

Get to Market Document- EduSphere

Distribution Channel

Online Website Platform: As a SaaS company, we will be continuing our established precedent of distributing our product online. Online platforms are the sole possible way to distribute our product as we are developing software that requires continuous maintenance, media updates, and interaction between users. Our distribution channel operates as eCommerce Self-Service- relying on online marketing and a company-owned eCommerce website to source, sell, and fulfill purchases. Interested customers would access EduSphere's website on their own time and be incentivized by the website's offerings to purchase premium offerings in our software.

This distribution method also best aligns with our target audience's behavior, as it allows them to access our technology anywhere in the world without need to visit a store or have a company affiliation to access. While there will be partnerships with other businesses, these partnerships will lead to premium access on our online platform.

B2B Outreach Distribution: We will also be expanding our B2B sector in establishing more direct partnerships with school districts and schools, providing them premium access to our online platforms post-outreach. This would allow us to reach large swaths of students at the same time, developing strong networks of community and allowing us to better calibrate and serve a group of students that are being taught in the same way.

Sources:

- Cheng, Victor. "Guide to SaaS Distribution Models - SaasCEO.com." SaasCEO, 2 Feb. 2022, www.saasceo.com/saas-distribution-channels/

Sales Strategy:

EduSphere adopts a balanced sales strategy combining B2B partnerships and B2C outreach, supported by a freemium tiered subscription model. The B2B approach focuses on partnering with schools and districts to reach large student populations efficiently. Once integrated into curricula, EduSphere becomes an essential learning tool rather than an optional add-on, fostering widespread adoption. These partnerships build credibility and reduce marketing costs, a proven strategy in EdTech as demonstrated by companies like Newsela and ClassDojo (HolonIQ, 2023).

On the B2C front, EduSphere targets students and parents through digital advertising and branding. Parents, as key decision-makers, are engaged via platforms like Google Ads and Facebook, while visually compelling content on Instagram, TikTok, and YouTube attracts students. This approach aligns with findings from EdSurge (2023), highlighting the effectiveness of digital advertising in reaching these demographics. Affordability further enhances EduSphere's appeal, addressing parents' desire for tools that help their children excel in competitive college admissions.

EduSphere's freemium tiered subscription model complements this strategy. The free tier reduces barriers to entry, while \$5 and \$9 paid tiers offer premium lessons and personalized projects, mirroring successful strategies by Khan Academy and Duolingo (HolonIQ, 2023). This model balances accessibility with revenue generation, positioning EduSphere competitively in the EdTech market.

Alternative strategies like outbound sales, account-based marketing, and transactional models were deemed unsuitable. Cold-calling is costly and intrusive, and account-based marketing is resource-intensive, making these approaches ill-suited for EduSphere's affordable, scalable model. Similarly, transactional sales and third-party resellers would undermine EduSphere's focus on personalized, continuous learning and direct user engagement.

By integrating institutional partnerships with targeted B2C outreach and leveraging the freemium model, EduSphere ensures scalability, affordability, and personalized engagement. To strengthen its strategy further, EduSphere could develop inbound marketing content—such as blogs or videos on topics like “How to Stand Out in College Admissions”—to attract prospects organically and build long-term brand trust.

Sources:

- HolonIQ. (2023). "The Future of EdTech: Scaling through Partnerships and Freemium Models."
 - EdSurge. (2023). "Digital Marketing Trends in EdTech: Reaching Parents and Students Online."
 - Khan Academy. "Freemium Model and Partnerships with Schools."
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Marketing and Promotion:

We will use the following marketing channels:

- **SEO marketing** → research and implement different ways to appear first in search results. We will use SEO marketing to improve visibility, attract organic traffic and build credibility.
- **Social media platforms marketing** → [most](#) students are active on platforms like Instagram, TikTok, and YouTube. We will use these channels to engage them through visual, interactive, and relatable content to drive awareness and conversions.
- **Google Ads** → leverage pay-per-click (PPC) campaigns to target high-intent keywords such as "best online video lessons" or "study tools for high school students." Google Ads are [often used in the edtech space](#) because they are reasonably priced and will allow us to target our customers and also have measurable results.

Some marketing/promo channels not being used are traditional media (TV, Radio, Print), billboards, and cold emailing/direct mail because they are less effective for a digital-first EdTech platform like EduSphere. Traditional media, while offering broad reach, is expensive and lacks the ability to target specific audiences such as students, teachers, and parents. Additionally, tracking engagement and ROI is more challenging compared to digital alternatives. Billboards, while visible, are static and do not provide a direct connection to EduSphere's platform, making them unsuitable for driving immediate user engagement. Cold emailing and direct mail are often perceived as intrusive and outdated, particularly by tech-savvy students and educators, leading to lower response rates. These channels do not align with EduSphere's need for precision targeting, interactive engagement, and measurable impact, which are better achieved through digital channels like SEO, social media, and Google Ads.

Our Marketing Budget

A general rule for marketing budgets is to allocate 5-10% of total revenue, depending on growth goals and industry benchmarks. For EduSphere, with \$20 million in revenue: 5% Budget (Conservative): \$1 million for marketing annually. 10% Budget (Aggressive Growth): \$2 million for marketing annually.

- SEO: Long-term investment (~15–20% of the budget, \$150,000–\$400,000 annually).
- Social Media: Primary channel for engagement (~30–40% of the budget, \$300,000–\$800,000 annually).
- Google Ads: High-impact paid campaigns (~40–50% of the budget, \$500,000–\$1 million annually).
- Contingency: We're going to reserve 5% for unforeseen opportunities or testing new channels.

Timeline

Year 1 (Foundation and Growth):

- Q1–Q2:
 - Invest in building SEO foundations: keyword research, content creation, and technical optimization.
 - Launch awareness campaigns on social media targeting students and educators.
 - Begin Google Ads with limited budgets to refine audience targeting and messaging.
- Q3–Q4:
 - Scale successful campaigns on social media and Google Ads.
 - Focus on high-conversion periods like back-to-school season or exam prep periods.
 - Expand email campaigns targeting schools and districts.

Year 2 (Expansion):

- Leverage success metrics from Year 1 to scale campaigns.
- Expand into new geographic markets with localized SEO and ad campaigns.
- Host large-scale webinars, events, or collaborations with education influencers to build brand authority.

Sources:

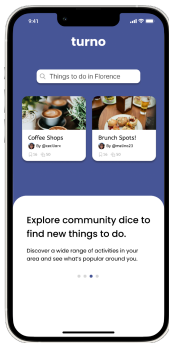
- Social Media and Youth Mental Health National Center for Biotechnology Information. (n.d.). Social media and youth mental health. Retrieved from <https://www.ncbi.nlm.nih.gov/books/NBK594759/#:~:text=stages%20of%20development,-,Up%20to%2095%25%20of%20youth%20ages%2013%E2%80%9317%20report%20using,social%20media%20%E2%80%93Calmost%20constantly.%E2%80%9D>
 - What Are the Benefits of Using Google Ads in the Education Industry? Team Meritto. (2024, February 15). What are the benefits of using Google Ads in education industry? Retrieved from <https://www.meritto.com/blog/what-are-the-benefits-of-google-ads-in-education-in-dustry/>
 - What is SEO – Search Engine Optimization? Search Engine Land. (n.d.). What is SEO – Search Engine Optimization? Retrieved from <https://searchengineland.com/guide/what-is-seo>
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Customer Service Strategy:

There are various parts of the UX that users may have questions about including:

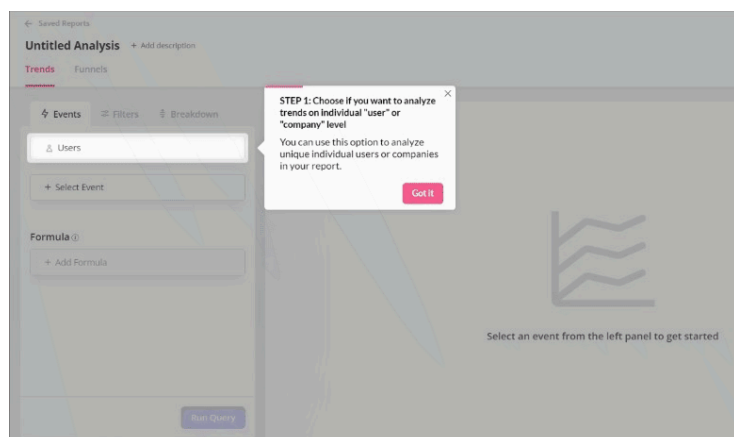
- I. Prompting the LLM to generate project ideas
- II. Refining project suggestions
- III. Navigating project paths
- IV. Interacting with video lessons
- V. Interacting with integrated tools (ex. IDE, external libraries, etc)
- VI. Feedback mechanisms
- VII. Sharing the project

Therefore, customer support channels need to cover all the different types of questions that may come up across the various user actions. To prevent overwhelming customer support personnel, we will implement previews, interactive user walkthroughs, and FAQs.



Similar to the image to the left, previews will be highlighted in animated “cards” that the user can swipe through. The goal of Previews is to provide the user with a high level overview of the new features that are offered through Project Pathways.

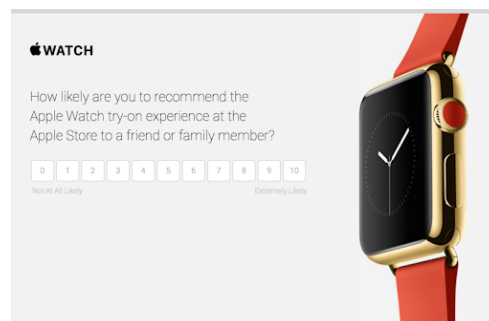
Additionally, interactive pop-ups, similar to what is seen below, will emerge every time a user enters a new part of the UX to help the user gain familiarity with the placement and functionality of each part of the environment.



Finally, FAQs will answer questions that the preview and walkthrough may not cover. For example, some people may struggle to prompt the LLM to provide a project that they are interested in. The FAQ will provide suggestions to the user about how to refine their search as well as provide a link to a video demonstration. Overall, the FAQs will address common scenarios a user may encounter rather than specific functionalities.

If a user cannot find the answer to their question through the above strategies, then we will secondarily offer online chat support and the option to “Email Us”. Online chat support will allow users to ask questions and receive real-time responses; the chat support should be able to understand the question such that it can decide whether the question can be answered via chat support or if the user should email us. We have deliberately chosen not to offer phone support because of the training time and additional costs associated with hiring personnel; we believe we can reserve this as a secondary line of action if the existing customer support channels are insufficient.

Finally, to collect user feedback, we will host a moderated community forum to allow users to ask questions, share their work, and provide testimonials about their experience. We envision this to be a moderated version of Reddit where users can share authentic feelings and experiences. We will also integrate customer feedback into the product by including feedback pop-ups, as seen below, when a user completes a significant milestone for the first time:

A screenshot of a feedback pop-up for the Apple Watch. The pop-up has a light gray background. At the top left, it says "APPLE WATCH" with the Apple logo. Below that, it asks "How likely are you to recommend the Apple Watch try-on experience at the Apple Store to a friend or family member?". There is a horizontal row of 11 buttons labeled 0 through 10. Below the buttons, it says "Not at all likely" on the left and "Extremely likely" on the right. On the right side of the pop-up, there is a high-resolution image of a gold Apple Watch with a red band.

Our goal in terms of customer support is to provide clarity and responsiveness such that users feel that we are genuinely invested in improving their experience.