LEARN LABZ
Click, teach, and reach!

PROJECT PROPOSAL LEARN LABZ

03/05/2025

INDEX

Enabling Educators, Effortlessly.

WHO WE ARE
Built for Tutors. Powered by Innovation.

About Learn Labz

We're passionate innovators, educators, and technologists on a mission to simplify and modernize how tutors teach and grow. We believe quality education should be accessible, efficient, and scalable—and that tutors deserve powerful tools without high costs or technical complexity.
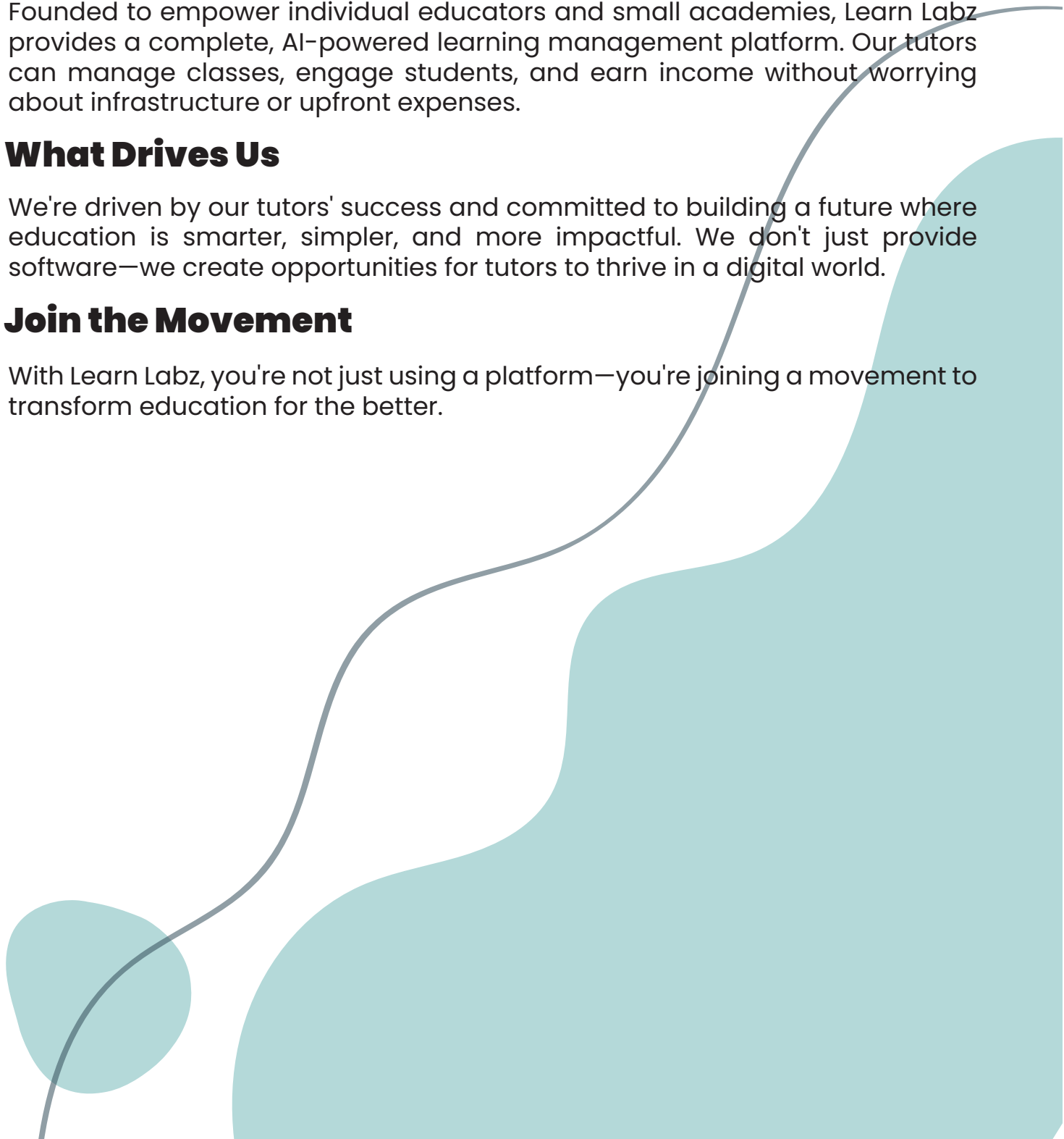
Our Vision

Founded to empower individual educators and small academies, Learn Labz provides a complete, AI-powered learning management platform. Our tutors can manage classes, engage students, and earn income without worrying about infrastructure or upfront expenses.

What Drives Us

We're driven by our tutors' success and committed to building a future where education is smarter, simpler, and more impactful. We don't just provide software—we create opportunities for tutors to thrive in a digital world.

Join the Movement

With Learn Labz, you're not just using a platform—you're joining a movement to transform education for the better.

THE PROBLEM WE SOLVE

No more juggling tools—just teach.

Low Tech Accessibility

High-cost LMS systems burden tutors with upfront expenses and maintenance. For smaller tutors, building technology infrastructure isn't practical due to limited resources and technical skills.

Heavy Admin Load

Most tutors manually handle scheduling, attendance, and payments using paper records or spreadsheets. This leads to errors, wasted time, and revenue loss.

No Unified Tools

Teaching, content creation, and lesson planning remain offline. Personalized learning pathways are rare, leaving students with generic approaches.

Engagement Gaps

Traditional classroom-style tuition lacks interactive, adaptive support. Without real-time AI tracking, tutors miss opportunities to boost student understanding and motivation.

Inefficient Market

Despite Sri Lanka's Rs. 121B+ annual private tuition spend, the sector remains fragmented with little innovation focused on tutor-led delivery models.

OUR SOLUTION
Making teaching simple, not stressful.

LearnLabz Platform

Cloud-based AI tutor SaaS that automates admin tasks and enriches teaching.

Admin Automation

Smart scheduling/calendar, digital attendance, automated fee reminders and online payments.

Personalized Learning

AI-generated lesson plans and quizzes tailored to each student's level, with real-time feedback from an intelligent tutor assistant.

Hybrid Support

Tools for both online live classes (video, chat, whiteboard) and offline session management, unifying the two modes.

Mobile-First

Apps for tutors and students ensure lessons and materials are accessible anywhere, boosting engagement.

MARKET OPPORTUNITY
Simplifying Teaching for the Modern Tutor.

Massive Size

Sri Lankan families spend ~LKR 121–122B on private tuition annually (about 45% of household education budgets).

Broad Reach

5.7M+ families; millions of students & tutors nationwide across urban centers and rural areas.

Under-Served Segments

Urban tutors demand efficiency; rural students rely on tuition to bridge quality gaps. High demand in both with few tech solutions.

Global EdTech Growth

Worldwide education market is ~$7.3T by 2025 but lags in technology spend – signaling huge opportunity to capture and digitize this spending.

Tailwinds

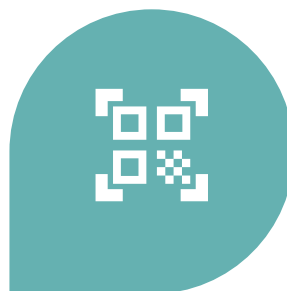Government focus on digital education and growing internet penetration (12.4M users in 2025) support EdTech adoption.

PRODUCT FEATURES
Powerful tools. Seamless teaching.

Batch &Class Management

Easily create and manage multiple batches, schedule classes, and enroll students effortlessly.

QR Code Attendance Tracking

Real-time attendance logging using secure, time-sensitive QR codes with optional GPS verification.

Secure Zoom Integration

Link your own Zoom Pro account with full OAuth security, ensuring only verified, paid students can access your sessions.

Performance Analytics

Track student progress with dynamic dashboards showing attendance, test scores, and engagement.

PRODUCT FEATURES
Powerful tools. Seamless teaching.

Payment Processing

Built-in payment gateways (Stripe & PayHere) for smooth fee collection and automatic commission tracking.

Multi-Device Access

Access Learn Labz from desktop, tablet, or mobile — with a responsive, user-friendly design.

Customizable Reports

Generate detailed performance and financial reports to keep your classes organized and accountable.

Parent & Student Portals

Dedicated access for students and parents to check attendance, performance, and payment status transparently.

GO-TO-MARKET STRATEGY
Reaching Tutors Where They Teach and Grow.

Early Traction

Built a database of 100+ interested tutors; validated core needs through surveys and pilot calls

Online Presence

Live website (learnlabz.com) and social media kick-off with 3 infographics educating tutors about digital tools.
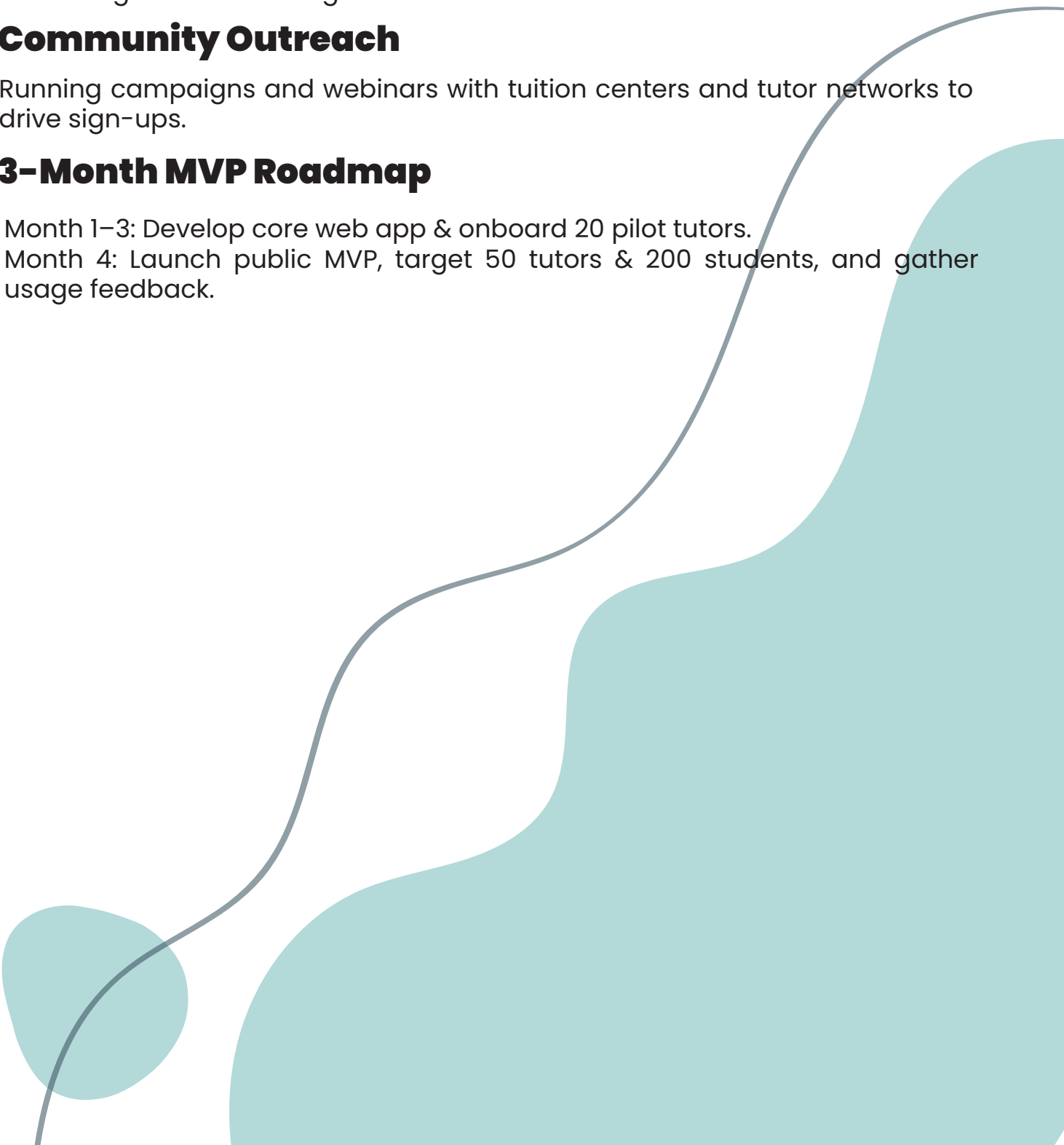
Community Outreach

Running campaigns and webinars with tuition centers and tutor networks to drive sign-ups.

3-Month MVP Roadmap

Month 1–3: Develop core web app & onboard 20 pilot tutors.
Month 4: Launch public MVP, target 50 tutors & 200 students, and gather usage feedback.

BUSINESS MODEL
Simple. Scalable. Success-linked.
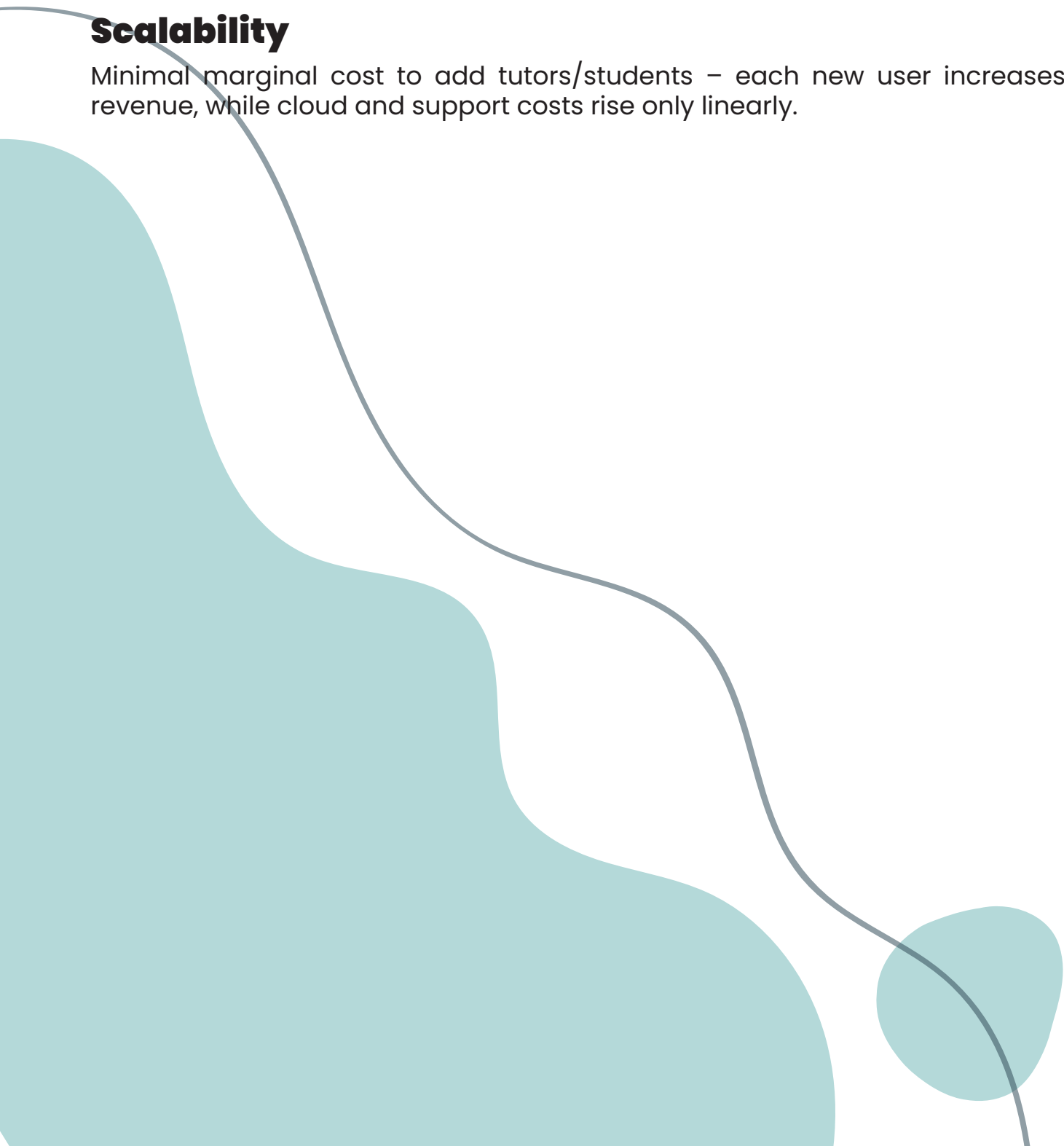
Commission per Session

Platform takes a small fee (e.g. 5–15%) on each student–tutor session, aligning revenue with usage.

Freemium Tier

Basic features (scheduling, attendance) free; premium AI tools and analytics as paid upgrades.

Scalability

Minimal marginal cost to add tutors/students – each new user increases revenue, while cloud and support costs rise only linearly.

COMPETITIVE LANDSCAPE

Built for Tutors—Unlike Anything Else Out There

Local EdTech

TuitionFee.lk simplifies payments/attendance for classes; Siplo.lk offers online 1:1 tutoring with whiteboard & mobile pay. Neither offers AI personalization or a unified hybrid platform.

Global LMS

Generic systems (Moodle, Google Classroom) handle content delivery but lack local language support, billing, and hybrid tutoring focus.

Our Advantage

LearnLabz uniquely combines all services for Sri Lankan tutors – AI-driven personalization, Sinhala/Tamil interfaces, mobile-first design, and integrated payments.

SWOT Highlights

First-mover in hybrid tutor support; low funding requirement vs. high market need.

FINANCIAL PROJECTIONS
Smart Growth. Strong Margins. Scalable Revenue.
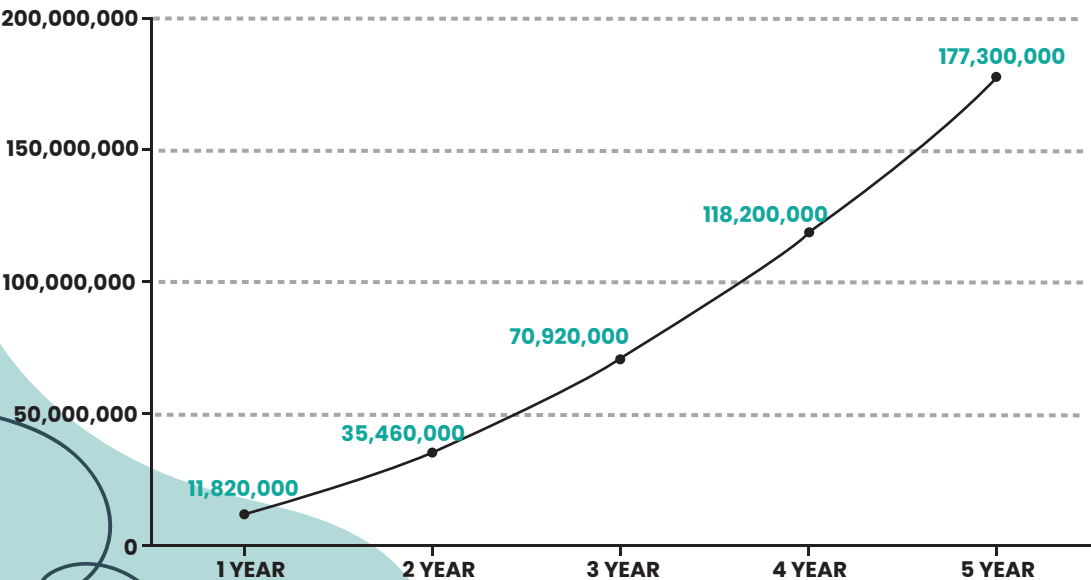
Revenue Growth

How it Works:

Lets Assume,

Each tutor runs **3** batches per month.

Each batch has **200** students.

Student Fee: LKR **2,000** per Batch/Subject

SmartClass Commission: **10%** (LKR **200 per student** per batch)

Powerful Unit Economics:

Est. Annual Revenue per Tutor: **LKR 1,440,000** (Assuming 3 batches x 200 students)

Result: Highly efficient and profitable model designed for scale.

Year	Number of Tutors	Annual Revenue per Tutor (LKR)	Total Annual Revenue (LKR)	Estimated Scaled Server & Infrastructure Costs (LKR)	Ops/Marketing (10% of Revenue) (LKR)	Net Profit (LKR)
1	10	1,440,000	14,400,000	1,140,000	1,440,000	11,820,000
2	30	1,440,000	43,200,000	3,420,000	4,320,000	35,460,000
3	60	1,440,000	86,400,000	6,840,000	8,640,000	70,920,000
4	100	1,440,000	144,000,000	11,400,000	14,400,000	118,200,000
5	150	1,440,000	216,000,000	17,100,000	21,600,000	177,300,000

Initial Investment Target   :   LKR 5,000,000

Projected Year 1 Net Profit   :   LKR 11,820,000

Projected Year 1 ROI   :   134%

Projected Total ROI for 5 Year   :   8174%

INVESTMENT OPPORTUNITY
Connect with a Vision. Invest in a Movement.

How it Works:

Initial Investment Target   : LKR 5,000,000
Investment Slots   : 50 (LKR 100,000)
Tier 1 – Share Year 1   : LKR 118,200
Projected Year 1 ROI for Tier 1   : 118%
Projected Total ROI for Tier 1 in 5 Year : 4,137%

Slot Range	Equity per Slot	# of Slots	Total Equity	Funds Raised (LKR)
Tier 1 Slots 1 – 10	1.00%	10	10%	1,000,000 LKR
Tier 2 Slots 11 – 30	0.50%	20	10%	2,000,000 LKR
Tier 3 Slots 31 – 50	0.25%	20	05%	2,000,000 LKR
Total		**50**	**25%**	**5,000,000 LKR**

Early-bird investors (Slot 1–10) can turn

Rs 100,000 into Rs 4.1 Million
in Just 5 years

CONTACT US

Connect with a Vision. Invest in a Movement.

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