

# TUTORTOO

**Business Asset Sale Opportunity**

---

**Deadline for Offers: Tuesday 20 September 2022 at 12pm BST**

# Opportunity Overview

Hilco Streambank (“Hilco”) is seeking offers to acquire the business assets of Tutortoo Limited (In Administration) (“Tutortoo” or the “Company”) on behalf of the Joint Administrators of the Company, Ian Robert and Ryan Davies of Moore Kingston Smith & Partners LLP.

Private tuition agencies have reported a surge in demand to help children catch up with lost learning since the pandemic caused severe disruption to education. Launched in 2019 by former teacher Joanne Burton, before the first Coronavirus lockdown, Tutortoo is an education consultancy and franchise providing supplementary education to help every child excel, taking a fresh look at the education sector.

Tutortoo tailors learning to suit the child, building on their strengths and providing the support they need to reach their academic potential. The Tutortoo network offers a range of tutoring options, including private tutoring, pupil and teacher workshops in schools, and after-school and holiday clubs. Tutortoo franchisees are committed to the provision of high-quality education.

The Company has a network of over 470 private tutors, working in the home or online with students on a one-to-one basis and small groups, allowing Tutortoo to provide a flexible and targeted tuition service delivered by the highly vetted tutors recruited by its franchisees.

Tutortoo is one of the very few franchises or businesses offering one-to-one tuition in the home covering all subjects, across all ages, including special educational needs.

The Company provides everything franchisees need to get started, including business planning advice, template marketing plans and professionally designed marketing materials. Underpinned by extensive training and support for its franchisees, the Company was founded with the vision of providing an ethical franchise model that empowers franchisees to support their local communities.

This opportunity offers a prospective buyer the chance to take advantage of the rising demand for private tuition and acquire an established tuition franchise with a national network of tutors and clients, a well-known brand and an accompanying intellectual property portfolio.





**Goodwill in the  
Esteemed  
Tutortoo Brand**



**Extensive Portfolio of  
Branded, Territorial Domain  
Names**



**Popular Social Media  
Accounts**



**Vast Catalogue of  
Website Content and  
Articles**



**Large Network of over  
470 Tutors**



**Impressive Database  
of c. 340  
Clients/Students**



**Comprehensive Collection  
of Operations, Compliance  
and Tutor Support Manuals**



**Copyrighted  
Educational  
Materials/Resources**

# Huge Market Opportunity...

# \$201.8BN

BY 2026\*

# +8.4%

MARKET CAGR  
2020-2026\*

Business

## Online tutoring market expected to soar in post-pandemic world

PRESS RELEASES

## ONE IN FOUR TEACHERS TAKE ON PRIVATE TUITION OUTSIDE OF SCHOOL

PARENTS

## Private Tuition Trebles During School Closures, As Parents Pay To Catch Their Kids Up

CORONAVIRUS

## Coronavirus: Frazzled parents spend up to £1,500 a week on private tutors



VAT, if applicable,  
applies at 20%



A non-refundable  
deposit of 20% will be  
payable by the buyer  
within 24 hours of bid  
acceptance



Legal completion  
to occur within 5  
business days of  
bid acceptance

Offers are due Tuesday 20 September 2022 at 12pm BST.

All expressions of interest and bids are to be directed to Hilco in writing. A Bid Submission Form is available on request. Please contact Hilco to gain access to a virtual data room of further information on signing a confidentiality agreement.

The bidder acknowledges that Hilco acts as an agent for the Joint Administrators of the Company who offer for sale only what right, title and interest (if any) the Company possesses in the assets. Such sale will be without any warranties, expressed or implied. Hilco nor the Joint Administrators have verified the information provided, and bidders are deemed to have carried out their own due diligence.

VAT, if applicable, at 20% will be added to the price. A non-refundable deposit of 20% will be payable by the buyer within 48 hours of bid acceptance. Legal completion to occur within 5 business days of bid acceptance. Hilco's full Terms and Conditions apply.

Contact the following Hilco representatives for further information:

---



**Ryan Brenner**  
IP Analyst  
[rbrenner@hilcoglobal.eu](mailto:rbrenner@hilcoglobal.eu)  
+44 (0) 7513 823176



**Alexander Muir**  
IP Analyst  
[amuir@hilcoglobal.eu](mailto:amuir@hilcoglobal.eu)  
+44 (0) 7593 652917



**Jack Gillespie**  
Director  
[jgillespie@hilcoglobal.eu](mailto:jgillespie@hilcoglobal.eu)  
+44 (0) 7971 997703