

# Session Intelligence Feed

Nerdy, Inc. (NYSE: NRDY) | Jose R. Baerga, Senior Product Manager | May 2026

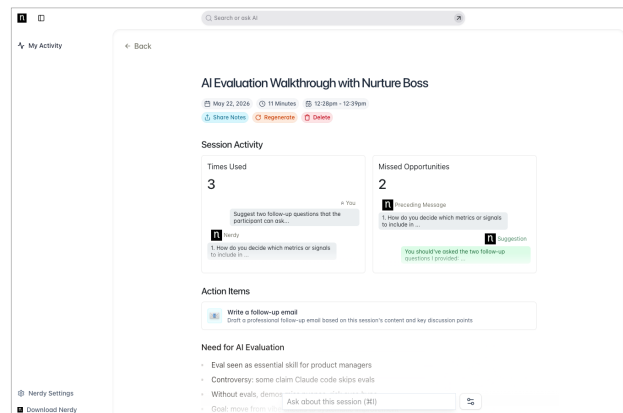
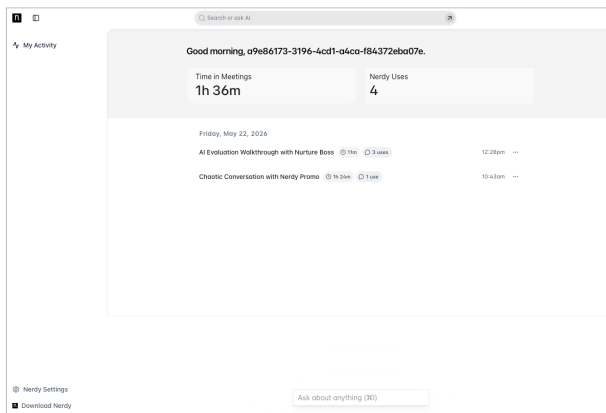
## 1. The Problem

Nerdy's Q1 2026 earnings identified member retention as the highest-growth lever available to the business. At current acquisition costs, every additional month of average member tenure flows almost entirely through to contribution profit.

*"At today's customer acquisition cost, every additional month of average tenure flows almost entirely through to contribution profit." - Chuck Cohn, Q1 2026 Earnings Call*

The Varsity Tutors platform generates rich learning data during every session: concepts covered, knowledge gaps, AI interactions, and tutor notes. That data is not currently surfaced in the learner's dashboard after the session ends. When a session concludes, the intelligence disappears from the member's view.

The result is a retention gap: members have no daily reason to open the app between sessions, no visible evidence of value between billing cycles, and no connection between what happened in their last session and what to do before the next one. Public reviews confirm this directly, with members citing unused sessions, lack of visible progress, and billing surprises as the top reasons for cancellation.



## 2. The Opportunity

No competitor in the K-12 tutoring or educational platform space currently connects live expert session data to a post-session member dashboard. Platforms like IXL and Khan Academy offer parent reporting and skill tracking, but none of them have access to live tutor session transcripts as the data source. That is a structural advantage Nerdy already holds.

The opportunity is to close the gap between what happens in a session and what the member sees afterward, creating a daily habit trigger that is grounded in the actual expert instruction the student received and shows product value.

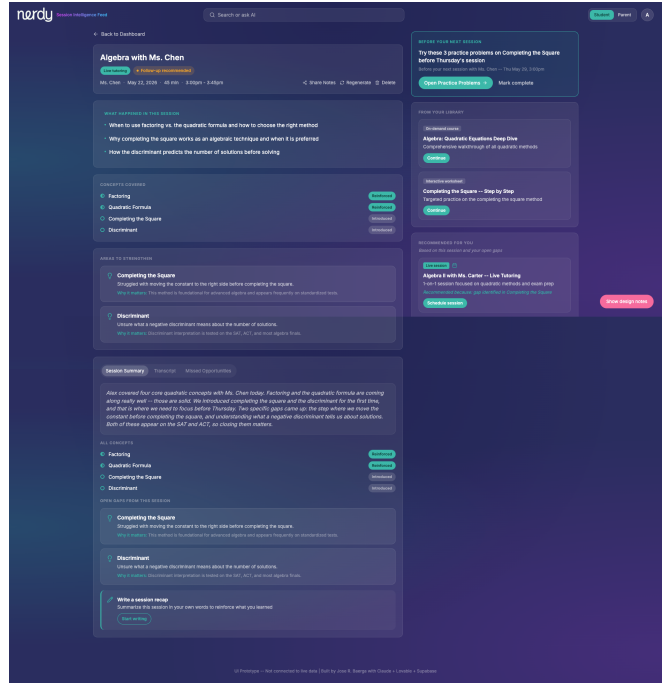
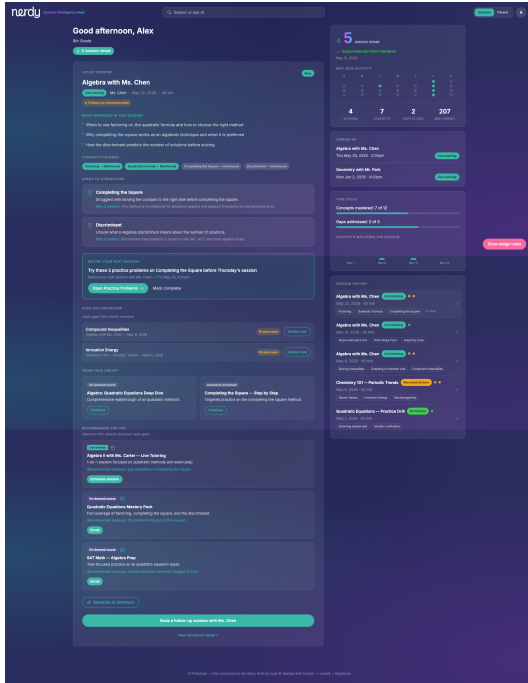
## 3. The Solution

Session Intelligence Feed is a post-session layer that auto-generates on the Nerdy dashboard after each Varsity Tutors session. It surfaces what the tutor actually taught, which concepts need follow-up, and one specific action the student should take before the next session. It works across all Nerdy session types: live tutoring, recorded lectures, and AI Practice sessions.

The feature requires no new data collection. It runs on transcripts, AI Practice activity, and session notes Nerdy already captures.

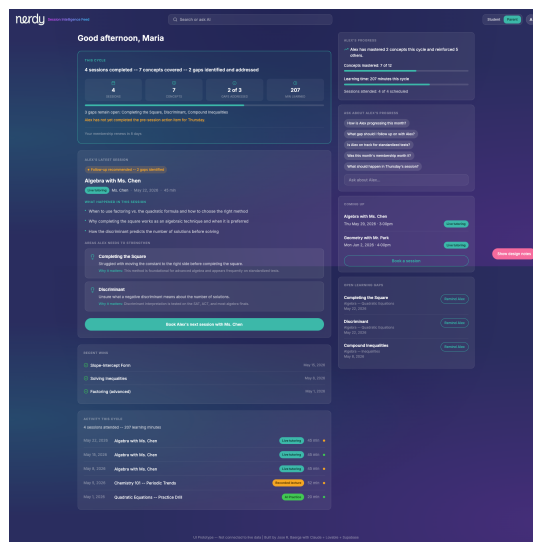
## Student experience

- A session card appears after every session showing what was covered, gaps identified, and one specific next action with a deadline tied to the student's next scheduled session.
- Open gaps from earlier sessions are surfaced before they are forgotten, keeping prior learning connected to current progress.
- Content recommendations from the Varsity Tutors catalog are generated based on the specific gaps identified, including both on-demand courses and live session scheduling.
- An AI assistant scoped to each session lets students ask questions about what happened and what to do next, with responses grounded in their actual session content.



## Parent experience

- A dedicated parent view surfaces the concrete outcomes of the billing cycle: sessions attended, concepts covered, and gaps identified and addressed.
- Parents see which specific concepts their child has mastered, with the date each was achieved, giving them dateable evidence of value.
- Open learning gaps are visible with context about why each matter, and parents can send a reminder to their child with one tap.
- The membership renewal date appears as a quiet footnote, not a warning. Outcomes lead. Billing is context.



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## 4. Business Requirements

- The feature must work across all three Nerdy session types: live tutoring, recorded lecture, and AI Practice. Architecture cannot be limited to one session type.
- The student view and parent view must be structurally different screens. A parent has different questions than a student and must see different information organized around those questions.
- Every session card must show what the expert actually taught, not a generic AI summary. This is the product's core differentiator and must be visually prominent.
- Knowledge gaps must be framed as learning opportunities, not warnings. The visual and language treatment must avoid creating anxiety.
- The parent view must surface membership value clearly without making billing the focal point. The purpose is to build trust, not to trigger cancellation anxiety.
- Content recommendations must come from the Varsity Tutors catalog only. Every recommendation keeps the learner inside the Nerdy ecosystem.
- The feature must not require any new data collection from tutors, students, or parents. All data used is already captured in the existing session infrastructure.

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## 5. Expected Business Outcomes

Outcome	How
<b>Higher inter-session engagement</b>	Members have a specific reason to open the app between sessions: a summary to review, a gap to address, and a next action to complete.
<b>Improved member retention</b>	Visible value between billing cycles reduces the trust deficit that drives cancellations. The top complaint in public reviews is directly addressed.
<b>Increased session bookings</b>	The gap callout combined with a book-a-follow-up prompt creates a natural next-session trigger at the moment of highest engagement.
<b>Parent satisfaction</b>	Dateable mastery milestones and a cycle-level value summary give parents concrete evidence of ROI, reducing cancellation at the renewal decision point.
<b>Ecosystem retention</b>	Gap-based content recommendations keep learners inside the Varsity Tutors catalog for their next learning action, creating upsell and re-enrollment touchpoints.