



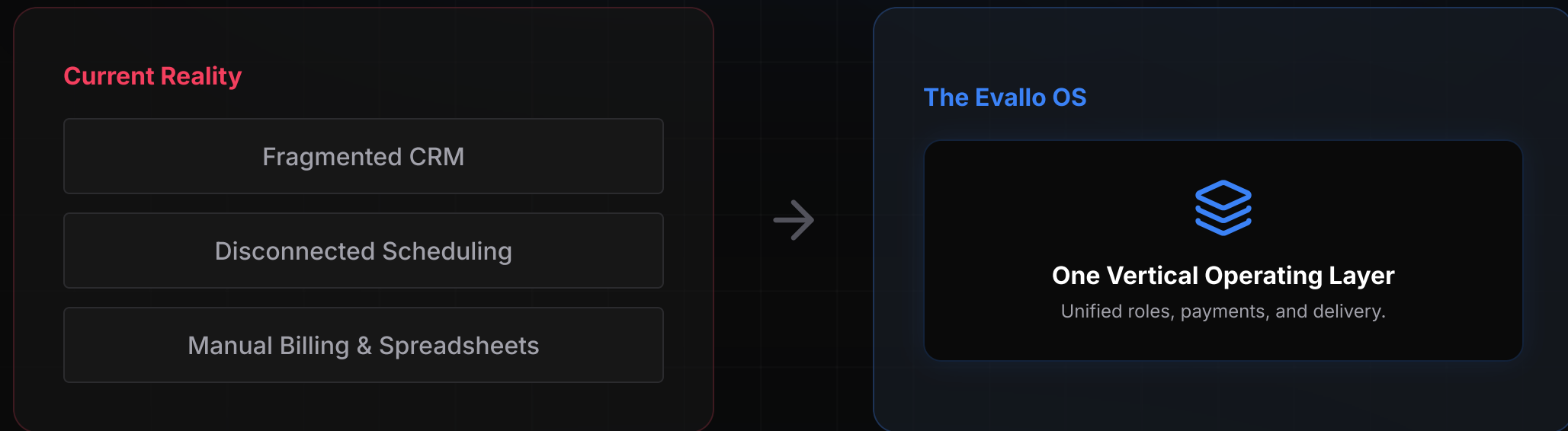
Turning chaotic service operations into scalable infrastructure.

Beachhead: The tutoring & test-prep market.

THE CATEGORY

The Service Business OS

Service businesses are still running on fragmented tools. They use one system for leads, another for scheduling, another for payments, another for delivery, and spreadsheets to hold the truth together.







TUTORING IS THE BEACHHEAD. SERVICE OPS IS THE CATEGORY.

THE WEDGE

Why Tutoring First?

Tutoring is one of the hardest service-business workflows to solve. It is the ultimate stress test for our architecture.

The Multi-Stakeholder Problem

-  **Parent** pays.
-  **Student** attends.
-  **Tutor** delivers.
-  **Admin** coordinates.



The Unlock

That dynamic creates massive complexity across scheduling, attendance, billing, and progress tracking.

If Evallo can solve this specific workflow, the same operating layer expands seamlessly into simpler service-business categories.

THE BASELINE PAIN

The Workflow Mess

Spreadsheets

+

Calendly / Acuity

+

Manual Notes

+

TutorBird / Teachworks

+

Legacy CRMs

The Result:

- ⊗ Admin overload and burnout
- ⊗ Billing leakage (untracked attendance)
- ⊗ Poor visibility into business health
- ⊗ Inconsistent and fragmented client experience

CURRENT LANDSCAPE

Why existing tools fail



Generic Tools

Flexible, but totally fragmented. Requires operators to duct-tape workflows together.



Legacy Industry Tools

Have operational depth, but feel like they were built in 2012. Poor UI/UX hinders adoption.



Content/Prep Platforms

Content-first platforms that lack the heavy operational, scheduling, and billing features required to run the business.



Custom Software

Massively expensive and slow to build and maintain for SMB operations.

THE SOLUTION

Evallo centralizes the entire service workflow.



CRM



Scheduling



Invoicing



Tasks & Delivery



Client Portals



Reporting & Analytics

ARCHITECTURE

Built to Generalize

Today, Evallo supports tutoring-specific workflows.

The next platform layer introduces structural primitives designed for **any** service provider.

- ✓ Configurable user types
- ✓ Custom role labels
- ✓ Granular permission levels
- ✓ Vertical-specific onboarding
- ✓ Business-type templates
- ✓ Reusable service-delivery primitives

EVOLUTION OF ROLES

~~Tutor~~ → ~~Student~~ → ~~Parent~~



Provider → **Client** → **Manager**

...or any structure the business needs.



Welcome to Evallo

Sign-in to an existing account

 Continue with Google

OR

Enter your email

Password



Remember me

[Forgot Password?](#)

TARGET MARKET

Beachhead: Tutoring

Focusing on operators with **5–100 tutors**.

Chosen not because it is the only market, but because it is the **fastest path to deep workflow validation**. They feel acute operational pain, yet are small enough to make rapid switching decisions.



THE OPPORTUNITY

Market Expansion: From Tutoring to Service Operations

1

Beachhead

Tutoring & Test-Prep

Proves the product and GTM. ~\$120M+
Near-term SOM.

- SMB test-prep centers
- Boutique tutoring agencies

2

Adjacent

Education & Advisory

Expands product without major architectural
change.

- College counselors
- Mentoring & Coaching
- Training centers

3

Scale

General Service Providers

The venture-scale, multi-billion-dollar market.

- Consultants & Agencies
- Professional services
- Appointment-based businesses

TRACTION REALITY

Current Baseline

We built the product deeply before building the sales machine. The next phase is focused commercialization.

\$100k

LIFETIME REVENUE

\$800k+

TRANSACTIONED GMV

500+

INVOICES SENT

300+

BUSINESSES SUBSCRIBED

70+

BUSINESSES ONBOARDED

12

ACTIVE DAILY ORGS



The Core Learning

We onboarded 70+ businesses, but retained 12 daily active organizations. This clarified the bottleneck: **not a lack of pain, but immense friction in data migration and user activation.** Self-serve SaaS doesn't work for heavy operations.

Customer Proof Scale Variance

100+

Enterprise Agency

100+ Tutors

Replaced custom legacy software with Evallo to manage scheduling and deep academic tracking at scale.

50+

Tutoring Center

50+ Tutors

Consolidated disjointed spreadsheets and manual communication apps into one unified CRM and Parent portal.

1

Private Tutors

Solo Operators

Eliminated billing leakage from untracked consultation hours and automated the invoicing loop completely.

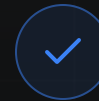
The Strategic Inflection

We ran the wrong motion first. Now we know the right one.



The Wrong Motion

- Broad ICP targeting.
- Selling SaaS subs to cost-sensitive solo users.
- Relying on self-serve onboarding.



The Right Motion

- Strict focus on **5-100 seat** multi-provider businesses.
- Selling **operational transformation** via implementation packages.
- Measuring **activation**, not signups.

EXECUTION

12-Month Commercialization Sprint

Months 1-3

Platform Generalization

Dynamic Roles

Playbooks

Months 4-6

Tutoring Sales Engine

Outbound

Managed Migration

Months 7-9

Adjacent Pilots

Coaches/Counselors

Vertical Flows

Months 10-12

Scale & Prep

Scale Winners

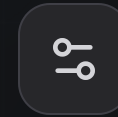
Series A Ready

Why This Scales



Platform Generalization

Dynamic roles and custom labels spin up new service verticals without rewriting code.



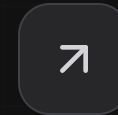
Configurable Architecture

Billing, session types, and permissions are handled entirely through settings.



Productized Onboarding

Migration playbooks import data and configure systems in a standard 10–14 day window.



System-of-Record Expansion

Owning daily ops unlocks massive expansion into payments, AI reporting, and payroll.

⚡ Target Ops Leverage: 1 CS / Migration Specialist onboards 6–10 businesses/month.

FINANCIALS

The Path to \$50M+ ARR

\$1M ARR

YEAR 1

Tutoring Wedge

200+ Orgs. High ARPA.
Proving the OS.

\$10M ARR

YEAR 2-3

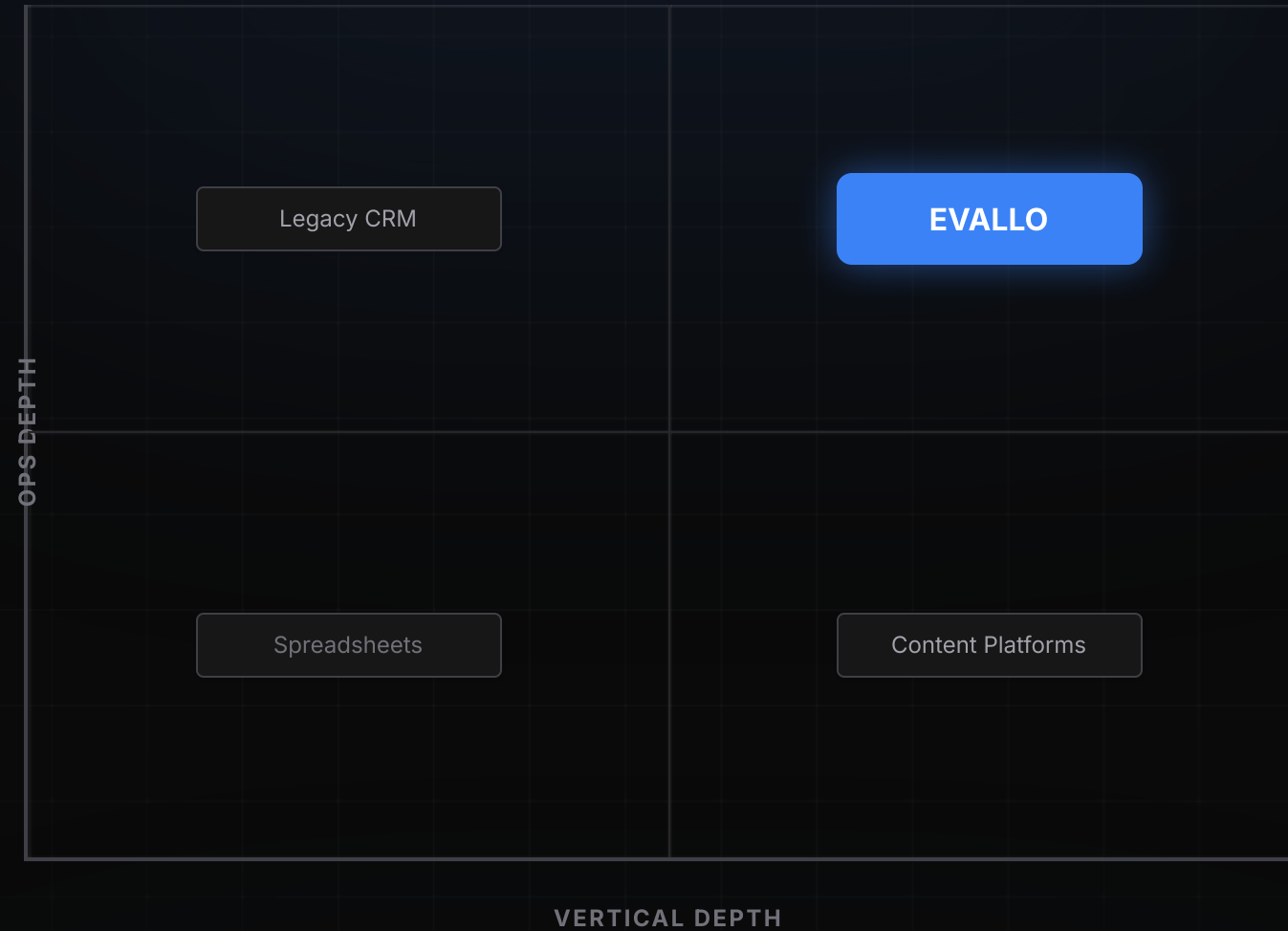
Adjacencies

1,000+ Orgs. Expanding to
Coaches & Counselors.

The Service OS Category

- ✓ Multi-vertical rollout
- ✓ Marketplace Take-rates
- ✓ AI Workflow Up-sells

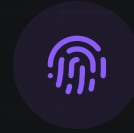
Competitive Landscape



Existing players optimize either business operations or content workflows.
Evallo is built to combine both into one system of record.

THE MOAT

Why We Win



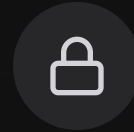
Founder-Market Fit

Built by an operator who lived the pain. We aren't guessing the workflow; we survived it.



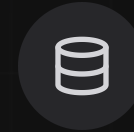
Workflow Depth

Unlike generic CRMs, Evallo connects admin, provider, client, and billing tightly together.



System-of-Record Gravity

Owning the daily ops creates massive switching costs and high retention.



Data Advantage

Usage creates a proprietary dataset to power future AI forecasting and automation.

A team built for vertical SaaS.



Kartik Sarda

FOUNDER & CEO

- ✓ 7+ years tutoring ops.
- ✓ Built Seven Square Learning.
- ✓ Leads founder-led sales.



Pushpendu Ghosh

CTO

- ✓ 8+ years B2B SaaS.
- ✓ Scaled systems to 7M+ users.
- ✓ Owns platform generalization.



Abhijit Nayak

HEAD OF PRODUCT

- ✓ Ex-Amazon PM & Design.
- ✓ Expert in complex workflows.
- ✓ Owns UX simplification.

THE ASK

\$1M Seed Round

Evallo has absorbed the hardest part: domain complexity and product development. The next bottleneck is commercialization.

What we prove in 12 months:

- 🎯 Acquire multi-provider businesses repeatedly.
- 🎯 Execute 10–14 day migration playbooks.
- 🎯 Scale channels beyond founder-led sales.

Use of Funds

Use	Amount	Purpose
Platform Gen.	\$300K	Dynamic roles, integrations, scale prep
Sales Engine	\$250K	Outbound, vertical expansion experiments
Migration Ops	\$200K	Productized onboarding, CS, activation
Marketing	\$150K	Demand generation, case studies, content
Runway Buffer	\$100K	Legal, finance, infra, contingency

