

SOMATH BUSINESS PLAN

Our Upper West Side Home

A visible neighborhood location
designed to build lasting
relationships with Manhattan
families.

MANHATTAN • NEW YORK



226 W 79TH ST • NEW YORK, NY 10024
(646) 668-6151

SCHOOLOFMATH.US

LOCATION & MARKET PRESENCE

Transit at the door. Thousands of families nearby.

SOMATH combines immediate subway access with an affluent, education-focused local market.



6,599

residents ages 5–17

6,541

households with children
under 18

\$181.6K

median household
income

Local market: ZIP Code 10024 • ACS 2020–2024 five-year estimates

A dense school network surrounds SOMATH

Ten nearby public and independent schools create a natural pipeline for math enrichment and test preparation.

NYC PUBLIC SCHOOLS

P.S. 87 William Sherman

PK–5 • 160 W 78th St

The Anderson School

K–8 • 100 W 77th St

M.S. 245 The Computer School

6–8 • 100 W 77th St

M.S. 247 Dual Language

6–8 • 100 W 77th St

P.S. 9 Sarah Anderson

PK–5 • 100 W 84th St

M.S. 243 Center School

5–8 • 100 W 84th St

INDEPENDENT SCHOOLS

Rodeph Sholom School

Nursery–8 • 168 W 79th St

The Calhoun School

PreK–12 • West End Ave / W 85th St

Dwight School

Preschool–12 • Central Park West

Trinity School

K–12 • 139 W 91st St

A concentrated feeder market for enrichment, Regents, SHSAT, SAT and AP support.

A full schedule supports recurring monthly revenue

Families choose one weekly class and remain enrolled through a simple month-to-month membership.

WEEKLY CLASS SCHEDULE

TIME	MON	TUE	WED	THU	FRI	SAT	SUN
Morning 10:00 AM						Little Newtons 10:00–11:00	Little Newtons 10:00–11:00
Late Morning 11:00 AM						Kid Einsteins 11:00–12:30	Kid Einsteins 11:00–12:30
Afternoon 3:15 PM start	Kid Einsteins 3:30–5:00	Little Newtons 3:15–4:15	Little Newtons 3:15–4:15	Kid Einsteins 3:30–5:00	Regents Geometry 3:00–5:00	YF Pre-Algebra 1:00–3:00 AP Calculus 3:00–5:00	YF Algebra I 1:00–3:00 AP Statistics 3:00–5:00
Evening 4:15 PM onward	YF Algebra I 5:00–7:00	YF Pre-Algebra 4:15–6:15	YF Algebra I 4:15–6:15	YF Pre-Algebra 5:00–7:00	Regents Algebra I 5:00–7:00		
Night 6:15 PM onward	YF Geometry & Trig 7:00–9:00	YF Algebra II 6:15–8:15	SHSAT Prep 6:15–8:15	SAT Prep 7:00–9:00	AP Pre-Calculus 7:00–9:00		

Weekdays 3:15–9:00 PM • Weekends 10:00 AM–5:00 PM • 23 class meetings each week

MONTHLY TUITION

Little Newtons	\$246
Kid Einsteins	\$367
Young Fermats / Regents	\$489
SHSAT Prep	\$587
SAT Prep	\$640
AP Courses	\$800

4 sessions/month • 1 class/week

MONTH-TO-MONTH ENROLLMENT

Start any week • Charged every 30 days • Cancel anytime

\$99 one-time enrollment fee

At 75% occupancy, classrooms generate \$1.2M annually

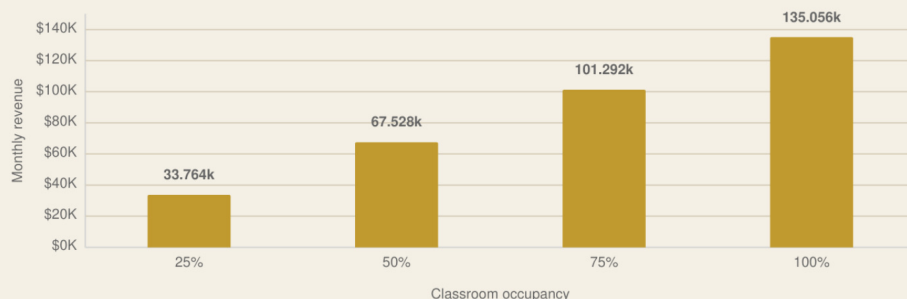
Two classrooms create 368 monthly memberships; the private room adds a second, high-margin revenue stream.

2 classrooms × 8 students × 23 weekly course slots

Average monthly tuition: \$367 per student

= 368 memberships

CLASSROOM REVENUE BY OCCUPANCY



75% BASE CASE

\$101,292 / month

\$1,215,504 annual run rate

PRIVATE TUTORING UPSIDE

\$120/hour × 20 billable hours/week × 4.33 weeks

+ \$10,392

incremental monthly revenue

75% CLASSROOMS + PRIVATE ROOM

\$111,684/month

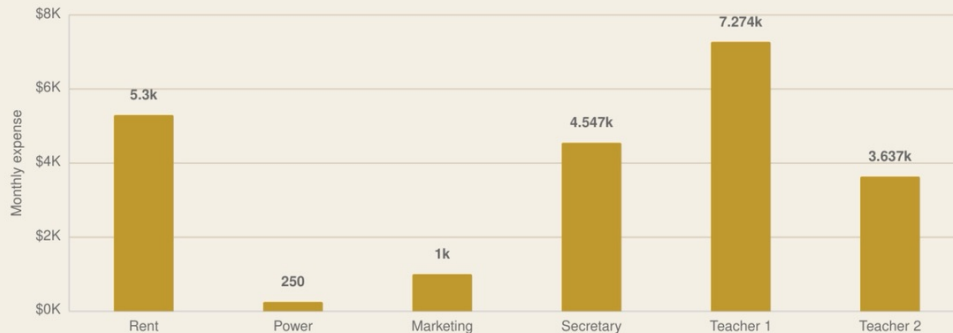
\$1,340,208 annual run rate

Known operating expenses total about \$22K/month

The staffing plan is the largest cost driver and supports seven-day operations.

Staffing assumptions: secretary/sales role at \$25/hour; teachers at \$40/hour; all schedules run Monday–Sunday; 4.33 weeks/month.

MONTHLY COST BY CATEGORY



Payroll: \$15,458/month • 70% of known expenses

TOTAL KNOWN OPEX

\$22,008

per month

\$264,097 annualized

CLASSROOM BREAK-EVEN

≈ 60 memberships

16% of 368-seat capacity

SOMATH reached #1 organic in two months

Perplexity-led SEO and social media established leading local visibility for the “math school” search.

Businesses

Sponsored

AcPS Academy Upper West Side
4.5 ★★★★★ (8) • Education center
2505 Broadway
Open • Closes 5 PM • (332) 286-9590
Math Academy - Join elite programs where students master math concepts through...

School of Math New York | SOMATH
5.0 ★★★★★ (11) • Tutoring service
226 W 79th St 1st Floor
Opens soon • 3 PM • (646) 668-6151
“I have seen so much progress in my niece's foundational math skills.”

Mathnasium
5.0 ★★★★★ (32) • Tutoring service
15+ years in business • 506 Amsterdam Ave
Open • Closes 6 PM • (212) 828-6284
“Teachers there are engaging and make learning fun!”

Russian School of Mathematics - RSM U...
3.4 ★★★★★ (20) • Mathematics school
237 W 72nd St
Open • Closes 8:30 PM • (646) 741-0070
“The teaching staff is professional, dedicated, and attentive.”

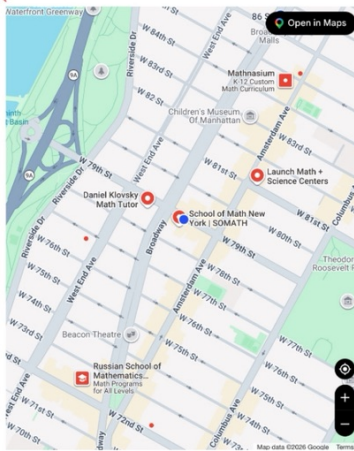
More businesses >

Website Directions

Website Directions

Website Directions

Website Directions



LOCAL ORGANIC POSITION

#1

+2 positions • Jul 25–31

5,400

monthly search volume

100% visibility

Buy more keywords

+ Add keywords

Actions

📶

Pot. Traffic

Positions

Est. Traffic

Visibility

All for schooldmath.us

☐ Keyword	Jul 25	Pos. Jul 31	SL	DTR	Visiblity	DTR	Est. Traffic	DTR	Vis	CPC	URL
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Business impact: strong organic discovery can lower acquisition cost and accelerate neighborhood enrollment.

Zoom courses can add nearly \$298K in annual revenue

A five-cohort launch extends SOMATH beyond the Upper West Side without adding classroom space.

5 weekly cohorts × 12 online seats = 60 memberships

4 core cohorts at \$489/month • 1 AP/Honors cohort at \$800/month

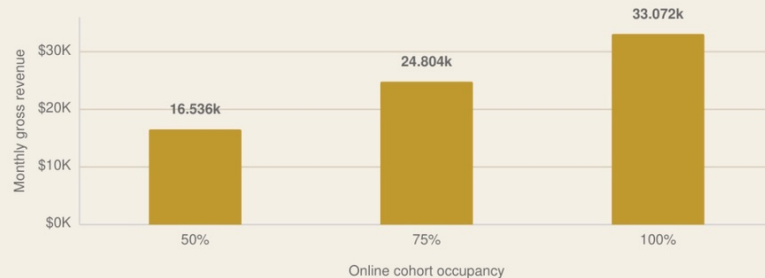
\$551 weighted average

INITIAL ONLINE OFFERING

Algebra I	\$489 / month
Algebra II	\$489 / month
Geometry & Trigonometry	\$489 / month
Regents preparation	\$489 / month
AP / Honors mathematics	\$800 / month

+ One-time \$99 enrollment fee per new student; no materials fee

PROJECTED GROSS REVENUE



75% BASE CASE

\$24,804/month

\$297,648 annual run rate

SOMATH wins on intimacy; RSM wins on scale and legacy

Two credible Upper West Side options serve different parent priorities and student learning styles.

SOMATH

226 W 79th St

PRICE

\$246–\$800/month

Public by course • \$99 enrollment

LOCAL GOOGLE REVIEWS

5.0 ★ • 11 reviews

STRENGTHS

Small cohorts of up to 8

Flexible monthly membership

Broad Regents, AP, SAT & SHSAT support

WATCH: newer brand, fewer reviews and less historical proof

RSM UPPER WEST SIDE

237 W 72nd St

PRICE

Quote required

Third-party NY estimate: ~\$225–\$440/month

LOCAL GOOGLE REVIEWS

3.4 ★ • 20 reviews

STRENGTHS

Nearly 30 years of curriculum development

Large network and 250K+ claimed alumni

Multiple levels and competition pathway

WATCH: less price transparency, average class of 12, longer weekly commitment

Positioning opportunity: SOMATH is the high-touch, flexible neighborhood alternative to a larger standardized system.

SOMATH is ready to scale—\$90K funds the next 90 days

The location, programs and digital visibility are built; investment converts that foundation into predictable enrollment.

CURRENT STATUS

- Prime Upper West Side storefront
- Weekly schedule and pricing published
- #1 organic position for “math school”
- 5.0 local rating from 11 reviews

WHY SOMATH IS DIFFERENT

Small cohorts of up to 8 + private tutoring
Rigorous enrichment, Regents, SHSAT, SAT and AP
Flexible monthly model with neighborhood trust
Physical flagship with scalable Zoom delivery

ILLUSTRATIVE CAPITAL REQUEST

\$90,000

90-day growth bridge

\$66K three months of known operating expenses

\$14K enrollment campaigns and Zoom launch

\$10K technology, supplies and contingency

90-DAY MILESTONES

- Reach 60 break-even memberships • Launch five Zoom cohorts
- Prove a repeatable enrollment engine

The investment thesis: a differentiated local academy with high-margin capacity and a scalable online second engine.