

A TEAM TUITION

BRAND PROMISE FRAMEWORK

We will improve your child's confidence, motivation, and Math and/or English grades within 6 months

TRANSFORMATIONAL RESULTS • TAILORED SOLUTIONS • SIMPLIFIED

TRANSFORMATIONAL RESULTS

| Definition & Purpose | What It Is | What It Isn't |
|---|--|--|
| <p>What</p> <ul style="list-style-type: none">• Tangible improvements in the students' confidence, motivation and grades in Maths and English <p>Why</p> <ul style="list-style-type: none">• This is the core value proposition for our customers | <ul style="list-style-type: none">• The customer experiences tangible evidence of improvements in student confidence, motivation, proactive assignment and study work and Math and English grades• Session and end of program reports that demonstrate tangible progress scored by the APT• Reports from the child, APT and their teacher of improvements in confidence, motivation, and content knowledge• A team of APTs will support the student's program where required• APTs mentor and tutor the child, helping them with homework, assignments, and proactive study to establish ensuring habits for long-term success• APTs will provide additional content in Maths and English where required in the proactive study component of the tutoring sessions• The customer is to ensure all relevant homework and assignments are provided to the APT during the program | <ul style="list-style-type: none">• Customer doesn't receive any form of reporting from ATTA that demonstrates tangible results of their child's progress• Poor reporting quality from the APT that don't provide the parents any insights into their child's progress• Inconsistent sessions (20% of sessions missed) with cancellation gaps from either the APT of customer• Guaranteeing only one APT for the entirety of the program or having four or more APTs per program unrequested by the customer• APTs will not do the work for our students, they strictly guide and tutor them along the process• Teach additional content that is outside what the student is learning in their Maths or English classes |

TAILORED SOLUTIONS

| Definition & Purpose | What It Is | What It Isn't |
|--|---|---|
| <p>What</p> <ul style="list-style-type: none">• Personalised program solutions around the customer's specific needs and goals <p>Why</p> <ul style="list-style-type: none">• Customers feel heard and understood | <ul style="list-style-type: none">• Time spent asking questions to understand the customers individual story and goals• Goals and expectations reinforced by the APT and Program Support Manager post sale• Individualised program plan based on subject and year level• Designed for parents of Years 1-12 students who want to improve their child's confidence, motivation and grades in Math and English• Designed for all neurotypical students and neurodivergent students with learning difficulties that are in the standard school system• APTs are matched based upon location proximity, subject, and availability• APTs are highly selective, well trained, and legally compliant university students who have succeeded themselves academically in the subjects they tutor | <ul style="list-style-type: none">• Hard sales calls that avoid understanding the customers story and details• Selling the wrong program to customers• Subjects other than Maths and English• Programs for University and Preschool students• Custom changes to the core programs• Sales, APTs and Customer Success not talking the same message and reinforcing expectations and the customer's goal• Focusing the value of ATTA solutions around a specific APT and their personality• Not designed for non-English speaking students and students with high levels of special needs• Poor quality notes in relation to APT commentary• APTs are not required to be qualified teachers |

SIMPLIFIED

| Definition & Purpose | What It Is | What It Isn't |
|---|---|---|
| <p>What</p> <ul style="list-style-type: none">• Streamlines a challenging and stressful issue by presenting a structured solution within a projected timeframe. This approach also minimises the effort and sacrifice parents need to make to solve their problem <p>Why</p> <ul style="list-style-type: none">• Provide time back to our customers and makes the process of helping their child easy and convenient for them | <ul style="list-style-type: none">• Tutoring sessions on a day, time and location that suits the customer. This includes in home, at school (partner schools only), local library, and online through zoom• Seamless proposal and booking process with only one decision to be made on how to pay• Student ready to go within one week of deciding to move ahead or on a waitlist with a starting timeframe that is clear• Proactive customer support by the APT and/or the Program Support Manager to reduce missed sessions where illness or other unforeseen circumstances arise• Customer has a dedicated mobile and email of their APT and Program Support Manager making accessibility to support easy for them | <ul style="list-style-type: none">• Tutoring session days, times and venues that add significant work for the customer• Tutoring sessions at non-school partner schools and via online platforms that are not zoom• Lack of communication touch points (>2 days) during extended scheduling, onboarding and case management wait times• Missed or cancelled sessions due to longer than expected processing time that are not rescheduled or planned to be made up• Hard to access for the customer or the APT |