Edtech start-up and industry disruptor nominated as a finalist for two Education Investment Awards

Friday 1 November, 2019

Media:

Meet Sophia. This is tutoring reimagined.

Sophia Technologies Ltd, a Clapham-based start-up, is launching the UK's first on-demand mobile app for face-to-face private tuition. Co-founded by a local resident and former educational leader, Sophia has been nominated as a finalist in two categories – Private Tuition and Market Entrant – for the Education Investor Awards 2019.

The 2019 entries for the Education Investor Awards reflect the diversity and world-leading quality of companies operating within the education sector. Whilst established names are striving to build upon their outstanding performance, the new entrants demonstrate that this vibrant and growing sector continues to attract innovation and creativity.

After a record number of entries, 'We are delighted to be announced during our first year of operation as a finalist in two categories for the Education Investor UK Awards 2019,' shared Melissa McBride, CEO and co-founder of Sophia. 'To be recognised by the Education Investor Awards for our innovative on-demand mobile app is an incredibly exciting opportunity, as Sophia is set to launch in the App Store and Google Play.

'Private tuition has been a growing industry in the UK for a number of years and yet to this day, shockingly, it is still an unregulated industry. As a member of the Tutors' Association, we adhere to the best practices specified by Safer Recruitment in Education and uphold the association's code of ethics for private tutors and its code of conduct for professional tuition organisations in raising the professionalism of the industry.

'The tuition industry still relies on traditional recruitment processes and ways of working, so we believe that our intelligent smartphone app, coupled with our extensive educational leadership experience, has the potential to disrupt this out-of-date industry.'

Melissa McBride, CEO and co-founder of Sophia

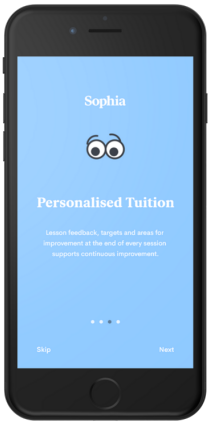
Every tutor we verify on the platform has a proven track record of success, either within their own personal educational journey or in supporting the journey of others. From top-flight university students at KCL, Imperial, Goldsmiths and UCL, to Oxford and Cambridge graduates, PhD holders, teachers and highly experienced professionals, the profiles of our team of tutors are impressive. Above all, with the seven children between the Sophia Education Team, we would be happy for any of our tutors to work with our own children in supporting their learning.

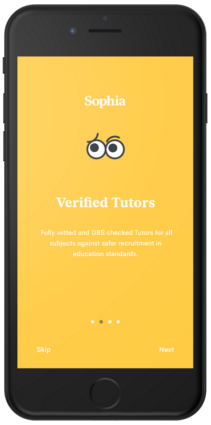
David McCarthy, Director of Education at Sophia

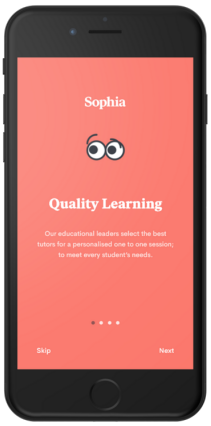
You can book a dedicated professional tutor of your choice via the Sophia smartphone app for your preferred date and time. Every session booked on Sophia is covered by both public liability and professional indemnity insurance and every tutor meets the highest standards laid out in Safer Recruitment in Education. They have to provide two professional references and undergo an enhanced DBS criminal reference check, and the Sophia Education Team interviews each of them in person. Our tutors have a wide range of backgrounds, qualifications and experience. Not only do they have a proven track record in education but they are also incredibly passionate about their subjects.

Sophia will soon be launching its smartphone app on both iOS and Android devices for tutors and clients. Clients can register their interest to join the platform, meet our tutors and find out more about the launch of the UK's first on-demand mobile app for private tuition by visiting our website at www.sophia.app.

EducationInvestor Awards 2019 FINALIST







Sophia

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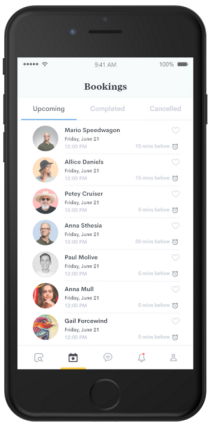
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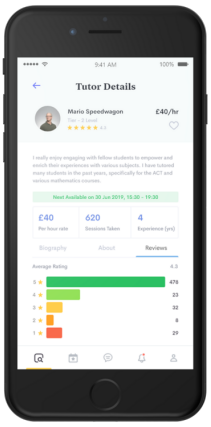
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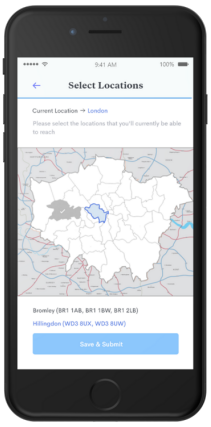
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