

# Sales and Partnership Proposal For metaCAMPUS

## Direct and Partner Sales Strategy

### Executive Summary

This proposal outlines a dual sales strategy to accelerate adoption of metaCAMPUS across colleges and universities. The approach combines a direct sales motion targeting institution-level decision makers and a partner-driven strategy leveraging major higher education technology providers.

### Market Context & Problem Statement

Higher education institutions face increasing pressure to provide cost-effective accurate, verifiable certifications and digital credentials aligned to student, and workforce needs. Current certification workflows are fragmented, manual, and inconsistent across departments. Institutions require tools that improve certification accuracy, reduce administrative burden, and integrate with existing SIS, LMS, and credentialing platforms.

### Direct Sales Approach to Colleges & Universities

My direct approach focuses on high-value decision makers:

- Provosts and Academic Affairs Leaders: prioritize quality, compliance, and accreditation.
- Registrars: responsible for transcript accuracy and certification processes.
- CIOs/CTOs: focus on integration, data security, and IT efficiency.
- Deans and Program Directors: drive program-level adoption.

### Direct Sales Value Proposition

- Reduce certification errors by automating validation and consistency checks.
- Improve institutional credibility with verifiable, accurate student credentials.
- Streamline workflows for registrars, faculty, and program managers.
- Integrate seamlessly with LMS (Canvas, Blackboard), SIS (Ellucian, Workday), and credential tools (Credly, Parchment).

### Partner Sales Approach

We will leverage enterprise software partners with deep higher-ed penetration:

- LMS Platforms: Canvas, Blackboard, D2L.
- Student Information Systems: Ellucian Banner/Colleague, Workday Student.
- Credentialing Solutions: Credly, Parchment, Badgr.
- Cloud Providers with Education Cert Programs: Microsoft, AWS.
- **Distribution Partners: Software House Int'l (optimize procurement cycles)**

## Partner Value Proposition

- Enhanced product differentiation by embedding certification accuracy.
- Increased platform stickiness through deeper institution-level integration.
- Co-sell opportunities with shared revenue models.
- Joint marketing to institutions with aligned messaging on workforce readiness.

## Go-To-Market Strategy

Our GTM strategy uses two synchronized motions:

### 1. Direct Institutions Motion:

- Target top 500 higher-ed institutions, segmented by Student Enrollment size  
**(Aligning our sales approach to Partners segmentation):**
  - XS – 3,000 or Less
  - S – 5,000 or Less
  - M – 10,000 or Less
  - L – 15,000 or Less
  - XL – 25,000 or Less
  - Jumbo – 25,000+
- Prioritize institutions using Canvas, Ellucian, and Salesforce Education Cloud.
- Engage through direct outreach (email, LinkedIn, etc. webinars, academic leadership roundtables, and registrar networks).

### 2. Partner Co-Sell Motion:

- Integrate into partner marketplaces and app catalogs.
- Launch co-marketing campaigns highlighting improved credential accuracy.
- Train partner sales teams to drive referrals and co-sell opportunities.

## Implementation & Integration

Our platform integrates through standard APIs, LTI, and SSO. Institutions typically achieve full configuration within 4–6 weeks. The integration supports synchronization of course outcomes, certification rules, student records, and credential issuance processes.

## Commercial Framework

- Proposed start date - January 5, 2026
- 4-6 month Pilot
- 2-week cancellation period
- metaCAMPUS email and credentials
- metaCAMPUS NDA, Non-compete
- External Title – VP Sales, and Business Development

## Consulting, Commission Fee

CATEGORY	ITEM DESCRIPTION	AMOUNT
<b>MONTHLY RETAINER</b>	Based on Responsibilities and Deliverables Outlined Above	\$4,000.00
Payment is due at the end of each month.		
<b>COMMISSIONS</b>		
Proposed Commission Rate of 5% on Sales to Direct Customers (Colleges, Universities, on 1 <sup>st</sup> \$250,000, 7% on sales greater than \$251K ) Partner Revenue negotiated on a per-deal basis.	Total	<b>\$4,000.00</b>

Acceptance of proposal is indicated by signature below

<b>metaCAMPUS</b>	<b>GrowthXceleration</b>
	
George Artem	Robert Fucci
Date	12 / 19 / 2025

## Addendum – 1 Partnership Eval Matrix - Top Enterprise Software Partners

Partner	Strategic Fit	Higher Ed Reach	Integration Complexity	Revenue Potential	Notes
<b>Canvas (Instructure)</b>	High	Very High	Low	High	Ideal LMS integration for certification workflows
<b>Blackboard (Anthology)</b>	Medium-High	High	Medium	Medium-High	Strong analytics alignment
<b>Workday Student</b>	Very High	(growing fast)	Medium	Medium-High	SIS-level certification source of truth
<b>Ellucian (Banner/Colleague)</b>	High	Very High	Medium	Very High	Massive SIS footprint
<b>Salesforce Education Cloud</b>	High	High	Medium-High	Very High	Ideal for employer verification workflows
<b>Credly (Pearson)</b>	Very High	Very High	Medium	Very High	Perfect complement for digital credentials
<b>Coursera</b>	Medium	High	Low-Medium	Medium-High	Certification marketplace alliance
<b>Microsoft Azure Ed</b>	High	Very High	Medium	High	Co-sell + workforce pathways
<b>AWS Academy</b>	High	High	Medium	High	Cloud certification alignment
<b>Parchment</b>	High	High	Low-Medium	High	Official credential exchange

#### 4. Initial Co-Sell Strategy for Each Key Partner

##### **Canvas (Instructure)**

- Joint Value: Seamless certification accuracy + LMS-native delivery.
- Co-Sell Motions: Bundle into course modules; add to Instructure marketplace.
- Primary Targets: Academic tech teams, instructional design teams.

##### **Blackboard (Anthology)**

- Joint Value: Certification integrity + analytics-driven student success.
- Co-Sell Motions: Offer Anthology Analytics integrations.
- Primary Targets: CIOs, assessment offices.

##### **Workday Student**

- Joint Value: Certification as a verified SIS record.
- Co-Sell Motions: Add to Workday Exchange; pursue joint RFP responses.
- Primary Targets: Registrar, institutional effectiveness.

##### **Ellucian**

- Joint Value: Accurate certifications tied to Banner/Colleague records.
- Co-Sell Motions: Engage Ellucian Partner Network; SIS integration campaigns.
- Primary Targets: Registrar, IT systems directors.

##### **Salesforce Education Cloud**

- Joint Value: Employer-facing verification + skills tracking.
- Co-Sell Motions: Align with workforce development initiatives.
- Primary Targets: Workforce, employer partnerships offices.

##### **Credly (Pearson)**

- Joint Value: Verified certification → digital badge → employer recognition.

- Co-Sell Motions: Co-branded badging programs.
- Primary Targets: Professional schools, continuing ed.

### **Coursera for Campus**

- Joint Value: Industry-recognized credentials + validation layer.
- Co-Sell Motions: Bundle verification with Coursera certification tracks.
- Primary Targets: Online learning, deans.

### **Microsoft Azure Education**

- Joint Value: Certification accuracy for Microsoft-aligned skill programs.
- Co-Sell Motions: MS Learn + Azure Certification pathway int

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Title	Updated Proposal
File name	metaCAMPUS_for_Higher_Education.docx
Document ID	b0f8249e63befa87e65d830a521d5098d133fd7
Audit trail date format	MM / DD / YYYY
Status	● Signed

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## Document History

 SENT	<b>12 / 19 / 2025</b> 20:39:44 UTC	Sent for signature to George Artem (info@metacampus.org) from bob.fucci@growthxceleration.com IP: 76.152.130.190
 VIEWED	<b>12 / 19 / 2025</b> 21:31:17 UTC	Viewed by George Artem (info@metacampus.org) IP: 146.75.152.0
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 COMPLETED	<b>12 / 19 / 2025</b> 21:31:49 UTC	The document has been completed.