

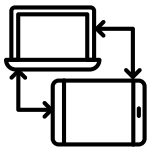


Lumio is a web-based instructional platform that makes learning active and engaging on student devices while fostering collaboration between students and teachers.

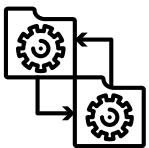
Audience / Market	Primary Roles	Key Needs	Linecard Category	Deal Reg
 K-12 & Higher Education Educators and Administrators	- CIO - CAO - Director of Curriculum & Instruction - Teacher	- Streamlined lesson creation and delivery - Interactive tools for formative assessment - Support for diverse learning styles - Easy access to multimedia content - Game-Based Learning	 Classroom Technology	 Available

TARGET AUDIENCE FIRMOGRAPHIC INSTITUTION CHARACTERISTICS

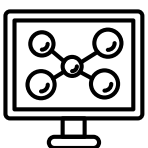
INDUSTRY	K-12, classroom level sales plays
INSTITUTION SIZE	Ideal size is around 20,000 but schools from 2k to 200k see value
GEOGRAPHY	USA + Canada



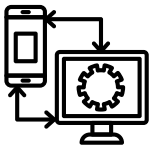
DEVICE & PLATFORM AGNOSTIC:
Works seamlessly across all devices—Chromebooks, tablets, laptops, and more.



FLEXIBLE CONTENT CREATION:
Start from scratch or import PDFs, Google Slides, PowerPoints, and Canva files.



BUILT FOR EDTECH ECOSYSTEMS:
Fully integrates with tools districts already use, like Google, Microsoft, Canvas, and Schoology.



ENHANCES EXISTING DEVICES:
Turns Chromebooks and tablets into interactive learning tools.

TARGET AUDIENCE



CIO/CTO

Lumio Selling Opportunities For Resellers With K12 Relationships

SALES PLAYS/SALES MOTIONS
Account based
Upsell/Cross-sell
Replace

DEMOGRAPHIC & PSYCHOGRAPHIC TARGET CHARACTERISTICS

Responsibilities	Goals & Objectives	Pains & Challenges	Typical Buying Motivation
STRATEGIC TECHNOLOGY PLANNING: Sets vision of IT strategy & forecasts tech needs INFRASTRUCTURE MANAGEMENT & TECHNOLOGY INTEGRATION: Ensuring the reliability, security, and scalability of IT systems INFORMATION SECURITY: Sets policies and procedures	• High tech adoption • Demonstrate ROI of investments • Ease of integration, Seamless Technology Integration & Interoperability • Security, Reliability & Scalability	• Budget and resource struggles • Security compliance • Complex systems/training demands	• Deeply concerned with how new technology fits into the existing infrastructure; looking to integrate smoothly with existing Learning Management Systems (LMS), student information systems (SIS), and other classroom technologies • They want solutions that are easy to deploy, manage, and support, reducing the burden on their IT staff • Motivated by solutions that are scalable, secure, and easy to manage

TARGET CUSTOMER PROFILES USE CASES

Key Value Prop	Use Case Examples
VALUE PILLAR 3 = Accessibility/Modern Technology VALUE PILLAR 4 = Data Driven Insight & Assessments	USE CASE: District-Wide Technology Integration & Management Scenario: The district is looking to standardize its interactive learning platform across all schools to ensure consistency and streamline IT support. USE CASE: Data-Driven Infrastructure Planning Scenario: The CIO needs to evaluate the usage and effectiveness of the district's interactive learning tools to inform future technology investments.

TARGET AUDIENCE



CAO

Lumio Selling Opportunities For Resellers With K12 Relationships

SALES PLAYS/SALES MOTIONS
Product led
Account based
Expand + Attach
Upsell/Cross-sell
Replace

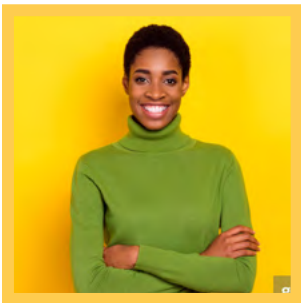
DEMOGRAPHIC & PSYCHOGRAPHIC TARGET CHARACTERISTICS

Responsibilities	Goals & Objectives	Pains & Challenges	Typical Buying Motivation
STRATEGIC LEADERSHIP: Sets academic vision and goals DATA-DRIVEN DECISION MAKING: Analyzes student performance data to inform instructional decisions TECHNOLOGY INTEGRATION: Drives the adoption	- Improved student achievement - Demonstrate ROI of investments - Data driven decision making	- Outdated tools - Hard to implement - Difficulty proving ROI	- They are highly motivated by solutions that improve student achievement, raise test scores, and close achievement gaps - CAOs operate within a strategic framework, and they seek solutions that align with their district’s long-term educational vision - ROI & resource optimization are key priorities for them

TARGET CUSTOMER PROFILES USE CASES

Key Value Prop	Use Case Examples
VALUE PILLAR 1 = Engagement Experience: VALUE PILLAR 3 = Accessibility/ Modern Technology	USE CASE: Improving District-Wide Learning Outcomes Scenario: The district is focused on improving standardized test scores and closing achievement gaps. USE CASE: Supporting Strategic Initiatives Scenario: The district is implementing a personalized learning initiative.

TARGET AUDIENCE



Director of Curriculum & Instruction

Lumio Selling Opportunities For Resellers With K12 Relationships

SALES PLAYS/SALES MOTIONS
Product led
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DEMOGRAPHIC & PSYCHOGRAPHIC TARGET CHARACTERISTICS

Responsibilities	Goals & Objectives	Pains & Challenges	Typical Buying Motivation
CURRICULUM DEVELOPMENT: Implements curriculum frameworks and instructional materials INSTRUCTIONAL IMPROVEMENT: Monitors effectiveness; includes professional development training BEST PRACTICES: Researches and implements best practices in teaching and learning	- Improved student achievement - Engaging and effective learning experiences for all - Integrating technology seamlessly within existing curriculum and workflows	Lack of data insights on effectiveness of tools	- Deeply invested in ensuring that curriculum is effectively delivered and that instructional practices are impactful - A key concern is the practical implementation of new technologies - they need tools that teachers will readily adopt and use effectively - They need data to inform their decisions and improve instructional practices

TARGET CUSTOMER PROFILES USE CASES

Key Value Prop	Use Case Examples
VALUE PILLAR 1 = Engagement Experience	USE CASE: Curriculum Alignment & Enhancement Scenario: The director is seeking to align curriculum with state standards and provide engaging instructional materials. USE CASE: Teacher Professional Development Scenario: The director is providing professional development on effective technology integration.

TARGET AUDIENCE



The Everyday Teacher

Lumio Selling Opportunities For Resellers With K12 Relationships

SALES PLAYS/SALES MOTIONS
Account based
Upsell/Cross-sell
Replace

DEMOGRAPHIC & PSYCHOGRAPHIC TARGET CHARACTERISTICS

Responsibilities	Goals & Objectives	Pains & Challenges	Typical Buying Motivation
CLASSROOM MANAGEMENT: Creates a positive and productive learning environment LESSON PLANNING: Develops and delivers engaging and effective lessons STUDENT ASSESSMENT: Assesses student learning and provides feedback	• Creating engaging and interactive lessons that cater to diverse learning styles • Tracking student progress and using data to inform instructional decisions	• Managing time constraints for lesson planning and preparation • Managing the on-going issue of student engagement • Turn static lessons into engaging interactive ones	• Need tools that save them time and simplify their workflow – user-friendly solutions that require minimal training • Motivated by tools that help them capture student attention and foster active participation • Interested in formative assessment features, reporting capabilities, and data-driven insights that help them adjust their teaching on the fly

TARGET CUSTOMER PROFILES USE CASES

Key Value Prop	Use Case Examples
VALUE PILLAR 1 = Engagement Experience VALUE PILLAR 4 = Data Driven Insight & Assessments	USE CASE: Creating Engaging & Interactive Lessons Scenario: A teacher wants to create a more engaging lesson on a specific topic. USE CASE: Real-Time Assessment & Feedback Scenario: A teacher wants to assess student understanding during a lesson and provide immediate feedback.

LUMIO SELLING OPPORTUNITIES FOR RESELLERS WITH K12 RELATIONSHIPS

Sales Play	Product led	Account based	Expand + Attach	Upsell / Cross-sell	Replace
ABOUT	Showcase Lumio's user-friendly interface and rapid adoption potential	Targets high-value, strategic accounts within K-12 that resellers are currently talking to that look like the target audience	Highlighting its compatibility with other classroom technologies	Standard vs. Spark levels	Targets schools and districts that are using outdated or ineffective interactive learning platforms and positions Lumio as a superior replacement
TARGET CUSTOMER PROFILE	• CAO • Director of Curriculum & Instruction	• CIO/CTO • CAO • Director of Curriculum & Instruction • The Everyday Teacher	• CAO • Director of Curriculum & Instruction	• CIO/CTO • CAO • Director of Curriculum & Instruction • The Everyday Teacher	• CIO/CTO • CAO • Director of Curriculum & Instruction • The Everyday Teacher
KEY MESSAGING VALUE PILLAR	VALUE PILLAR 2 TIME SAVINGS/EASE OF USE VALUE PILLAR 4 DATA DRIVEN INSIGHT & ASSESSMENTS	• Varies by target account	VALUE PILLAR 1 ENGAGEMENT EXPERIENCE VALUE PILLAR 3 ACCESSIBILITY/MODERN TECHNOLOGY	VALUE PILLAR 2 TIME SAVINGS/EASE OF USE	VALUE PILLAR 1 ENGAGEMENT EXPERIENCE

OVERARCHING VALUE PROPOSITION = Lumio empowers educators to create dynamic, engaging, and equitable learning experiences, while streamlining workflows and providing actionable data insights. Lumio integrates with popular LMS platforms and tools, making it easy to incorporate into your existing workflow.

Pillar	Engagement Experience:	Time Savings/ Ease of Use	Accessibility/ Modern Technology	Data Driven Insight & Assessments
ABOUT	Lumio transforms static content into active learning experiences, boosting student participation and knowledge retention.	Lumio's ready-made activities and easy-to-use tools significantly reduce lesson preparation time while offering a cohesive and engaging learning environment across all schools.	Lumio works seamlessly across all devices, ensuring every student can participate, regardless of their technology or learning styles or needs, modernizing your classroom with an interactive learning platform.	Lumio provides real-time insights into student understanding, allowing you to adjust your teaching on the fly using real-time data insights to track student progress and demonstrate the impact on learning outcomes – with the ability to report back out thanks to intuitive design and instant engagement statistics on your classroom.
KEYWORDS	- Interactive Learning - Student Engagement - Collaborative Learning	- Time Savings - Ease of Use - Ready-Made Activities	- Accessibility - Inclusive Learning - Diverse Learners - Universal Design - Equitable Access	- Real-Time Data - Formative Assessment - Data-Driven Instruction - Learning Outcomes
BENEFITS	- Increased student participation - Improved knowledge retention - More engaging lessons - Enhanced collaboration	- Streamlined lesson creation - Simplified technology integration - Consistent learning experience across the district	- Equitable access for all students - Inclusive learning environment - Enhanced accessibility features - Seamless integration with various devices	- Real-time feedback - Personalized instruction - Improved student outcomes
ALIGNMENT WITH TARGET CUSTOMER PROFILES	CAO/DIRECTORS: Focused on improving student outcomes and fostering a dynamic learning environment. INSTRUCTIONAL COORDINATORS: Aiming to improve student engagement across the school. TEACHERS: Seeking to create more engaging and interactive lessons.	CIO: Efficient and low demands on technical team. CAO/DIRECTORS: Focused on district-wide scalability and efficiency. INSTRUCTIONAL COORDINATORS: Seeking tools that are easy for teachers to adopt. TEACHERS: Needing to save time on lesson planning.	CIO: Modern and platform-agnostic technical specifications designed to ensure long-term adaptability and future-proofing. CAO/DIRECTORS: Focused on equity, access, and modernizing classroom technology. DIRECTOR OF CURRICULUM & INSTRUCTION: Aiming to create inclusive learning environments. TEACHERS: Needing to cater to diverse learning needs.	CIO: Focused on demonstrating ROI of tech investment. CAO/DIRECTORS: Focused on demonstrating ROI and improving student achievement. DIRECTOR OF CURRICULUM & INSTRUCTION: Aiming to improve data-driven practices. TEACHERS: Needing to track student progress and adjust instruction.

KEY DIFFERENTIATOR IN THE MARKET

LUMIO VS NEARPOD

Learn more at www.smarttech.com/lumio/compare/lumio-vs-nearpod

COMPETITOR COMPARISONS

	Lumio	Nearpod
Free-form group workspaces	YES	NO
Free-form individual contribution in digital student handouts	YES	LIMITED
Whole-class brainstorming and discussion with Shout It Out	YES	LIMITED

LUMIO VS PEAR DECK

Learn more at www.smarttech.com/lumio/compare/lumio-vs-pear-deck

	Lumio	Pear Deck
Free-form Student Contribution to Small Group Workspaces	YES	NO
Free-form individual contribution in digital student handouts	YES	LIMITED
Whole-class brainstorming and discussion with Shout It Out	YES	NO
Ignite engagement with a greater variety of customizable activities	YES	LIMITED
Team-based and competitive assessments	YES	NO
Monitor Progress And Give Real-Time Feedback	YES	YES

EDUCATION CASE STUDIES AND TESTIMONIALS

www.smarttech.com/lumio/resources/success-spotlights

www.smarttech.com/lumio/community

SALES PROCESS OVERVIEW

Stage	Awareness/ Interest	Consideration / Intent	Accessibility/ Modern Technology	Data Driven Insight & Assessments
About	Lead Generation & Qualification	Discovery & Needs Analysis	Product Demo & Solution Presentation	Client Onboarding
Tools	- Infocenter assets include: Email Templates, Datasheets, etc. - Case studies - Free Trial offer details	- Sales conversation guides - Presentation templates	- Sales conversation guides - Presentation templates	- Onboarding support - Training materials - Customer support resources

RESOURCES TO HELP YOU GET STARTED

Item	Description	CTA Link
DSS Information Center	A dedicated online hub featuring Lumio channel appropriate materials, success stories, and sales assets. Leverage this centralized location for the latest sales tools and channel resources!	www.dss-edu.com/lumio
Reseller Authorization Programs	To become an authorized reseller partner, complete the application to be fully supported by a global brand and dedicated channel enablement team.	www.smarttech.com/about/channel-partners/application
Reseller Portal	Portal Includes: Reseller Incentives • Rebates Available • Deal Registration	partnerportal.smarttech.com
Events	Check out upcoming education events that Lumio will be attending.	www.smarttech.com/lumio/resources/events
Customer Facing Resources	Lumio has many end user facing materials to support your sales efforts including videos, one sheets, case studies and reviews!	What is Lumio? One page brochure Customer stories What people are saying about Lumio G2 reviews
End User Free Trials	Offer your customers a free trial to see Lumio turn their existing lessons into active learning experiences!	suite.smarttech-prod.com/sign-up-now
End User Webinars & Trainings	The End User-facing Go Lumio Webinar Series has everything you need to start using Lumio today. Explore how to enhance your lessons and hear how other educators are using Lumio in their classrooms.	go.smarttech.com/golumio
Need help?	Reach out to your DSS Account Manager – we are here to support you!	www.dss-edu.com/forms