



NOTES FROM THE GEEK

A Growing TTG and an Important Pricing Update

Teach the Geek is growing, and I cannot say that without feeling both incredibly excited and deeply grateful.

What started as me working one-on-one with students has slowly grown into something much bigger than I originally imagined. TTG now includes original curriculum development, community-centered educational events, expanding services, more technology and resources behind the scenes, and now the beginning of a larger instructional team.

That growth is exciting because it means Teach the Geek is becoming more capable of serving students and families well. It also means I have reached a point where I have to make some decisions that allow the business to grow responsibly, not just quickly.

One of those decisions is pricing.

Beginning September 1, 2026, Teach the Geek's standard one-on-one tutoring rate will increase from \$25 per hour to \$60 per hour.

I want to be transparent about why.

For a long time, the \$25 rate worked because TTG was essentially just me. I taught the lessons, created the materials, communicated with families, handled scheduling, built the website, managed the administrative side, and absorbed most of the costs myself. I was able to keep the rate low because there was no instructional team to pay and very little overhead compared with what TTG is becoming now.

That model is changing.

As Teach the Geek expands, I want to bring in strong educators and compensate them fairly for their time and expertise. I am also continuing to invest in curriculum development, instructional materials, technology, printing, bookkeeping systems, administrative support, and the infrastructure needed to make TTG dependable and sustainable as it grows.



I never want Teach the Geek to become a business that grows by cutting corners.

If anything, I want the quality to become stronger as the company becomes larger.

The new rate will allow TTG to continue offering personalized instruction while also building a team, improving resources, expanding curriculum, supporting community programming, and creating systems that allow us to serve more families without losing the care and attention that have always been at the center of this work.

And I want to say something especially important to the families who have been here from the beginning.

You trusted me before there was a larger team. Before the expanded curriculum. Before the website looked the way it does now. Before Teach the Geek had multiple divisions and a bigger vision attached to it.

I remember that.

Because of that, select long-standing families will receive a permanent TTG Founding Family Rate. Founding Families will receive 25% off the current standard tutoring rate for as long as the account remains active and in good standing. At the new \$60 standard rate, that means a Founding Family rate of \$45 per hour.

I chose to make the benefit percentage-based instead of freezing a single dollar amount forever because I want it to remain meaningful as TTG grows. If standard rates change in the future, Founding Families will continue to receive that same 25% benefit to help absorb the changes.

It is a small way for me to say:

I remember who believed in Teach the Geek when it was still becoming Teach the Geek.

I know that any price increase can affect a family's budget, and I do not take that lightly. I have always wanted TTG to feel accessible, personal, and worth the investment. That will continue to matter to me as we grow.

What I am most excited about is what this growth makes possible. More educators. More curriculum. More resources. More community opportunities. More students getting the support they need before frustration becomes defeat.

Education. Strategy. Success.



You are more than your right now.

The business is growing, but the heart of it is staying the same.

Teach the Geek will continue to meet students where they are, help them strengthen the skills they need, and remind them that where they are today does not determine where they can go next.

You are more than your right now.

Thank you for trusting me with your children, your goals, and your families. That trust matters to me more than I can adequately put into a pricing notice.

I am grateful for where TTG has been, proud of where it is now, and genuinely excited about where we are going next.

Your goals. Our strategy.

With gratitude,

Dani

Founder, Teach the Geek Services LLC