

2019 Sales & Marketing Plan

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Strategy Overview

The key strategy is based on consolidation of the primary school market and aggressive expansion into secondary. The strategy is driven by package development and revenue potential. Although the total number of primary schools far exceeds that of secondary the opportunity for market development is higher in secondary. This is due to:

1. Subject areas
2. Budgets
3. Use of technology
4. Suitability of the platform
5. Competition

Customer Segmentation

The customer can be segmented into the following:

- Teachers
- Primary
- Secondary
- Multi Academies
- Confederation
- Parents & Tutors

Teachers

Teachers will buy on based on their personal profile and on whether the platform addresses their pain points and on the subject matter.

Primary teachers

Primary teachers are interested in curriculum subjects which are Maths and English. They will buy individual components from platforms that meet their requirements. Their main interest is teaching rather than assessment materials. Primary schools are limited in their use of technology, sharing resources and trying to limit screen time. They are drawn to platforms that have the look and feel specific to the age group. Primary school teachers do not have the authority to purchase, but are specifiers for the decision maker, which is normally the Head or deputy.

Secondary Teachers

Similar to primary, secondary school teachers are focused on their personal curriculum subjects. The only exception being when they are seconded into delivering mandatory non curriculum subjects, such as LifeSkills. Secondary school teachers deliver the same curriculum year on year, so unless there is a change, they would only look to refresh or enhance their materials. Materials like videos or white board activities are most common so are bought adhoc.

Most teachers surveyed stated that preparation for classes was a core component of their job that they would not want to fully automate. The pain points were creating assessments, marking assessments, student feedback and intervention, and reporting. This functionality is where Wand brings most value. Teachers surveyed have stated that they have the authority to spend up to around £500 on tools to enhance their teaching and assessment. The UK Government also has a policy push towards utilising technology to ease pressure on teachers around these activities.

Schools

Although Wand.education addresses both Primary and Secondary in terms of content, research has highlighted that the functionality, look and feel is better suited to secondary. The secondary school market is also better suited to the platform in terms of commercial opportunity in that schools will buy more packages at higher average prices and have more budget.

Maintained Primary Schools

The market for primary specific content is very competitive with platforms such as Sparx, Twinkl, IXL and Purple Mash most of which are focused on Maths or English. There are more competitors pushing technology solutions within primary, most probably because single or dual subject platforms are easier to build and maintain. Hard tends to be an issue, with use of tablets limited to once a week, as well as a policy of limiting screen time. Heads/ Deputy heads are prime decision makers and budgets are limited.

Maintained Secondary Schools

Secondary schools tend to have larger technology budgets and have access to IT labs. Interestingly inner-city schools with higher student premiums tend to have much better access to technology, some with Chromebooks for every student. The buying strategy is not centralised, being led by individual department heads, who buy platforms and content that meet their specific needs. Leading to lack of cohesion, interoperability and visibility at management level. The issue is partly created by the content providers who are dominated by Exam Board's associated platforms who largely support their own qualifications. Exam Boards are decided at department level so they would tend to align with the reciprocal platform. There are no platforms, apart from Wand, that can or will deliver curriculum content and assessment, covering multiple awarding bodies.

Secondary schools prefer customisable resources as contextualising teaching to individual need is key to successful teaching. In addition, the very different local environment and student cultural backgrounds, mean that teachers struggle to use unaltered resources.

Secondary schools are starting to limit the use of personal technology, phones, in the classroom due to issues with social media and bullying. Technology is most usually used outside the classroom for student preparation or an aid to homework. The exception being testing cycles.

The pressures on schools to monitor, track, report and intervene on all curriculum and increasing wider subjects is intense and is the largest drain on teacher time, outside of the classroom. The DFE have recognised this is the key reason why teachers leave the profession and have setup funding to help companies develop technology to address this pain point. The decision-making process for individual subject matter is held with the department head, but school wide platforms are managed centrally by the Head or Deputy.

Confederations

Regional school confederations of pool resources to find and share the best technology and platforms. Then using buying power to get a better deal. There are a number of primary schools in the SW who are trialling the Wand platform for their confederation, Rackenford & Shute.

Multi Academy Trusts (MATs)

MATs are clusters of schools within a charitable trust, normally supported by private companies or individual, that are outside the control of the Local Authority. Although they follow the National Curriculum, there is a bigger scope for development of innovative teaching practice. This can be use of technology, specialities or extra curricula subjects. Recent survey completed by the FFT Education Data Lab, highlighted that there are huge differences in outcomes across MATs.

<https://ffteducationdatalab.org.uk/2019/05/exploring-mat-ofsted-ratings/>

MATs need a solution to standardised reporting at student, class, department, school and enterprise and the means to address problems. The issue of departmental differences in Exam Board choice are also exacerbated across the trusts leading to multiple platforms.

Private Schools

Private schools are technology rich environments, but still use text books, digital or print for a majority of their learning and assessment. Classes tend to be smaller and teacher support high. There is increasing pressure on schools for better visibility on student progression by parents.

Parents & Tutors

Parents and increasingly tutors are a major factor in the success of students and teachers recognise and are looking for ways to engage and support parents. Parents' find their academic abilities are quickly surpassed by their children leading to a reluctance or inability to engage with learning or homework. This is most likely in households where English is not the first language. The demand for tutoring to help support students is on the rise, most selling on extra support for homework or children that are struggling in the classroom. Visibility of progress, schemes of study as well as advice and guidance are critical.

Home schooling

Home schooling is on the increase as parents who are left with the choice of poor schools decide to teach at home, or schools exclude problem children. The local authorities are coming under pressure to support parents to deliver the appropriate teaching. For parents who have made a conscious decision to home school, support networks are becoming increasing popular.

Competition Overview

The competitor analysis has been split into two areas; functionality and content. The reason being that there are platforms that compete on functionality and platforms that will become competitors once subject packages are launched.

Competitor criteria

Competitors were identified using the following criteria. This list is not exhaustive due to content development increasing the range of competitors

1. Platforms that teachers identified
2. Appeared in the google search criteria for functionality or core subjects

***Competition by content is included within support documentation**

Fig. 1. Functionality Competitors

	Lesson Plan Upload	Templates for content development	Customisable Content	Single Subject Content	Curriculum Based Content	Marketplace	Digital Assessment + Marking	Reporting	Pricing Structure
Wand		x	x	x	x	x	x	x	Subscription
GCSEPod					x		x	x	Subscription
TES						x			Per Resource
3P Learning				x			x	x	Subscription
Century		x			x		x	x	Subscription
IXL				x			x	x	Subscription
Active Learn (Pearson)					x		x	x	Subscription
Twinkl			x		x				Subscription
Diagnostic Questions			x				x	x	Free
Doddle					x		x	x	Subscription
Kognity					x		x	x	Subscription
Learning by Questions							x	x	Subscription
Tassomai				x			x	x	Subscription
Classroom Monitor								x	Subscription
DB Primary				x			x	x	Subscription
Sparx				x			x	x	Subscription
Purple Mash			x		x				Subscription
Teaching Experts				x					Subscription
Twig				x					Subscription
Quizalize							x	x	Subscription
Teachit	x		x		x				Subscription Per Resource
School History				x					Subscription
Mathswatch				x			x		Subscription
My Maths				x			x		Subscription
SPaG				x			x	x	Subscription
Collins Connect					x				Subscription
Discovery Education				x					Free

The table above shows the key competitors for the Wand core functionality:

- Lesson plan upload – Upload and existing content or create new content
- Customisable content – Content can be customised using in platform tools
- Single subject content – Single subject platform
- Curriculum based content – Content aligned to primary or secondary curriculum
- Marketplace – Marketplace of content
- Digital assessment & marking – Range of pre-populated assessment, or assessment making tools. Self-marking
- Reporting – Reporting for specific students, class or school
- Pricing structure – Type of pricing (individual prices within content)

Key competitors

TES

Overview

TES is the world's best community of teachers and school leaders. Supporting schools with Educational materials, jobs, news and courses. Resources are uploaded by individual teachers and were originally free. Increasingly resources are paid for with prices ranging £1-£100. The quality of the resources has been questioned by the teachers. There is no other functionality other than content down load. TES is a direct competitor for the marketplace but has no other functionality. It is however the first place that teachers go to for content.

Strength

- Community based marketplace
- Price
- Range of materials

Weakness

- Quality of content
- Content must be down loaded and stored
- No customisation tools
- No standard templates
- No reporting

Century

Overview

Century brand itself as the AI learning and teaching platform. It is a customised solution for school, colleges and universities at the top end of the price scale. Key features include:

- Customised pathways
- Content library
- Leadership dashboard
- Teacher dashboard
- Guardian Portal

Strengths

- Full school wide solution
- Customisation
- Use of technology

Weakness

- Expensive top down solution
- No marketplace to resource options limited
- Based on curriculum centred learning

Active learn (Pearson)

Overview

Active learn has been developed by Pearson. They have developed a similar ethos to Wand; plan, teach, track assess. Pearson is also pushing a similar message of timing saving as Wand.

They have a full spread teaching, homework and assessment aligned to curriculum. Although content is available from wider awarding bodies such as AQA and OCR, the majority of is aligned to Edexcel qualifications, methodology and process and cannot be customised. As choice is limited in term of AO, most schools will have to use other resources or platforms. This means that it is unlikely that schools will consolidate their resources using this platform.

Strengths

- Full curriculum coverage
- Aligned to AO outcomes
- Actively seeking to make teachers lives easier

Weakness

- Pricing is not available on website
- Limited choice of awarding bodies
- No marketplace
- Pushing Edexcel methodologies

Twinkle

Overview

Twinkle is the go to platform for Primary schools and increasingly secondary, with many teachers interviewed stating it was the most frequently used alongside TES. There are resources covering all curriculum, classroom, homework, home teaching and student welfare. There is no assessment on the platform, although work sheets are available, and

therefore no reporting function. This is very much a teaching material rather than assessment platform where resources can be down loaded and customised. There is also a large international footprint with a wide range of material available.

Strengths

- Full sweet of resources for teachers
- Support for homework and home schooling
- Customisation

Weakness

- No platform assessment
- No automated marking and reporting
- No marketplace
- Materials are created by twinkle
- International presence
- Only twinkle materials available

Doddle

Overview

Doddle is a strong competitor to Wand in terms of teaching, testing and reporting. They pitch as a Full school solution and actively pitch to MATs for consistent assessment frameworks allowing visibility across classrooms and schools and sharing best practice. Doddle has self-marking homework, question level assessment and revision. They have excellent coverage of curriculum. The subscription is school wide based on a cost per learner, but actual costs are only available by quote.

Strengths

- Full school solution
- Full curriculum coverage
- Testing and visibility for schools

Weakness

- Sold as full solution, not single subject
- Looks expensive
- Materials are created by Doddle
- No marketplace
- Not aligned to AO outcomes

GCSE Pod

Overview

GCSE Pod is another strong competitor covering 20+ curriculum subjects, all major awarding bodies, teaching materials, assessment, reporting and insights. 50,000+ dynamic question bank with analytics to align usage with performance. Pods are video based and therefore cannot be edited or changed and are only available from GCSE pod. The downside of this is that research has identified that teachers like to input directly into their teaching and view a total solution with suspicion. This also limits homework and longer question assessments.

Strengths

- Huge library of video learning
- Huge question bank
- Equates usage with progress

Weakness

- Learning is purely video based
- Designed for individual learning
- Content cannot be edited

Diagnostic questions

Overview

Quiz based testing platform which helps teachers create and share questions. The platform also provides insights through automated marking, reporting and analytics. The key feature to this platform for is that it is free. The questions are developed by teachers, but quality assurance is not mentioned.

Strengths

- Large bank of quizzes and tests
- Diagnostic and analytical tools

Weakness

- Quality of questions
- Purely testing

Kognity

Overview

Kognity is a digital text book specialist with worldwide coverage. The main features are; formative assessment, reporting with correct responses for students, interactive books and exam type revision papers. The books are aligned to GCSE, IGCSE and IBDP and are aligned to the major AO. The key issue being that they have chosen a single awarding body for each subject which will not suit schools who are using other awarding bodies. Books are devise ambivalent. Pricing in not available on website.

Strengths

- Range of text books
- Aligned to AO outcomes
- Exam preparation

Weakness

- Tests are limited to teach-assess
- Subjects are limited to single AO
- Learning is limited to text book individual learning

Purple Mash

Overview

Purple mash is aimed squarely at primary schools and provides editable lesson plans, assessment framework, curriculum maps and CPD. This platform feels like it is more a tool for teachers to ensure coverage of curriculum, than a complete learning environment. There is limited assessments and self-marking, but support for observations.

Strengths

- Complete resources for teachers
- Curriculum mapping and CPD
- Homework support

Weakness

- Limited choice of content
- Limited assessments and marking
- Limited editing tools

TeachIt

Overview

TeachIt has been created in partnership with AQA and to deliver worksheets and learning materials to schools. The site feels a bit like TES and allows teachers to share content, though frustratingly, pricing is not readily available. All curriculum areas subjects are covered, but in separate websites which makes searching difficult. There is not surprise that TeachIt only covers their own subjects. Activities are available, but there is no school reporting function.

Strength

- Full range of curriculum
- Content sharing
- Customisation

Weakness

- Single awarding body coverage
- No marketing or reporting functionality
- No in platform editing tools
- Limited to curriculum subjects

Sales & Marketing plans

The priority in term of customer segmentation for the short to medium term are primary teachers/ schools, secondary teachers, secondary schools, MAT's and confederation deals. Parents and tutors will be targeted once the platform functionality have been developed.

Primary

Needs

- Learning materials covering curriculum
- Limited testing (most testing is observational)
- Learn & Teach/CPD on non-curriculum
- Template activates for joint learning

Products

Month	July	August	September	October	November
Content	Phonics Wand Spelling			Wand French Bonjour Milo Take Brittany Wand Spanish	Babcock Math Babcock vocab TBC

The pitch

The pitch for primary school teachers:

Saving time and enhancing learning and assessment through:

- Customisable materials which enhance existing classroom teaching
- Customisable and self-marking activities and assessment aligned to curriculum
- Partnered with leading authors and education service companies
- Reporting giving actionable data on at individual student and questions level
- Growing number of templates that allow teachers to create and store great learning and auto-marked assessment
- Can be used in or outside the classroom

Method

There are 20,925 primary schools in the UK many of which are in rural locations. In addition, availability of teachers is limited to after 3.30. This makes individual face to face pitches impracticable. The strategy for primary sales is therefore:

1. Targeted campaigns through social media based on subject to individual teachers. Pulling to website for trials. Support through 'Help' and customer support through to subscription.
2. Capture google searches via Adwords for specific packages to drop on website subject pages.
3. Attend regional and national subject conferences to demo and sign up
4. Joint promotion with authoring partners; Babcock & Dart

Action Plan

Month	Actions	Materials
July	<ol style="list-style-type: none"> 1. Stock port Subject meeting 50-60 schools. Supporting Babcock promoting Wand Spelling – 2/7 2. Babcock/ Wand Live YouTube event, promoting Wand Spelling and functionality. Aimed at Babcock network new and existing users – 18/7 3. Summer promotion 14 for 12 promotion. Based around giving July Aug for free if teachers sign up now. Email and telephone campaign to trialling teachers – 1/7 – 30/7 	<ol style="list-style-type: none"> 1. Live demos, handouts. Spelling and Phonics 2. Scripted live demo and Q&A 3. Emails drafted and sent through CRM. Follow up calls logged in CRM. Promote on website
September	<ol style="list-style-type: none"> 1. Pre-launch promotion for language packages, show and tell part release, Social media and email to drop page. – 11/9 2. Adword campaigns for Wand Spelling - rolling 	<ol style="list-style-type: none"> 1. Part content & Videos 2. Video to be added to website
October	<ol style="list-style-type: none"> 1. Email campaign to promote Live YouTube Launch for language packages – 2/9 2. Launch of language packages – Live YouTube Show and Tell with Dart – Date TBC 3. Adword campaigns for Wand Spelling - rolling 4. Adword campaigns for languages – rolling 5. Pre-launch campaign in for Vocab & Maths in association with Babcock Regional & National to Babcock social media base – Date TBC 6. Pre-launch Wand Vocab & Maths social media campaigns, targeting teachers -- Date TBC 7. Pre-launch Adwords Vocab & Maths to pre-launch content page in website to capture data on interested teachers - Date TBC 	<ol style="list-style-type: none"> 1. Content pages on website. Videos explainers and packages 5. Content pages on website. Videos explainers and packages
November	<ol style="list-style-type: none"> 1. Launch campaign Babcock Vocab & Maths jointly to Babcock customers social media – Date TBC 2. Launch Wand Vocab & Maths social media campaigns, targeting teachers -- Date TBC 3. Launch Adwords Vocab & Maths to pre-launch content page in website to capture data on interested teachers - Date TBC 4. Promotion to pre- launch interest – discounted rate , captured emails - Date TBC 5. Adword campaigns for Wand Spelling - rolling 6. Adword campaigns for languages - rolling 	

Pricing & Targets

Package	Fee	Yield
Wand Spelling	£99	£41.58
Phonics	£150	£63

Wand French	£129	£70.95
Bonjour Milo & Take Brittany	£169	£84.50
Wand Spanish	£129	£70.95
Babcock Vocab	£300	£126
Babcock Maths	£300	£126
Primary Bundle	TBC	

Targets

Package	July	Aug	Sept	Oct	Nov	Dec
Wand Spelling	10		20	30	30	5
Phonics	5		5	5	5	5
Wand French				15	20	5
Bonjour Milo & Take Brittany				15	20	5
Wand Spanish				15	20	5
Babcock Vocab						
Babcock Maths						
Primary Bundle						

Secondary Teachers

Needs

- Self-marking customisable assessments based on specific curriculum
- Reporting to identify student need and meet management requirements
- Model answers to aid intervention
- Additional learning materials to enhance existing learning
- Learn & Teach/CPD on mandatory non-curriculum subjects
- Template activates for joint learning activates

Products

Month	August	September	October	November
Content	Edexcel History GCSE Employability Teach & Learn		AQA History GCSE Well-being Learn & Teach	Security and crime Learn & Teach

The pitch

Access a growing marketplace of teaching resources. Customise, create and deliver ready-made lessons anytime, anywhere on any device. Assess, and intervene through worksheets complete with automated marking and reporting to track student progress.

Features:

- Customisable materials which enhance existing classroom teaching
- Customisable activities and assessment aligned to curriculum and Exam Board objectives
- Partnered with leading authors and education service companies
- Reporting giving actionable data on at individual student and questions level
- Growing number of templates that allow teachers to create and store great learning and auto-marked assessment
- Can be used in or outside the classroom

Method

Secondary school teachers will search for new materials and assessment via google search and social networks, especially facebook and twitter. They will also attend subject specific events that gain CPD.

1. Targeted campaigns through social media based on subject to individual teachers. Pulling to website for trials. Support through 'Help' and customer support through to subscription.
2. Capture google searches via Adwords for specific packages to drop on website subject pages.
3. Attend regional and national subject conferences to demo and signup
4. Build champion/ super user network and case studies (need to be realistic)
5. Trials and promotions, teachers love a deal

Action Plan

Month	Actions	Materials
July	<ol style="list-style-type: none"> 1. Pre-launch promotion Edexcel History & Learn & Teach Employability, release of early materials to register interest – discounts for early reg. Targeted social media – 17/7 2. Pre-launch promotion Edexcel History and Teach Employability adwords campaign, discounts for early reg – 17/7 3. History follow up press release with examples (original in June) with quote from author – 17/7 	<ol style="list-style-type: none"> 1. Website content page, examples of materials 3. Quotes from author
August	<ol style="list-style-type: none"> 1. Social media campaign promoting YouTube live launch History and Learn/Teach - 14/7 & 21/7 2. Email to pre-reg to attend Live launch – 14/7 & 21/7 3. Edexcel History GCSE and Learn/Teach launch Live YouTube Event – 29/8 	<ol style="list-style-type: none"> 1. Teaser Videos 2. Try getting Edexcel approval
September	<ol style="list-style-type: none"> 1. Press Release Edexcel History & Employability Learn& Teach & Learn, using feedback from live events – 2/9 2. Pre- Launch AQA History & Well Being Learn&Teach, release of early materials to register interest – discounts for early reg. Targeted social media – 12/9 3. Social media campaign promoting Launch U-Tube event – 19/9 4. Email to pre-reg to attend Live launch – 14/7 & 21/7 5. Adwords campaigns on History GCSE – Rolling 6. Adwords campaigns on Employability – Rolling 	<ol style="list-style-type: none"> 1. Feedback and recording from live event 2. Website content page, examples of materials
October	<ol style="list-style-type: none"> 1. AQA History GCSE and Learn&Teach Well-being launch Live YouTube Event – 16/10 	<ol style="list-style-type: none"> 3. Feedback and recording from live event, Teaser videos

	<ol style="list-style-type: none"> 2. Press release AQA history & Well-being Learn & Teach – 17/10 3. Social Media campaign Promoting AQA History & Well-being – 16/10 4. Social Media campaign introducing Learn& Teach bundle – 31/10 5. Adwords campaigns on History GCSE AQA & Edexcel – Rolling 6. Adwords campaigns on Employability & Well-being– Rolling 	<ol style="list-style-type: none"> 4. Try for AQA approval
November	<ol style="list-style-type: none"> 1. Social Media campaign pushing Key Secondary School bundles – Learn& Teach and History + potential science, Geog & Languages. Core message – Rolling 2. Adwords campaigns individual packages History, Plus other curriculum - Rolling 3. Adwords campaigns Learn& Teach- Rolling 4. Press Release – Secondary School solution – Saving Time – Subjects bundles – 15/11 	<ol style="list-style-type: none"> 1. Learn & Teach Website page 2. Learn & Teach teaser videos

Pricing & Targets

Package	Fee	Yield
Learn & Teach Employability	£99	£99
History GCSE Edexcel	£300	£300
History GCSE AQA	£300	£300
Learn & Teach Well-Being	£99	£99
Combined Science GCSE	£300 TBC	£300 TBC
Geography GCSE	£300 TBC	£300 TBC
Security & Crime	£99	£99
French GCSE	£300	£300
Babcock Vocab	£299	£140.53

Targets

Package	July	Aug	Sept	Oct	Nov	Dec
Learn & Teach Employability			15	30	25	10
History GCSE Edexcel			15	35	20	10
History GCSE AQA					15	10
Learn & Teach Well-Being				15	20	10
Combined Science GCSE				15	20	10
Geography GCSE				15	20	10
Security & Crime					15	10
French GCSE						10
Bacock Vocab					15	10

Secondary Schools & Private

Needs

- Curriculum based testing that gives visibility of progress and issues for students, classes, departments and schools
- Material and tools that make their teachers life's easier, stopping teacher attrition
- Prove student progression and impact for Ofsted

- Minimise platforms and resolve interoperability issues
- Access great materials within budget
- Share best practice

Products

As the secondary schools' needs differ from individual teachers and departments the pitch has focus on different aspects of the Platform. The advantage the wand has to the competition, set out in the competition section, is that the features and functionality appeal to both segments in different ways. The value proposition for schools' heads is therefore a mix of functionality, WestExe testing cycles and Secondary School Bundles when available as an upsell.

The pitch

Affordable school wide solution that:

- Provides a full suite of progress and spot tests for all curriculum subjects at all levels
- Centralised administration means admin free testing for your teachers
- An ever-growing market of customisable curriculum-based content aligned to all Exam Boards and written by subject leaders
- Access to simple and quick templates for creating engaging learning and assessments
- Automated marking and reporting that will reduce workloads of your teachers
- Data interchange with your central MIS systems
- A 'one stop shop' for learning materials, assessment, reporting and interventions that will save time and money

WestExe Testing Cycles

Programme brief:

Designed alongside West Exe Secondary School the package was create to allow schools to setup within 15 min. This means that all teachers and students can uploaded, and all assignments created and scheduled for the entire scholastic year. Teachers who are reluctant to the use of a computer don't have to use the platform, as their students will receive assignments automatically and teachers will get the progress reports via email. School do not require any specific infrastructure, as Wand Testing Programme can be completed by students either in school or at home, using any device or platform, including smartphones. At the end of a scholastic year, schools would have invested less than 15 minutes setting up and maintaining the Wand platform but generated more than 130.000 testing papers with actionable progress reports at the end of each week, for every student, for every subject.

The second component are progress tests that can be delivered periodically for all curriculum subjects at all levels to quantify progress for students.

Method

The initial combined value for the secondary school bundle is around £1,400 and will rise to around £3,000 when wider Learn & Teach packages and GCSE packages are added. This means that it is more economical to pitch face to face. Especially within metropolitan areas where schools are grouped closer together. Heads and Deputies are also available within a wider time range than individual teachers. Appointment making campaigns through emails and telephone for direct sales meetings are the key actions for this segment.

Action Plan

Month	Actions	Materials
July	<ol style="list-style-type: none"> 1. Press release, Launch of WestExe Testing cycle alongside article of case study in Secondary Magazine – TBC 2. Introduction Email campaign and telephone campaigns in partnership to WestExe centred around appointment making for Sales - Ongoing 3. Telephone campaign to London schools appointment making for sales – pushing WestExe tesing, History & Learn & teach – Ongoing 4. CEO to setup meeting with private school network to setup test bench - Ongoing 	<ol style="list-style-type: none"> 1. Content page on Website 2. Presentation 3. Video teaser included 4. WestExe case study, secondary school magazine
August	<ol style="list-style-type: none"> 1. Light campaign for WestExe to MATs, telephone and email to make appointments for sales. – Ongoing 2. Secondary School bundle campaign ptomoting preparation for new year, History, Learn&Teach and Testing – 23/8 	
September	<ol style="list-style-type: none"> 1. Press release on 15 minute setup for WestExe testing - 2/9 2. WestExe testing for new school year promotion around 15 minute setup, also secondary bundle email campaign National.... 2/9 3. Campaign for WestExe to MATs, telephone and email to make appointments for sales. – Ongoing 	
October	<ol style="list-style-type: none"> 1. Campaign for WestExe to MATs, telephone and email to make appointments for sales. – Ongoing 2. MAT conference 2019 try for sponsorship 	
November	<ol style="list-style-type: none"> 1. Campaign for WestExe to MATs, telephone and email to make appointments for sales. – Ongoing 	

Pricing & Targets

Package	Included	Fee	Yield
WestEx Testing Bundle	2 x testing cyscle	£1,300 TBC	£1,000
Learn & Teach Bundle	Employability, Wellbeing, security	£350 TBC	£350
Curriculum Bundle	History, Geography, Science	£750 TBC	£750

Targets

Package	July	Aug	Sept	Oct	Nov	Dec
WestEx Testing Bundle			25	40	40	15
Learn & Teach Bundle					15	5
Curriculum Bundle				10	15	5

Risk & Mitigation

1	Packages development timeline cannot be achieved and the required packages to meet the revenue targets are not completed on time	Operational	Medium	High	Medium	CT	Avoid	Detailed process developed Authors now required to sign a contract specifying dates for delivery. Regular Contact and progress checks are built in to the development project timeline. Identified and contracted quick turnaround authors to partly bridge the gap.	ongoing	Open
2	Templates for content development not available which delays delivery - this has a knock on effect that the revenue targets can't be achieved	Operational	High	High	High	C T	Reduce	Work with Siveco to make sure new template development	Ongoing	Open
3	Resourcing of content - We struggle to find authors - Moved to high as Interim Marketing manager has left	Marketing	High	High	High	?/CT	Avoid	Build database of potential authors through linkedIn or research. Hire short term contractor to work on website and deliver marketing campaigns	15-Jul	Open
4	Quality of content not up to standard	Operational	Low	High	Medium	CT	Avoid	The detailed process being developed has quality checks built in at all stages of build so the timeline should not be compromised but it should be considered moving quality checks earlier into the process. Should these checks not pick up quality issues the delivery timeline would be impacted and revenue delayed as a result Contract allows for termination of contract and non payment for insufficient quality	Ongoing	Open



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