WHAT IS CLAIMED IS:

1. A method comprising:

determining, by one or more processors, a user interaction of a user with a multimedia content presentation interface, the user interaction including selecting pause on playback of multimedia content associated with the multimedia content presentation interface;

responsive to the user interaction, generating, by the one or more processors, a request for assistance from the user via the multimedia content presentation interface;

identifying, by the one or more processors, a plurality of tags associated with the request for assistance;

matching, by the one or more processors, the request for assistance with a plurality of mentors using the plurality of tags and a skill set associated with the plurality of mentors;

routing, by the one or more processors, the request for assistance to a first mentor of the plurality of mentors based on the match;

determining, by the one or more processors, whether the request for assistance is accepted by the first mentor within a threshold period of time, and

responsive to determining that the request for assistance is not accepted by the first mentor within the threshold period of time, increasing, by the one or more processors, a price for a mentoring session associated with the request for assistance and routing the request for assistance with an indication of the increased price for the mentoring session to a second mentor of the plurality of mentors based on the match.

2. The computer-implemented method of claim 1, further comprising:

generating, by the one or more processors, a request interface for the user in response to the user interaction, wherein the request interface includes an input field to receive text input describing the request for assistance;

performing, by the one or more processors, natural language processing on the text input to determine the plurality of tags associated with the request for assistance.

3. The computer-implemented method of claim 1, further comprising:

retrieving, by the one or more processors, information describing the multimedia content being presented to the user for generating the request for assistance; and

identifying, by the one or more processors, the plurality of tags associated with the request for assistance based on the information describing the multimedia content being presented to the user.

4. The computer-implemented method of claim 1, further comprising:

retrieving, by the one or more processors, a mentor profile associated with the plurality of mentors; and

determining, by the one or more processors, the skill set associated with the plurality of mentors based on the mentor profile.

5. The computer-implemented method of claim 1, further comprising:

retrieving, by the one or more processors, a user profile associated with the user; and

matching the request for assistance with the plurality of mentors based on the user profile.

6. The computer-implemented method of claim 1, further comprising:

responsive to the second mentor accepting the request for assistance, establishing, by the one or more processors, a mentoring session between the second mentor and the user.

7. The computer-implemented method of claim 6, further comprising:

determining that the mentoring session has ended; and

generating a payment notification for the user based on a duration of the mentoring session.

8. A system comprising:

one or more processors; and

a memory storing instructions, which when executed cause the one or more processors to:

determine a user interaction of a user with a multimedia content presentation interface, the user interaction including selecting pause on playback of multimedia content associated with the multimedia content presentation interface;

responsive to the user interaction, generate a request for assistance from the user via the multimedia content presentation interface;

identify a plurality of tags associated with the request for assistance;

match the request for assistance with a plurality of mentors using the plurality of tags and a skill set associated with the plurality of mentors;

route the request for assistance to a first mentor of the plurality of mentors based on the match;

determine whether the request for assistance is accepted by the first mentor within a threshold period of time; and

responsive to determining that the request for assistance is not accepted by the first mentor within the threshold period of time, increase a price for a mentoring session associated with the request for assistance and route the request for assistance with an indication of the increased price for the mentoring session to a second mentor of the plurality of mentors based on the match.

9. The system of claim 8, wherein the instructions cause the one or more processors to:

generate a request interface for the user in response to the user interaction, wherein the request interface includes an input field to receive text input describing the request for assistance; and

perform natural language processing on the text input to determine the plurality of tags associated with the request for assistance.

10. The system of claim 8, wherein the instructions cause the one or more processors to:

retrieve information describing the multimedia content being presented to the user for generating the request for assistance; and

identify the plurality of tags associated with the request for assistance based on the information describing the multimedia content being presented to the user.

11. The system of claim 8, wherein the instructions cause the one or more processors to:

retrieve a mentor profile associated with the plurality of mentors; and

determine the skill set associated with the plurality of mentors based on the mentor profile.

12. The system of claim 8, wherein the instructions cause the one or more processors to:

retrieve a user profile associated with the user; and

match the request for assistance with the plurality of mentors based on the user profile.

13. The system of claim 8, wherein the instructions cause the one or more processors to:

responsive to the second mentor accepting the request for assistance, establish a mentoring session between the mentor and the user.

14. The system of claim 13, wherein the instructions cause the one or more processors to:

determine that the mentoring session has ended; and

generate a payment notification for the user based on a duration of the mentoring session.

15. A non-transitory computer-readable medium storing instructions which, when executed by one or more processors, causes the one or more processors to:

determine a user interaction of a user with a multimedia content presentation interface, the user interaction including selecting pause on playback of multimedia content associated with the multimedia content presentation interface;

responsive to the user interaction, generate a request for assistance from the user via the multimedia content presentation interface;

identify a plurality of tags associated with the request for assistance;

match the request for assistance with a plurality of mentors using the plurality of tags and a skill set associated with the plurality of mentors;

route the request for assistance to a first mentor of the plurality of mentors based on the match;

determine whether the request for assistance is accepted by the first mentor within a threshold period of time; and

responsive to determining that the request for assistance is not accepted by the first mentor within the threshold period of time, increase a price for a mentoring session associated with the request for assistance and route the request for assistance with an indication of the increased price for the mentoring session to a second mentor of the plurality of mentors based on the match.

16. The non-transitory computer-readable medium of claim 15, wherein the instructions cause the one or more processors to:

generate a request interface for the user in response to user interaction, wherein the request interface includes an input field to receive text input describing the request for assistance; and

perform natural language processing on the text input to determine the plurality of tags associated with the request for assistance.

17. The non-transitory computer-readable medium of claim 15, wherein the instructions cause the one or more processors to:

retrieve information describing the multimedia content being presented to the user for generating the request for assistance; and

identify the plurality of tags associated with the request for assistance based on the information describing the multimedia content being presented to the user.

18. The non-transitory computer-readable medium of claim 15, wherein the instructions cause the one or more processors to:

retrieve a mentor profile associated with the plurality of mentors; and

determine the skill set associated with the plurality of mentors based on the mentor profile.

19. The non-transitory computer-readable medium of claim 15, wherein the instructions cause the one or more processors to:

retrieve a user profile associated with the user; and

match the request for assistance with the plurality of mentors based on the user profile.

20. The non-transitory computer-readable medium of claim 15, wherein the instructions cause the one or more processors to:

responsive to the second mentor accepting the request for assistance,

establish a mentoring session between the second mentor and the user.