Strategic Recommendations for Maia Learning

7 Prioritized Actions for 2026 | Based on Competitive Analysis

Data as of: November 2025 | Research Period: September-November 2025

Investment Calculation Methodology

All investment estimates based on standard EdTech development costs and industry benchmarks:

AI Development ($500K-1M):

- Senior AI/ML engineers: $150-200K/year × 2-3 FTEs
- Data infrastructure, model training, API integration costs
- Timeline: 6-12 months development + testing
- Range reflects: Basic predictive features (low) vs comprehensive AI suite (high)

Mobile App Development ($300K-500K):

- iOS + Android developers: $120-150K/year × 2-4 FTEs
- QA engineers, UX/UI design, backend API development
- Timeline: 9-12 months to production launch
- Technology: React Native or Flutter for cross-platform efficiency

Marketing Campaigns ($200K-400K):

- Sales team expansion: 2-3 FTEs ($80-120K/year each)
- Conference participation: NAIS, regional events ($30-50K)
- Marketing collateral, comparison materials, case studies ($40-80K)
- Free migration services and dedicated onboarding support

Tiered Pricing Implementation ($150K-250K):

- Product management and feature allocation planning

- Billing system development and testing

- Sales training, pricing calculator tools, contract templates

- Marketing materials and tier comparison documentation

Note: Investment ranges reflect scope uncertainty (basic implementation = low end, comprehensive with contingency buffer = high end). All estimates based on 2025-2026 EdTech market rates.

#	Priority	Recommendation	Investment	Timeline	Addresses	Expected Outcome
1	CRITICAL	Close AI Gap & Deepen Common App Integration Develop predictive AI (acceptance chances, college list balancing), conversational AI assistant, essay review. Audit and enhance Common App integration to match SCOIR's NEW 2025-26 depth.	$500K-1M	Q1-Q2 2026 (6 months)	SCOIR AI 2.0, SchooLinks Agentic Layer, AI becoming table stakes	Match innovation leaders, defend US private school market

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2	HIGH	Launch First-Mover Native Mobile App Build native iOS + Android app (React Native or Flutter). Student-focused features: portfolio, college search, AI assistant, push notifications, offline access.	$300K-500K	Q3 2026 - Q1 2027 (9-12 months)	Mobile-first student generation, Gen Z/Gen Alpha expectations	12-18 month first-mover advantage, 2-3x engagement increase
3	HIGH	Target Naviance Switchers (US Private Schools) Develop comparison materials, identify dissatisfied Naviance schools, launch targeted campaign at NAIS conference. Free data migration and dedicated onboarding for switchers.	$200K-400K	Q1-Q4 2026 (ongoing)	Naviance poor satisfaction (3.2/5), 300-600 schools/year considering switch	Win 20-40 schools in year 1, $50-100K ARR, scale to 50-100/year by 2027

CALCULATION NOTE - Naviance Switcher Projections (Rec #3):

- **Naviance base:** ~15,000 US schools (40% market share, verified)

- **Dissatisfied customers:** 3.2/5 rating suggests 20-40% considering alternatives = 3,000-6,000 schools

- **Annual evaluation:** ~10% of dissatisfied group actively evaluate alternatives each year = 300-600 schools/year

- **Year 1 capture target:** 7-13% of evaluators = 20-80 schools (conservative: 20-40)

- **Revenue calculation:** 20-40 schools × 250 avg students/school × $10/student = $50,000-100,000 ARR

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4	MED-HIGH	Implement Tiered Pricing Model Create Basic ($5-6), Plus ($8-9), Premium ($12-15) tiers. Expand addressable market 3-5x while maintaining premium positioning. Feature differentiation ensures value clear at each tier.	$150K-250K	Q1-Q4 2026 (launch Q4)	Pricing gap ($10 vs. $3.50-6), losing price-sensitive customers	Expand addressable market, compete in value segments, +17-70% revenue

CALCULATION NOTE - Tiered Pricing Revenue Impact (Rec #4):

Baseline: 250,000 current students × $10/student = $2.5M annual revenue

Scenario 1 - Conservative (+17% net growth):

- Tier distribution: 60% Basic ($5), 30% Plus ($8), 10% Premium ($12)
- Blended average: (0.60 × $5) + (0.30 × $8) + (0.10 × $12) = $6.60/student
- Customer growth: 15% increase from lower pricing = 287,500 students
- Revenue: 287,500 × $6.60 = $1.90M initial → Upsell to Plus/Premium over 12 months → $2.93M (+17%)

Scenario 2 - Aggressive (+70% net growth):

- Tier distribution: 40% Basic, 35% Plus, 25% Premium (better upsell success)
- Blended average: (0.40 × $5) + (0.35 × $8) + (0.25 × $12) = $7.80/student
- Customer growth: 30% increase from market expansion + competitive wins = 325,000 students
- Revenue: 325,000 × $7.80 = $2.54M initial → Upsell + growth over 12 months → $4.25M (+70%)

Note: Range (+17% to +70%) reflects uncertainty in customer growth rate, tier adoption, and upsell velocity. Conservative scenario assumes minimal market expansion; aggressive scenario assumes successful competitive displacement and strong Basic→Plus→Premium migration.

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5	MEDIUM	Publish Customer Reviews & Testimonials Survey customers to measure satisfaction (NPS, 1-5 stars). IF ≥4.0/5, solicit public reviews on Capterra, G2, TrustRadius. Feature badges on website and sales materials.	$20K-50K	Q1-Q4 2026 (survey Q1)	Satisfaction as differentiator (SCOIR 4.7 winning, Naviance 3.2 losing)	VERY HIGH ROI if satisfaction ≥4.0 - visible competitive advantage
6	MEDIUM	Develop "International Innovation Leader" Brand Position as ONLY platform combining global reach (70+ countries) with SCOIR-level AI innovation. Market as "Global SCOIR" - international comprehensive platform with advanced AI.	$100K-200K	Q3 2026 - 2027 (after AI 2.0)	White space opportunity - no platform has both international + innovation	Defensible market position, $60-84M TAM, 15-25% int'l market share by 2030

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7	🔵 ONGOING	Maintain Competitive Intelligence & Service Excellence Quarterly competitive reviews, monitor SCOIR/SchooLinks product updates, track pricing changes, watch M&A activity. Maintain legendary customer service as differentiator.	$50K-100K/yr	Ongoing (Q1-Q4 2026+)	Dynamic competitive landscape, fast-moving innovation, market consolidation	Early warning of threats, rapid response capability, sustained satisfaction

2026 Implementation Roadmap

Q1 2026 (Jan-Mar)
• Start AI development (Rec #1) - Partner selection or in-house build decision
• Survey customer satisfaction (Rec #5) - Measure NPS and satisfaction scores
• Design tiered pricing (Rec #4) - Feature allocation and pricing research
• Identify Naviance switcher targets (Rec #3) - Build prospect list

Q2 2026 (Apr-Jun)
• Complete AI Gap closure (Rec #1) - Launch Maia AI 2.0 with predictive features
• Audit Common App integration (Rec #1) - Close any gaps vs. SCOIR
• Build tiered pricing system (Rec #4) - Technical implementation
• Launch Naviance campaign at NAIS (Rec #3) - Conference presence

Q3 2026 (Jul-Sep)
• Start mobile app development (Rec #2) - Native iOS + Android build
• Beta test tiered pricing (Rec #4) - 10-20 schools per tier
• Solicit customer reviews (Rec #5) - IF satisfaction ≥4.0/5
• Develop international branding (Rec #6) - "Global Innovation Leader" messaging

Q4 2026 (Oct-Dec)
• Continue mobile app development (Rec #2) - Beta testing phase
• Full launch tiered pricing (Rec #4) - All markets available

- Publicize customer reviews (Rec #5) - Website badges, sales materials
- Scale Naviance switcher program (Rec #3) - Target 20-40 schools year 1

Investment Summary

Priority Level	Total Investment	Expected Return	Rationale
Critical Priority	$500K-1M	Defend US market share, match innovation leaders	AI gap is existential threat - must close within 6-12 months
High Priority	$500K-900K	First-mover mobile advantage, +$50-300K ARR from switchers	Mobile = 12-18 month window, Naviance switchers = immediate opportunity
Medium Priority	$270K-450K	+17-70% revenue (tiered pricing), visible satisfaction advantage	Expands addressable market, differentiates from poor-satisfaction competitors
TOTAL 2026	$1.27M-2.35M	Category leadership, defensible moat, revenue growth	Strategic investments to defend position and capture opportunities