

The logo for LuminAIT, featuring the word "LuminAIT" in a black, cursive script font. The "L" is large and stylized, with a long horizontal stroke that extends to the left. The "AIT" is in a smaller, more compact script. The entire logo is set against a light gray rectangular background.

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# **luminAIT**

Teaching infrastructure that makes learning outcomes measurable and revenue predictable

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When learning outcomes become an economic signal

# The Structural Problem

Why education businesses struggle to scale profitably

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Teaching quality tied to individual teachers



Quality degrades as scale increases



Class size and revenue are capped

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BOTTOM LINE: THIS IS A STRUCTURAL PROBLEM, NOT A TALENT PROBLEM.

# Why This Keeps Happening

Teaching quality is not transferable or miserable

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No shared instructional system

No objective quality enforcement

No way to audit "good teaching"

Outcomes are subjective

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CONSEQUENCE: BUSINESSES SCALE LABOR, NOT QUALITY — MARGINS COLLAPSE.

# What luminAIT Is

Teaching infrastructure, not content, consulting, or software



**luminAIT is an operational system that:**

- Encodes expert teaching behaviour into artefacts
- Enforces quality through measurement gates
- Produces auditable learning outcomes
- Makes teaching quality transferable

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TEACHING QUALITY CAN SCALE IF IT IS ENGINEERED, INSTRUMENTED, AND MEASURED.

# What luminAIT Builds

Teaching quality as infrastructure



## 1. Execution artefacts

Teacher-independent materials that embody expert practice

## 2. Measurement gates

Objective checks that enforce quality (not teacher judgment)

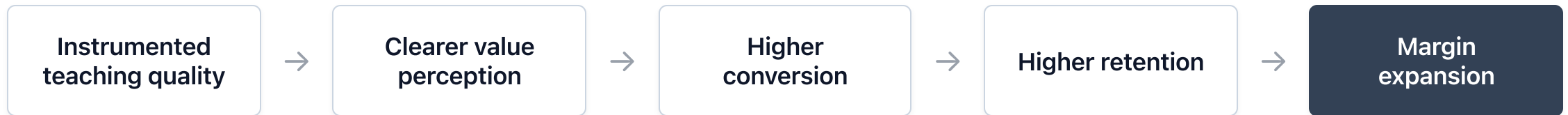
## 3. Reporting layer

Progress becomes visible, comparable, and legible to the business

QUALITY IS ENFORCED STRUCTURALLY, NOT BEHAVIOURALLY.

# The Economic Causal Chain

How instructional infrastructure changes unit economics



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WHEN QUALITY IS MEASURABLE AND TRANSFERABLE, UNIT ECONOMICS BECOME PREDICTABLE.

# Designed Business Outcomes

What reliably changes when luminAIT is implemented



**Conversion**  
**Increases**

**Retention**  
**Stabilises**

**ARPU**  
**Expands**

**Capacity**  
**Increases**

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THESE ARE SYSTEM-LEVEL EFFECTS, NOT OPTIMISATION TACTICS.

# The B2B Engagement

What partners are actually buying



## **luminAIT delivers:**

- Founder-led system instantiation
- Curriculum + artefact integration
- Measurement and reporting framework
- Teacher training and handover

## **Partner provides:**

- Lead flow
- Operations
- Teachers

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WHAT'S BEING PURCHASED IS CORRECT SYSTEM INSTANTIATION — NOT ADVICE.



# Phase 1: Proof Before Scale

Measured outcomes before replication



## Phase 1 exists to:

- Validate economics in the partner's context
- Verify conversion, retention, and ARPU movement
- Document the operating model
- Remove replication risk

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IF THE ECONOMICS DON'T MOVE, THE ENGAGEMENT ENDS CLEANLY.

# Economic Impact

Same leads. Materially better outcomes.

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## \$150k – \$300k

Incremental revenue validated during Phase 1

(Before Phase 2 replication)

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SIX-FIGURE INCREMENTAL REVENUE VALIDATED DURING PHASE 1.

# Positioning Clarity

What this is — and is not

The logo for LuminAIT, featuring the word "LuminAIT" in a stylized, handwritten-style font. The "L" is large and cursive, while "uminAIT" is in a more compact, sans-serif style.

## This is not:

- EdTech software
- Consulting
- Content licensing
- A platform rollout

## This is:

- Teaching infrastructure
- Measured outcomes
- Time-bounded engagement
- Permanent capability transfer

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IF TEACHING QUALITY MOVES, REVENUE FOLLOWS. IF IT DOESN'T, NOTHING SCALES.