

EDUjNITY

EdUnity White-Label Program

EdUnity Business Solutions
edunity.co/business/whitelabel

Contents

EdUnity is a leading provider of School App technology, trusted and use by some of the biggest education brands to deliver reliable and cost-effective apps for schools. Our newly launched, White Label Program is intended to let even more companies offer School Apps to their clients.

About Us and Why
Choose EdUnity?

Page

06

Why Offer School Apps to
Clients?

Page

09

How Does the White Label
Program Work?

Page

14

Revenue Opportunity and
Earnings

Page

16

Frequently Asked
Questions (FAQs)

Page

18

An Introduction To EdUnity White Label

Elevate a school's home-communication and parental engagement with EdUnity.

We are pleased to share the launch of the EdUnity White-Label Program, an opportunity for EdUnity to extend on our mission to make world-class apps affordable and available to schools globally.

EdUnity is a leading provider of School App technology, trusted and used by some of the biggest education brands to deliver reliable and cost-effective apps for schools. Our newly launched, White Label Program is intended to let even more companies and service providers offer School Apps to their clients.

School Apps have proven to be an effective way to elevate and improve school-communications, cut back on expensive administration costs and improve parental-engagement across the entire school community. By leveraging a universal and digital school ecosystem, apps are propelling school-home engagement into 21st century standards.

As part of our White-Label Program, we are now opening up our technology to make it possible for education businesses to provide School Apps within their service offerings, create compelling and highly desirable value propositions for businesses, and schools alike.

We have taken a radical new approach to ensure just this. Our White-Label Program is available to partners with no up-front fees or costs whilst still leveraging the industry's most advanced school app technology.

This brochure pack is intended to detail some of the elements of the White Label Program which is launching for eligible businesses in 2021. We encourage you to explore the program and reach out to us if you feel the program could offer a complementary fit to your company's existing service portfolio.

You can also find out more by visiting our website at <https://www.edunity.co/business/whitelabel> or emailing us at hello@edunity.co

Yours in education,

Tim Collins

Tim Collins
Co-Founder, EdUnity



A woman with curly hair, wearing a light-colored jacket, is adjusting the hair of a young boy with curly hair. The boy is wearing a dark blue sweater, a red backpack, and a blue tie. They are in a brightly lit room, possibly a home or a school hallway. The background shows a doorway and some furniture.

Helping Schools Connect with Parents

As schools grapple with the lowest levels of home engagement in decades, we are helping schools get back on track.

Why Partner with EdUnity?

Support | Marketing | Technology | Earning

Priority Technical Support

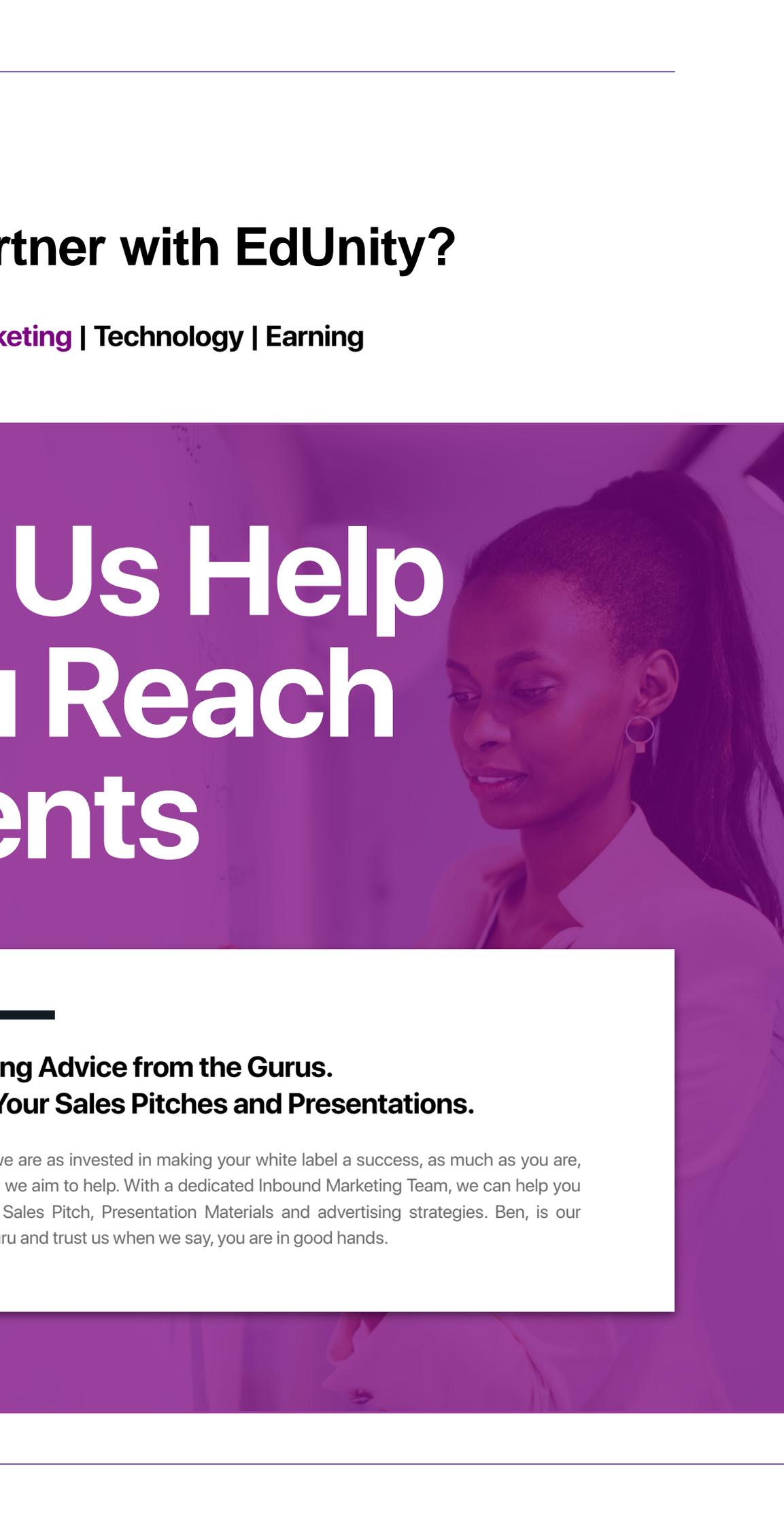
**We are here to help.
Whenever you need us.**

White Label Partners have priority support ensuring one of our team can always assist you quickly - and you don't have to keep your client waiting. With our service level agreement, we aim to respond to all support requests within 4 working hours.

Why Partner with EdUnity?

Support | **Marketing** | Technology | Earning

Let Us Help You Reach Clients



Marketing Advice from the Gurus. Refine Your Sales Pitches and Presentations.

At EdUnity, we are as invested in making your white label a success, as much as you are, which is why we aim to help. With a dedicated Inbound Marketing Team, we can help you master your Sales Pitch, Presentation Materials and advertising strategies. Ben, is our marketing guru and trust us when we say, you are in good hands.

Why Partner with EdUnity?

Support | Marketing | **Technology** | Earning

The Only School App To Get Smarter

The Smartest School Eco-System. Getting Smarter and Better Over Time.

We are constantly bringing out new features and enhancements and with our unique technology, EdUnity is the only school app platform that can get smarter with time. Add new features without any downtime and rest assured knowing we've got your back, reinvesting into the latest security standards, features and tools.

Why Partner with EdUnity?

Support | Marketing | Technology | **Earning**

No Fees. Just Earn.

**40% Revenue Share in Year 1.
Then 60% Revenue Share in Every Renewal.**

We do not charge any fees to join our White Label Program, instead, you simply earn depending on the number of School Apps you have. In the first year, you will earn 40% of the subscription value and this increases to 60% for subscription renewals. Try out our Earnings Calculator at edunity.co/business/whitelabel



It's Yours - Inside and Out

Maintain a sense of professionalism and full control over your clients. Our White Label Program means your School App platform can be customised to your brand. Connect to your existing website domain, change colours and logos - giving clients a familiar feel.

Setting up the White Label Platform is simple, we fully host all apps meaning no need for expensive servers, technical teams or infrastructure. Your School App Platform - without all the hassle.

Your Own School App Platform

"Parents Have a Clear Preference for Digital Communications."

- Kate Richards, Chief Inspector of the Independent Schools Inspectorate (ISI) 2018



Why Offer School Apps to Clients?

There are so many reasons to be capitalising on the potential School Apps offer, here are a few to consider.

School Apps offer tremendous potential to schools, as a practical and effective way of improving school administration, reducing costs and improving parental satisfaction amongst others.

School Communication

For many schools, communication is a messy affair involving letters, emails, texting, websites, social media accounts and even VLEs. The reality is, by having so many different platforms and limited centralisation, the school community becomes disengaged at the detriment of effective school communication. By having a school app, we can centralise messaging, news and much more - as the ideal 'go-to place' for anything school-related.

Cutting Costs

Schools are frequently spending tens of thousands of pounds a year on communication costs, yet even large businesses aren't spending this! Our apps make it affordable for schools to save money on administration without jeopardising education or teaching quality.

Evidence for Ofsted or ISI

School Communication and Parental Engagement are typical hotspots for school inspectors, but a nightmare for schools trying to evidence all the work

they put into building a strong school community. EdUnity can help school leaders to do this by evidencing usage levels with built-in analytics.

Streamlining School-Tech

Imagine an app that does it all - from communication to engagement, virtual lessons and even homework. Well, EdUnity is closer to making this a reality every day. As the only School App which gets smarter with time, it learns from the way parents and students use their app. We are always investing in the latest innovations, and with our Marketplace, we now make it possible to connect and integrate more than 100 apps and services with a School's App.

Parental Satisfaction

In recent years, the preference for School Apps has grown significantly. Even Kate Richards, the Chief Inspectorate at ISI has confirmed for schools, that parents have a clear preference for receiving electronic communications.

As our lives become more intertwined with technology and apps, it does, after all, make sense to reach parents and students on the devices they are using most.

The EdUnity Difference

Included with every app

App Design

Our team can handle all School App Design requirements freeing up your resources.

Hosting

EdUnity White Label is fully hosted and maintained by us, so you can sit back and relax.

Compliance

EdUnity maintains full legal compliance including App Store checks and GDPR.

Encryption

All our apps are fully encrypted, ensuring peace of mind for schools and parents.

Distribution

We will handle all app store distribution requirements, then just update the App Manager.

Support

Enjoy priority supports with a 4 hour service level agreement for white label partners.

Explore Some of Our Top Features

A School's App should meet both the current and evolving needs of Schools. EdUnity provides a wide range of features that schools can choose to add to their apps and make them unique to their school. We are constantly adding new features and ways to get the most out of a School App.

With Marketplace, we have added hundreds of third-parties that can be added and connected to your School's App. EdUnity can also add custom feature requirements, specific to a school's or clients needs. For White-Label Partners, custom features are discussed on an individual basis.



Notifications

Easily reach parents with the 21st Century SMS alternative.



News Stream

Keep Parents engaged and up to date with the latest school news.



Mailbox

Send attachments and long-form messages to parents.



E-Forms

Create and collect responses with Electronic Forms and Surveys.



Calendar

Share School Events and keep everyone in the loop.



Photo Gallery

Share the latest pictures from a School Trip, event and more.



Folders

Organise School Apps with designated folders and areas.



Appointments

Allow parents to book and request appointments with teachers.



Analytics

Measure and evidence parental engagement levels.



Contact

Make it easy for parents to get in touch with schools.



E-Wallet

Let schools transition to an E-Wallet for meal ordering and purchases.



Marketplace

Add 100s of 3rd Party Apps and services to your School's App.

EdUnity

Simple.

Quick.

Loved.

How Does the White Label Program Work?

01 /// Express Interest and Register

If you are interested in learning more about the White Label Program and have an interest in providing apps to Schools, then the first stage is to reach out and express your interest.

We are selective when it comes to whom we partner with for a few reasons as we invest a great deal in getting the White Label Program setup for you. As a rule of thumb, we tend to prefer companies that have an established school portfolio and are actively providing related services to schools (such as website design or marketing services).

You can register your interest by contacting us at hello@edunity.co

Estimated Time Frame

1 - 2 Weeks

02 /// Discussions with a Member of the Team

The next step will be to discuss with a member of the team around your requirements and needs. We will discuss the various pricing options, help you identify potential clients and work on your business case as well as demonstrations of the platform.

- Explore requirements and White Label revenue potential
- Build a business case and identify possible target clients
- Partnership Agreement and White Label Contract

Estimated Time Frame

2 - 4 Weeks

What Will Happen Once We Join?

03 /// Set-Up and Implementation

If you decide to proceed and join the Program as a White Label partner we will then set-up your White Label. This will include connecting the platform to your website domain, customising the design and onboarding you with the necessary training.

It will then be over to you to introduce your customers to the platform and show them how to get the most out of your School's App.

- Platform setup and connection to your Website Domain
- Customisation of the White Label Design
- Completion of the Training and Onboarding

Estimated Time Frame

1 - 2 Weeks

04 /// Onboarding Clients and Support

When you wish to proceed with a Client, you can activate an app by contacting us. We will invoice you 60% of the subscription (in Year 1) or 40% of the subscription (for a renewal). Once paid, your School's App will be built by our team and then added to your platform.

If you require any support, you will have priority access to our team for any support and technical queries. We will aim to respond to enquiries within 4 working hours, subject to our Service Level Agreement (SLA).

Estimated Time Frame

Ongoing

Earn Up to £1,800 per School App with No Up-Front Fees

Our ready to go, pricing models, pay up to 60% commission with 0 up-front fees.



How Much Could We Earn from Apps?

With generous ready-to go commission models in place, find out how much you could earn.

Our EdUnity White Label Program is designed to supplement your existing business model and service portfolio whilst generating substantial revenue. Partners can earn a share of the School Subscription fee by delivering apps to clients. Our School Subscriptions range from £960 - £3,000 a year depending on the school size, as shown below.

Size	# of Students	Price/Year
Small	0 - 350	£ 960.00
Medium	350 - 750	£ 1,500.00
Large	750	£ 3,000.00

These are the Recommended Retail Prices (RRP) to schools.

What is the Commission Rate?

In first-year subscriptions, we pay partners a 40.00% commission which includes the costs of app design, setup and submission to the App Stores. It ensures a completely turn-key service for White Label Partners, where your primary focus can be on maintaining a strong relationship with existing and new clients.

In any renewal subscriptions thereafter, your commission earnings will increase to 60.00% - meaning you can earn uncapped, up to £1,800 per school app.

What Does the Commission Cover?

Any commission earnings are yours to keep, out of our share we will cover all costs related to the App Design and Development, as well as maintaining Hosting and continuous feature developments and improvements.

How Much Could I Make with 25 Medium Schools?

As an example, if you have 25 medium schools with an app each - your revenue share would be £15,000 in Year 1 based on earning a 40% share. If all schools renew and keep their apps for the second billing year, this would increase to 60% and therefore you would earn £22,500.00.

First Year Earnings, Per App

Applies to apps in their first billing cycle.

Size	Commission	Earnings
Small	40.00%	£ 384.00
Medium	40.00%	£ 600.00
Large	40.00%	£ 1,200.00

Renewal Cycle Earnings, Per App

Applies to apps in a renewal billing cycle.

Size	Commission	Earnings
Small	60.00%	£ 576.00
Medium	60.00%	£ 900.00
Large	60.00%	£ 1,800.00

Frequently Asked Questions

01 ///

Are There Any Non-Solicitation Rights?

Yes! As part of our Partnership Agreement, there will be a Non-Solicitation clause. This prohibits EdUnity from circumventing any White Label Partners or taking clients directly and is legally enforceable. Plus, we hope our relationship will be fruitful together - and this isn't really our style.

02 ///

Exclusivity Between White Label Partners

Whilst we do not provide exclusivity to White Label Partners, we do actively avoid signing up partners in the same areas or client-base. This is to ensure that there is sufficient freedom to operate between White Label licensees. Our Non-Solicitation agreement covers client relationships between licensees and EdUnity.

03 ///

Do we have to Credit EdUnity in Branding?

No, it is up to you whether you inform clients that your School App will be powered by EdUnity. Any agreements will specify an Intellectual Property Rights clause, that licenses you to white label the platform under your branding and without needing to attribute IP rights.

04 ///

Can We Set Our Own Pricing or Bundles?

Yes! Our fees remain the same - and our pricing model is tried and tested. However, if you wish to amend pricing for your clients, or bundle an app with other services - you have full freedom and autonomy to do this. Our activation and app license fees are the same as if using our pricing.

05 ///

What is the Eligibility Criteria to Join?

We evaluate companies on a case-by-case basis. As part of the evaluation, we prefer companies which show an established track record working with Schools and are currently providing services to schools. A keen interest and drive to push apps into schools are also vital!

06 ///

What Kind of Support Does EdUnity Offer?

Our White Label Partners have priority access to support via our Helpdesk, Email and Phone. We aim to respond to all enquiries within four (4) working hours, subject to our Service Level Agreement. This is to ensure you can support clients as quickly as possible.

07 ///

Can We Request Custom Features?

Yes - you can request a custom feature to provide to your clients. We do not share custom features between White Label Partners, and so this would maintain exclusivity to clients you serve. Custom features are chargeable and quoted separately, but can be done at any time - including once you already have some active apps.

08 ///

How Do We Register Interest?

You can either email us hello@edunity.co with the subject 'White Label Program' or contact us using the form on our website and available at <https://www.edunity.co/business/whitelabel>

09 ///

How Are EdUnity Apps Different To Other School Apps?

When we say School App, every app is unique - it is a School's very own app, and this means there is an endless number of ways to customise it and tailor it to Schools. Other providers offer things like a 'Parent App' that can be downloaded and used in limited ways - but beware! This is not a School App.



EDÜNITY

Scan to visit our website.



Email Us

hello@edunity.co

Website

<https://www.edunity.co/business/whitelabel>

LinkedIn

<https://www.linkedin.com/company/edunityofficial>