Strategic Recommendations for Maia Learning

7 Prioritized Actions for 2026 | Based on Competitive Analysis

#	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
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
4	🟢 MED-HIGH	**Implement Tiered Pricing Model** Create Basic ($5-6), Plus ($8-9), Premium ($12-15) tiers. Expand	$150K-250K	Q1-Q4 2026 (launch Q4)	Pricing gap ($10 vs. $3.50-6), losing price-sensitive customers	Expand addressable market, compete in value

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		addressable market 3-5x while maintaining premium positioning. Feature differentiation ensures value clear at each tier.				segments, +17-70% revenue
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
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