

Education & Tutoring Products & Services

Tutoring is a \$4 billion market that's expected to grow up to 15 percent over the next few years, according to educational market research and consulting firm Eduventures. And with the No Child Left Behind Act on everyone's minds--from parents to school district officials--it's no wonder.

Among other things, the act requires public schools that aren't meeting performance standards to provide tutoring services to students. What's more, "parents are really aware of how demanding it is out there," says Francie Alexander, senior vice president and chief academic officer at children's publisher and media company Scholastic Inc. in New York City. "You can't start [preparing children] too early," she says--even if it's in preschool. Products and services designed to help students, teachers and school districts meet the requirements of NCLB are hotter than ever, including everything from tutoring centers to software and homework websites.

SchoolNet Inc. CEO Jonathan Harber is bringing in more than \$16 million annually and expects 100 percent growth this year from providing K-12 educational institutions with software that tracks and monitors students' educational progress. According to Harber, who started New York City-based SchoolNet Inc. in 2001 out of a spare bedroom for less than \$1,000, it's that kind of technology-based individualized attention that will be huge. "When I was a student, the 'one size fits all' approach was standard in education," says Harber, 41. "In the future . . . learning environments and experiences will be tailored to the needs . . . of each student."