Market Analysis for Good Food for Good LearnUp Centers

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Introduction

What? Adding a Learning Center to Good Food for Good

Who? Students with learning differences in the Bay Area

Why? Current programs are not as effective and very costly

How? Utilize the Tattum Reading Program and existing spaces (universities, private sector) for tutoring sessions

When? January 2016

How can we support this goal? Conduct a market analysis, provide recommendations, and suggest next steps
Methods

We surveyed 31 Bay Area tutoring centers and schools that serve children with learning differences.
Data

Teaching Methods

Number of Programs Using Method

Methods

Multi-Method
Tatum...
Lindamood-Bal
Davis Methods
Slingerland...
Tomals
Baron...
DEPTH
Data

Hourly Rate of Tutoring Centers

<table>
<thead>
<tr>
<th>Tutoring Center</th>
<th>Hourly Rate</th>
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<tbody>
<tr>
<td>Developmental Learning Solutions (San Jose)</td>
<td>$60</td>
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<tr>
<td>Stellar Academy - TUTORING (Newark)</td>
<td>$70</td>
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<tr>
<td>Raskool Learning Institute - CLINC (Oakland)</td>
<td>$85</td>
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<tr>
<td>Reading Clinic (Sacramento)</td>
<td>$95</td>
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<tr>
<td>Reading Clinic (Palo Alto)</td>
<td>$102</td>
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<tr>
<td>Reading Clinic (Palo Alto)</td>
<td>$103</td>
</tr>
<tr>
<td>The Literacy and Language Center (SF)</td>
<td>$110</td>
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<tr>
<td>Lindamood-Bell (Berkeley)</td>
<td>$118</td>
</tr>
<tr>
<td>Lindamood-Bell (San Rafael)</td>
<td>$118</td>
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<tr>
<td>Lindamood-Bell (SF)</td>
<td>$118</td>
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Analysis

Five Forces Framework Applied to the Good Food for Good Foundation LearnUp Centers

- Threat of New Entry: Medium
- Intensity of Rivalry: Medium
- Power of Suppliers: Low
- Power of Consumers: Low
- Threat of Substitutes: High
Analysis

SWOT Analysis

**STRENGTHS**
- Lower overhead costs
- Affordable & accessible
- Proven effectiveness of Tatum Reading
- Financial backing
- Unique training opportunity

**WEAKNESSES**
- New program
- Must find efficient method to train staff
- Must form partnerships and find existing space
- Only uses one teaching method

**OPPORTUNITIES**
- Many children with reading difficulties - demand for services
- National shortage of special education teachers in schools
- Possible government funding

**THREATS**
- Competition from other tutoring programs
- Regulations
- Uncertainty of interest from corporations and universities to form partnerships
Recommendations

- Consider including additional methods to the already diverse method used by Steve Tattum
- Keep costs low and provide scholarships
- Consider the location and ensure it is accessible
Next Steps:

**Phase One:** Further Data Collection

**Phase Two:** Search for Potential Space

**Phase Three:** Pilot Program
Questions?
References


