

PRICING & COMPETITIVE POSITIONING

Pricing that funds *the mission*

FWS prices for two markets at once. The United States and wider Western diaspora pay full, fair value – and that surplus deliberately subsidises affordable access for families on the African continent. The result: one pricing architecture that funds its own equity.

The key insight from the market review is simple. Our tutoring is currently priced **below** the US market, which quietly shrinks the very surplus that pays for our mission. "Competitive" should mean **priced to the value we deliver** in the paying market – not cheapest. The recommendation that follows raises our Standard (US) rates to sit just below market, and formalises a low Subsidised band for the families we exist to serve.

THE US MARKET TODAY (ONLINE, K-12)

SERVICE	US MARKET RATE (ONLINE)	FWS TODAY	READ
SAT / test prep tutoring	\$45 – \$100 / hr (avg ~\$70)	\$30 / hr	Well below market
Academic 1-on-1 tutoring	\$25 – \$50 / hr	\$25 / hr	At the floor
Enrichment (e.g. dance)	\$25 – \$40 / hr	\$15 / hr	Below market
Live group course (up to 10)	\$10 – \$25 / learner equiv.	\$100 / month	Strongly competitive

WHAT THIS MEANS

The risk of under-pricing

Floor prices read as "cheap," can signal lower quality, and leave \$15–40 per tutoring hour of subsidy funding on the table. Every dollar under market is a dollar not reaching an African learner.

The opportunity

Moving Standard rates to just below market keeps us clearly competitive, strengthens the brand, and grows the subsidy pool – all without touching our most affordable, accessible offer: the \$100 group course.

Three bands, *one figure register*

The same product carries three prices. Everyone is quoted from one source of truth, so the numbers stay consistent across the website, proposals, and the platform.

SERVICE	NOW	STANDARD (US / WESTERN)	SUBSIDISED (AFRICA)
SAT / test prep (1 hr)	\$30	\$60 ↑	\$15 – 20
Academic 1-on-1 (1 hr)	\$25	\$40 ↑	\$10 – 15
Enrichment / dance (1 hr)	\$15	\$25 ↑	\$10
Live course program (up to 10)	\$100/mo	\$100/mo hold	discounted / sponsored

Institutional band. Always quote the full Standard price first, then apply the agreed discount openly. Partners always see the true value and the exact concession being made – so the brand never erodes and the goodwill is explicit.

WHY THIS STAYS COMPETITIVE

- ✓ Every Standard number lands **at or below** the US market average – FWS reads as excellent value, not cheap.
- ✓ A consistent cooperative fee (**32%** courses & tutoring, **20%** physical study-abroad, **15%** publications) funds platform, safeguarding, and subsidy – not profit.
- ✓ The \$100 group course (as low as \$10 per learner) keeps community co-ops genuinely affordable.
- ✓ Success is measured by learners reached on the continent, not margin retained.

Next step. On the team's approval, these figures lock into a single register that the website, the company profile, proposals, and the platform checkout all read from – so pricing and product move together, never separately. The added value per Standard hour (for example +\$30 on SAT prep) flows straight into the subsidy that serves African children and African American families.

Priced to reach, *funded to last*

For families on the continent we do not simply discount the US price – we price to local purchasing power, fund the gap through sponsorship, and collect through the payment rails Africans actually use. Access is a sponsored seat, not charity.

Each One, Teach One

The US and Western surplus, plus donors, feed an **Access Fund** that sponsors seats for African learners. A Standard enrolment can fund a seat directly. We report **seats funded** as the headline mission metric – clean accounting and a powerful story for funders.

Two ways in

Partner cohorts: a school, church, NGO or DCA-network node vouches for and sponsors a group; FWS bills the partner. **Direct families:** sign up at the local tier with a simple location attestation. Both supported from day one.

LOCAL PRICING TIERS (ILLUSTRATIVE - VALIDATE PER COUNTRY)

SERVICE	STANDARD (US)	AFRICA TIER A SA / Nigeria urban	AFRICA TIER B Kenya / Ghana / Uganda	ACCESS
SAT / test prep (1 hr)	\$60	~\$20	~\$12	Sponsored
Academic 1-on-1 (1 hr)	\$40	~\$14	~\$8	Sponsored
Live course program	\$100/mo	~\$35/mo	~\$20/mo	Sponsored

HOW IT WORKS ON THE GROUND

- ✓ **Local currency, local rails.** Prices display and settle in local currency via **Paystack / Flutterwave** and **mobile money** (M-Pesa, MTN / Airtel MoMo) – not US card-only checkout.
- ✓ **The free tier is the floor.** Pan African Press, the 21st Century Skills Club, and Ms. Nikki's Story Bag stay free for everyone, so no child is ever fully priced out.
- ✓ **Educators stay whole.** On sponsored cohorts the cooperative fee is reduced or waived and the Access Fund covers coordination, so African educators are paid fairly in local currency.

The mission, made durable. Western families and funders pay full value; that value sponsors African seats at prices a continental family can actually afford. Growth in the paying market directly widens access for African children and African American families – the cooperative funds its own equity.