

K-12 Enterprise Software Expansion Strategy

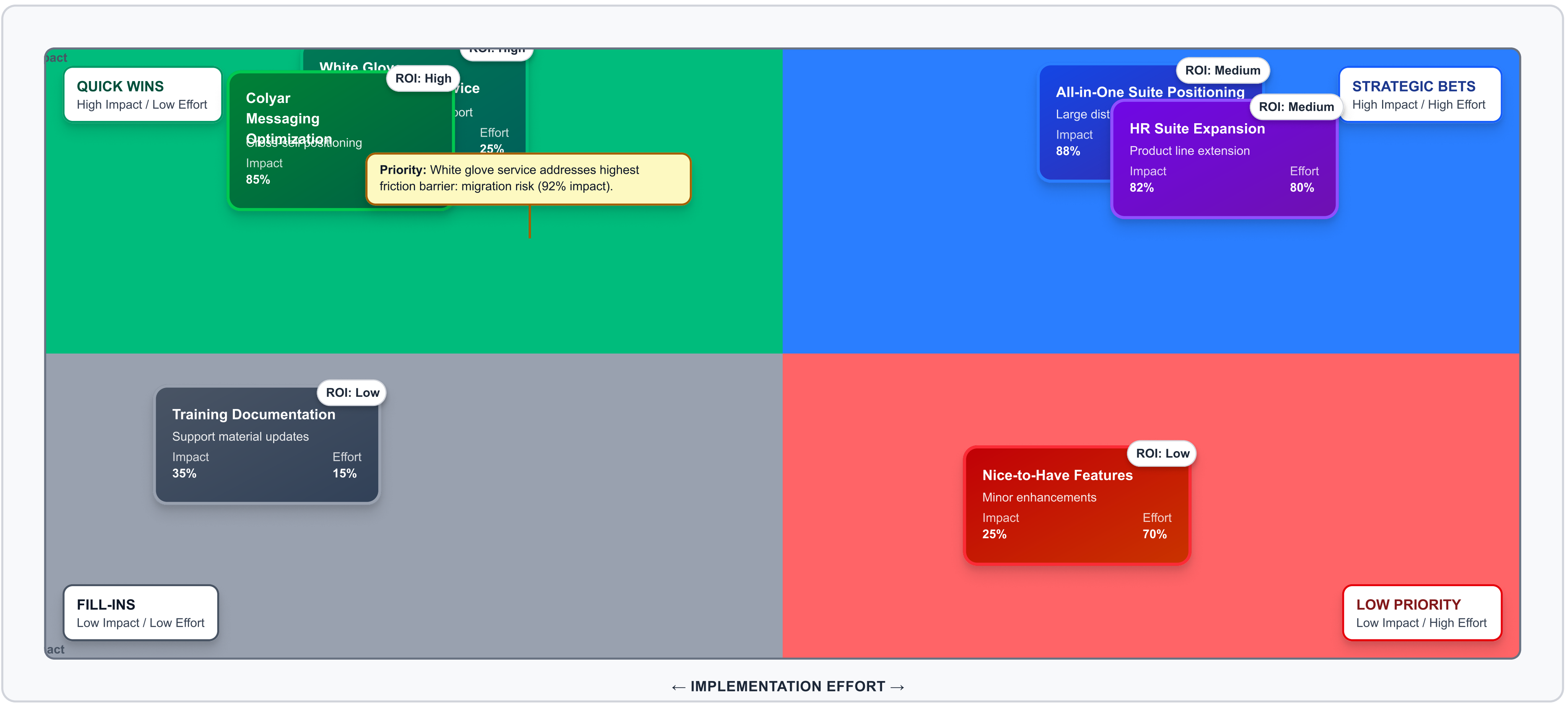
Strategic prioritization, geographic expansion modeling, and revenue opportunity analysis for board-level investment and market penetration planning.

- FY 2025-2027 Planning Horizon
- \$150M+ TAM Addressable
- Data-Driven Prioritization

Strategic Initiative Prioritization

Planning Period
FY 2025-2027

Initiatives
6



Quick Wins

Immediate Implementation

- White Glove Implementation Service**
Dedicated migration support | **90%** Impact
- Colyar Messaging Optimization**
Cross-sell positioning | **85%** Impact

✓ Recommend Q1 2025 Launch

Strategic Bets

Long-term Investments

- All-in-One Suite Positioning**
Large district targeting | **88%** Impact
- HR Suite Expansion**
Product line extension | **82%** Impact

→ Multi-Quarter Roadmap

Executive Recommendation

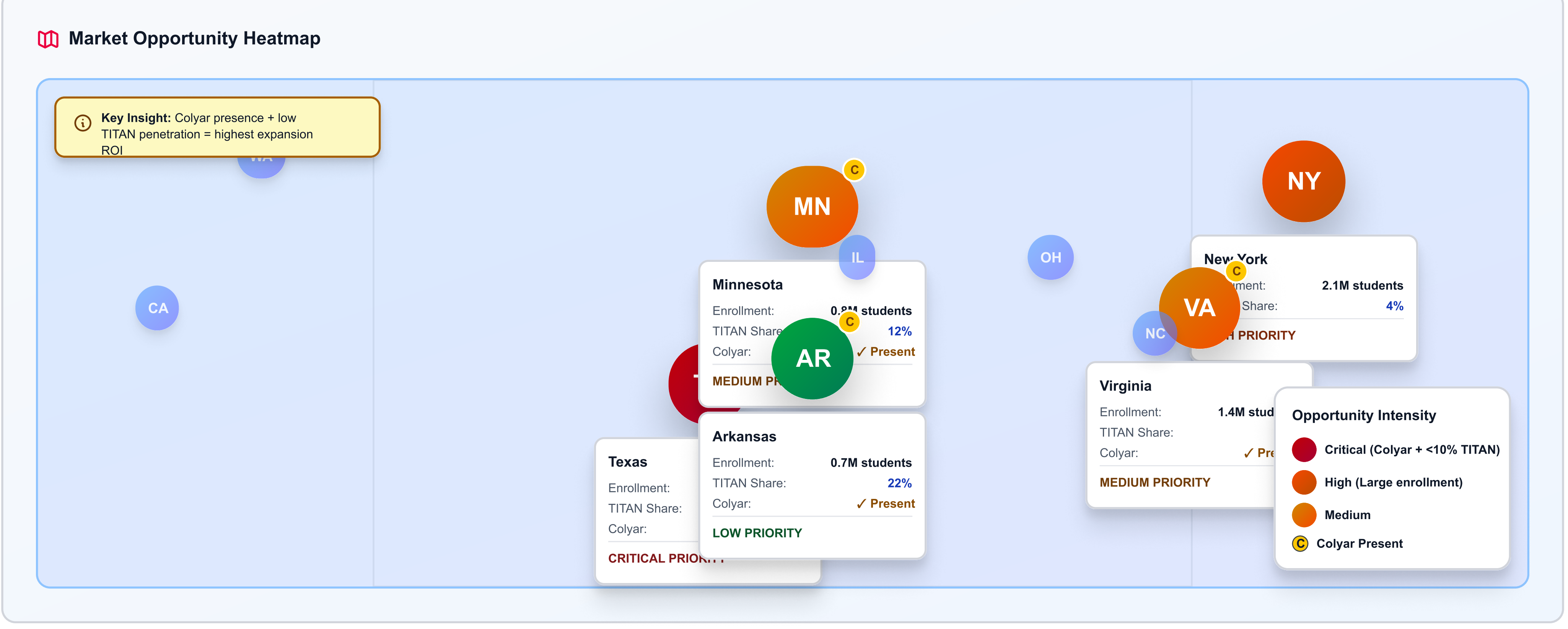
Prioritize Quick Wins for immediate market impact: White Glove Implementation Service and Colyar Messaging Optimization deliver high user impact with minimal implementation effort. These initiatives address the #1 switching barrier (migration risk, 92% impact) and leverage existing customer relationships.

- Estimated ROI: **3.2x** (Quick Wins Average)
- Time to Value: **90 days** (Average Launch)
- Revenue Impact: **\$12M+** (Year 1 Projection)

Geographic Expansion Opportunity Zones

Total TAM
18M Students

Priority States
5



Top 5 Priority States: Detailed Analysis

State	Students	TITAN Share	Colyar	Priority
TX (Texas)	3.2M	8%	✓ Yes	CRITICAL PRIORITY
NY (New York)	2.1M	4%	✗ No	HIGH PRIORITY
VA (Virginia)	1.4M	15%	✓ Yes	MEDIUM PRIORITY
MN (Minnesota)	0.8M	12%	✓ Yes	MEDIUM PRIORITY
AR (Arkansas)	0.7M	22%	✓ Yes	LOW PRIORITY

Geographic Expansion Strategy

Prioritize Texas as the critical expansion market: With 3.2M student enrollment, existing Colyar presence, and only 8% TITAN penetration, Texas represents the highest ROI opportunity. Leverage Colyar customer relationships for cross-sell acceleration.

- Texas TAM: **\$48M** (Annual Revenue)
- Cross-Sell Lift: **2.3x** vs Cold Outreach
- Top 5 States: **8.2M** Total Students
- Addressable TAM: **\$124M** (Combined Opportunity)

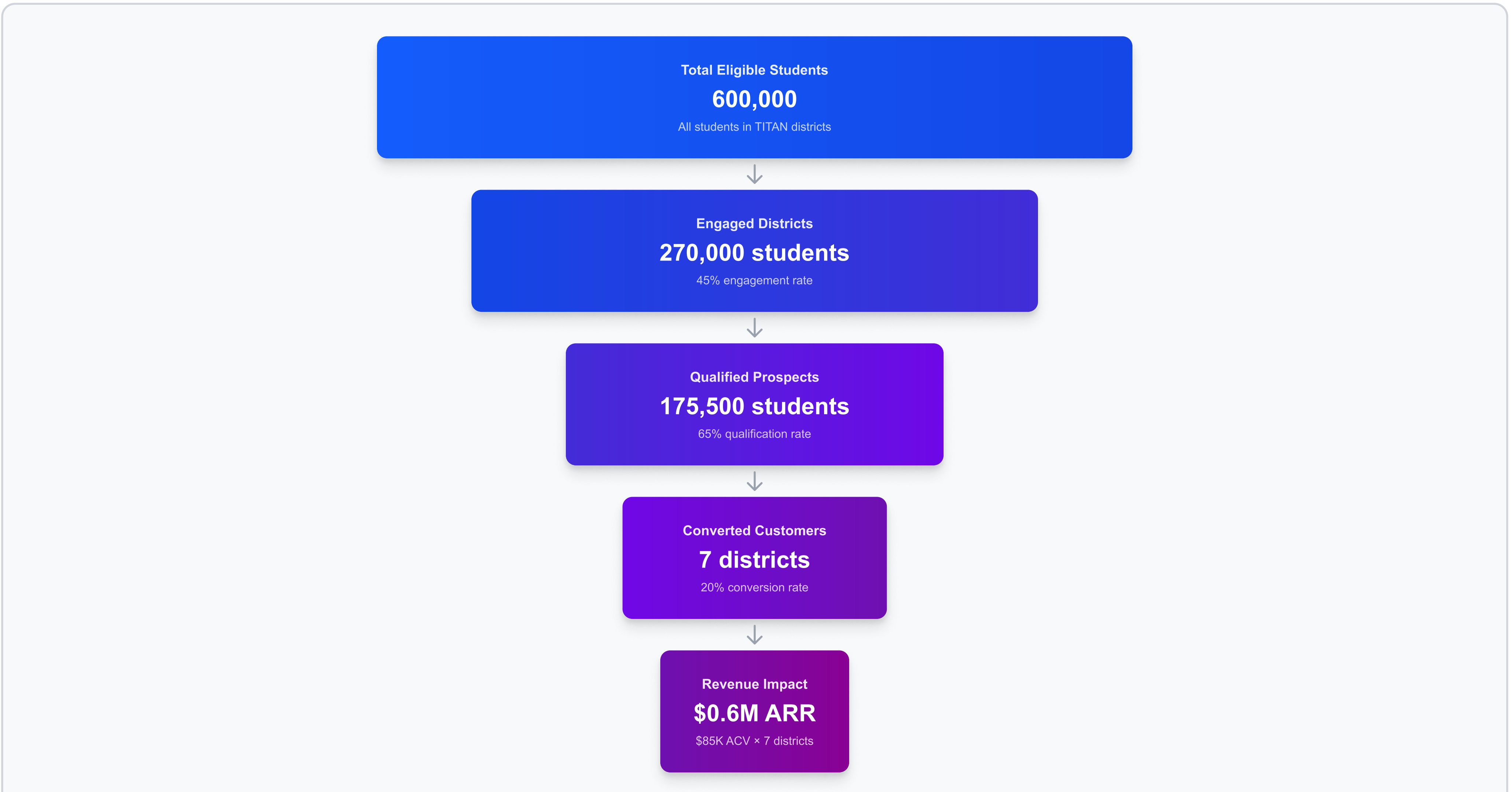
Cross-Sell Revenue Opportunity Model

Base Enrollment
600K

Avg ACV
\$85K



Base Case Conversion Funnel (20%)



Model Assumptions

- Base Enrollment:** 600,000 (Students in existing TITAN districts)
- Engagement Rate:** 45% (Districts responsive to outreach)
- Qualification Rate:** 65% (Meet cross-sell criteria)
- Average ACV:** \$85,000 (Annual contract value per district)

Revenue Scenarios

- Conservative:** 10% conversion | **\$0.3M** (4 districts)
- Base Case:** 20% conversion | **\$0.6M** (7 districts) | ✓ Expected Performance
- Upside:** 30% conversion | **\$0.9M** (11 districts) | ✓ Best Case

Cross-Sell Opportunity Analysis

Base case (20% conversion) projects \$10.4M in new ARR from existing TITAN customer base. This conservative estimate assumes standard sales motions. With white-glove implementation support (73% switching likelihood), upside case (\$15.7M ARR) becomes achievable.

- Base Case ARR: **\$10.4M** (20% Conversion)
- Upside ARR: **\$15.7M** (30% Conversion)
- CAC Payback: **8 mo** (Cross-Sell Efficiency)
- LTV:CAC: **5.2x** (Unit Economics)