

You Ask, We Tutor!

By Jay Shechtman



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In the fifth grade, my mom had just gotten remarried and was doing manicures and pedicures in the house to help support my siblings and me. If any of my mother's clients had children who were struggling in school, she arranged to have them tutored by my siblings. I was impressed by the amount of money my siblings earned, and I couldn't wait for my turn to tutor. In ninth grade, I would explain geometry lessons to other students, and they would often ask "Why couldn't the teacher explain it like that?" I decided to tutor just as my siblings had done, but I wanted something bigger.

What started as an idea in my head four years ago has become one of the most popular tutoring services in the local area. I have expanded "You Ask, We Tutor!" by hiring more than 10 additional tutors to meet the demand for our service. Initially, "You Ask, We Tutor!" didn't even have a website. Now, customers access our website on a daily basis to contact us and make appointments. We have tutored hundreds of students in the area and we are currently receiving calls each week from potential clients that want to learn more about our service. Guidance offices in the local public schools that were once skeptical about my business now recommend it freely to struggling students.

"You Ask, We Tutor!" is the ultimate tutoring service in Weston, Florida, and the surrounding area. Unlike other tutoring services where children are lectured to by an adult they can't relate to, "You Ask, We Tutor!" tutors are fun and engaging teenagers who have mastered the material they teach. Not only do we offer tutoring for practically every subject taught in today's secondary schools, but our tutoring sessions are very affordable as well.

In the short term, we are currently working on creating an SAT and ACT preparation class to take place both during the school year and summer time. As our popularity increases we will continue

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to hire more tutors. When I go to college I would like to expand “You Ask, We Tutor!” even more by bringing it to my university. Eventually, I would like to see my business in every school district across the country to provide students with quality tutoring for an affordable price. Finally, we are exploring tutoring over the internet as well using a video program such as SKYPE or IChat to work with students across the nation.

Our long term vision includes having a “You Ask, We Tutor!” in every school district across the nation. It has been so successful in my community that not expanding it would be foolish. There are so many students that need help learning, and I would like to bring that opportunity to them. I would also like to enter the world of community service with free lessons for students that can’t afford tutoring at all. This would also provide interested tutors with the opportunity to earn required community service hours for graduation from their high schools.

I was named the 2009 “Young Entrepreneur of the Year” by the National Federation of Independent Business and Visa Inc. and was chosen for this honor from more than 6,000 nationwide candidates. This \$10,000 educational scholarship will help defray the cost of my tuition at the University of Pennsylvania’s Wharton School of Business. □



Jay presenting his business concept

