



INNOVATE YORK



LEVERAGING INNOVATION FOR GROWTH IN THE TUTORING SERVICES MARKET

Tutorfox is a start-up York-based tutoring company dedicated to simplifying the process of finding skilled tutors for local in-person tuition. The company's bespoke platform allows parents to post tutor requests, which then notifies all matching tutors. The platform also features integrated messaging, lesson booking, payments, and invoicing, streamlining the process for both parents and tutors. Tutorfox emphasises transparency, providing detailed tutor profiles to help parents make informed decisions.



Before participating in the Innovation Workshop series, founder Anna Sinclair faced challenges typical of early-stage start-ups including determining priorities and focusing efforts effectively. Anna sought clarity and a detailed plan to achieve her business goals, ensuring that Tutorfox could grow and thrive in a competitive market.

Anna found the Innovation Workshops to be enjoyable, informative, and thought-provoking. The collaborative environment allowed her to share ideas, engage in discussions, and consider new perspectives. She was inspired by others' experiences and received valuable feedback, which helped her recognize the progress Tutorfox had already made.

The workshops introduced Anna to Horizon Scanning and Competitor Analysis, providing her with tools to plan ahead more systematically. She gained a deeper understanding of innovation, realising it encompasses more than just disruptive, unique ideas. Innovation is an ongoing, creative process essential for business growth. This broader perspective has enabled Anna to incorporate continuous innovation into Tutorfox's strategic planning.

As a direct result of the Innovation Workshops, Anna has already started implementing new ideas to generate additional revenue. She has also hired an intern to work on a marketing and media project and is a member of the Phase One business incubator programme. The workshops have equipped her with the knowledge and confidence to explore new opportunities and adapt to changing market conditions.



The Innovation Workshops provided me with clarity, focus, and tools to create a comprehensive business plan. The ongoing mentoring support and connections with the Internship Programme and Phase One business incubator have allowed me to propel my business forward.



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