposes,
- a Direct Deposit Form so you can get paid, and
- an Independent Contactor Agreement.

At that point, you'll be all set to take on new students!

How We Work

Step #1: A Potential Customer Requests A Tutor

After receiving a tutoring request, a MyGuru Managing Tutor emails with or speaks to the potential customer to learn more about their particular situation, tutoring need, location, etc. and also answers any questions about MyGuru or our tutors that the customer might have.

Step #2: A Managing Tutor Finds Potential Tutors

Based on Step #1, we reach out to the tutors most likely to be a good fit to confirm current availability and to see if the tutor would be willing to take on the new student for the quoted hourly pay rate.

Once we hear back from our tutors, we decide who our best fit is for the customer and the customer is provided with your tutor's background, and a base hourly rate. We'll also tell the potential student that while we require prepayment to confirm a tutoring session, the first hour has a money back guarantee and any unused hours are refunded (minus a 3% credit processing fee).

In most cases, students have the option to invest in 5, 10, or 15 hours of tutoring at a discount of 5, 10, or 15% off of their base hourly rate. Regardless of whether a student takes advantage of one of these discount, the tutor will not receive less than their quoted hourly pay rate.

Step #3: A Potential Tutor Is Connected With The Student

Next, MyGuru copies the potential tutor on an email to the customer and instructs the tutor to reach out to the student to discuss logistics and objectives (time, place, etc.) for the first session. If necessary, the student and the tutor can speak on the phone for 10-15 minutes to get acquainted and ensure there's a good fit.

The tutor works directly with the student to schedule a session at a local library, coffee shop, in-home, or online in some cases.

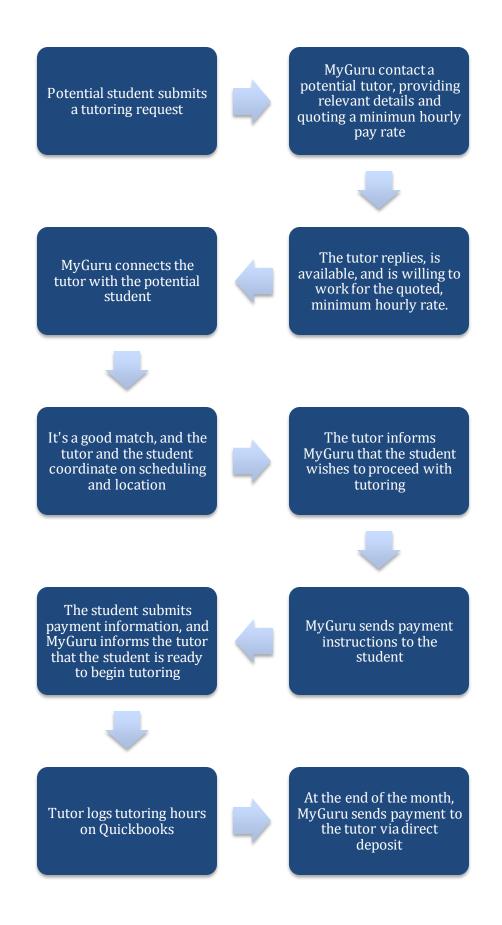### Step #4: A Student Provides Payment To Confirm The First Session

At this point, after an initial tutoring session has been tentatively scheduled, MyGuru

emails the student payment instructions. While we do require prepayment to confirm tutoring sessions, the first hour comes with a money back guarantee and any unused hours are refunded.

Once payment is provided, we notify the tutor, and everything is confirmed.

Step #5: A Managing Tutor Follows Up With The Student

After that initial session, someone from MyGuru follows up with the student to collect feedback.

Potential student submits a tutoring request

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MyGuru contact a potential tutor, providing relevant details and quoting a minimun hourly pay rate

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MyGuru connects the tutor with the potential student

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The tutor replies, is available, and is willing to work for the quoted, minimum hourly rate.

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It's a good match, and the tutor and the student coordinate on scheduling and location

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The tutor informs MyGuru that the student wishes to proceed with tutoring

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The student submits payment information, and MyGuru informs the tutor that the student is ready to begin tutoring

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MyGuru sends payment instructions to the student

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Tutor logs tutoring hours on Quickbooks

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At the end of the month, MyGuru sends payment to the tutor via direct deposit

BEING A TUTOR

How You Get Paid

When it comes to getting paid, we try to make things as easy as possible. As your tutoring throughout the month, log your hours via *Quickbooks Online* (http://quickbooks.intuit.com/online/). Then, at the beginning of each month, you'll wake up one morning and you'll have more money in your account than you had the night before.

Logging Hours

After you've been brought on as a tutor at MyGuru, you'll receive an email from Quickbooks inviting you to create an account. Once you create your account you'll be a "time tracking only" user and be able to log your tutoring hours.

When you're logging your hours, type in your name (if it's not already in the appropriate field), the date of the tutoring session, and the name of the customer. Feel free to ignore the "locations" field. Then insert your "pay rate," the start and end times of the tutoring session, and any "Notes" if appropriate. Quickbooks handles the rest.

Finding Your Student on Quickbooks

Students' names are listed alphabetically in the drop down menu. If Mark Skoskeiwicz connected you with the student, then finding the student's name should be straightforward. However, if another Managing Tutor connected you with your student (i.e. Ethan Castro, Kirt Gallatin, etc.), then the student is listed as a sub-customer of the Managing Tutor. Find the Managing Tutor's name on the drop menu, and then look beneath their name for your student.

Pay Rates

"Pay Rate" is not what the student is paying, but rather what you are receiving. It's your take-home pay—what actually goes into your pocket. The pay rate is based on a formula and can vary from student to student depending on the subject being tutored, whether the student is taking advantage of any discounts, etc.

Your pay rate is a minimum of 70% of what the student is paying (minus a 3% for credit card processing). However, there are cases where we adjust the ratios in the tutor's favor. For instance, when a student from a poor neighborhood needs tutoring, we can adjust the ratios where the student can afford tutoring and the tutor still receives his or her minimum hourly rate. That is the great thing about being a small company—we can be flexible.

In addition, if you have your own set pay rates for different subjects, feel free to send that to us and we'll make a note of it. For instance, if you require $30/hour for tutoring high school level subjects, but would like $50/hour for tutoring the GMAT, just let us know.

When it comes to pay rates, MyGuru strives to be as transparent and flexible as possible. If you have a question about your pay rate for a particular student, just ask and we will let you know your exact pay rate. If you want to know how MyGuru calculated your particular pay rate, just ask and we'll break it down for you. And as stated before, MyGuru will always quote a minimum pay rate to the tutor for approval before connecting them with a new student.

Weekly Timesheets

If you have multiple students, Quickbook's "Weekly Timesheets" can be a handy tool. It allows you to list multiple students, their respective pay rates, and then you can simply fill in the calendar with your completed tutoring sessions.

A Note About Communicating With Your Student

When it comes to reporting hours and communicating with your student, please be as transparent and forthcoming as possible. If a student is expecting an hour session, let them know once they've reached the 1-hour mark. If you'd like to tutor for a little longer, that's fine, but the student needs to know where they are with their time.

What we don't want is a situation where several 1-hour tutoring sessions consistently go over, and the tutor is not informing the student of the extra time. So the student thinks that he or she has only utilized five 1-hour tutoring sessions (for five hours total), but the tutor has logged five sessions of tutoring at 1.25 each for a total of 6.25 hours. That leads to a very awkward conversation between MyGuru, the student, and the tutor regarding money.

<u>Payment – Direct Deposit</u>

And now for the most important question: When do tutors get paid? At the end of the month, MyGuru downloads the information tutors inputted into Quickbooks and processes their monthly payment. On the first business day of the month, MyGuru initiates their payments into their respective accounts and they'll receive it two business days later.

Let's see how this works in practice. Assume the 1st of the month falls on a Monday in a normal, 5-business day workweek. On Monday, MyGuru initiates your payment into your account. Then, the bank does its thing and two business days later your money is in your account. So you would receive your payment on Wednesday, the 3rd of the month.

Now, let's assume the 1st of the month falls on a Saturday and Monday is Labor Day. MyGuru initiates your payment into your account on the first business day of the month — Tuesday in this case—and then you receive your payment on Thursday, the 6th of the month.

CANCELLATIONS AND REFUNDS

Cancellation Policy

MyGuru does have a 24-hour cancellation policy. We ask students to please provide 24 hours notice if they need to cancel a tutoring session. If that amount of notice is not provided, we reserve the right to charge them for the session.

However, the 24-hour cancellation policy is not a "hard and fast" rule. We are a relatively small company, and we pride ourselves on customer service. As such, whether or not we enforce our cancellation policy is largely dependent on the tutor. For example, we won't charge a student if they provide 23 hours and 59 minutes of notice. As long as a student provides adequate notice so as to not negatively affect the tutor, we don't charge for the hour. However, we will charge for the hour if the student doesn't provide sufficient notice and the tutor is already waiting at the library, or if the student fails to show entirely. Many of our tutors have more than just one student and if Student #1 is a no-show to a scheduled session, that takes away the tutor's opportunity to tutor Student #2 during that same time slot.

Guarantees and Refunds

MyGuru provides all of its students with a money back guarantee on the first hour of tutoring to guarantee that the tutor is a good fit. While a potential tutor may have an impressive resume, the tutor and the student will not have a productive relationship if they do not "click." That's nothing against the tutor or the student. Sometimes personalities just don't mesh.

To ensure that tutor and a student are a good match, MyGuru's students have a money back guarantee on their first hour. If a student is unhappy after their first hour of tutoring, they can choose a free session with a new tutor or a request refund.

After the first hour, MyGuru only provides refunds for any unused hours. So for example, if a student purchases 15 hours of tutoring and only uses 10, we will refund the remaining five hours. That way a student does not need to feel "locked in" to a purchase. We do reserve the right to charge a 3% credit card processing fee on the unused balance when calculating refunds.

<u>THANK YOU</u>

Thanks for deciding to join the MyGuru team. If it weren't for our tutors, MyGuru wouldn't be the company we are today. You're the face our students see. You're the voice our students hear. And you're the tutor our students trust.

We're glad to have you on board to help us become the company we hope to be tomorrow.