

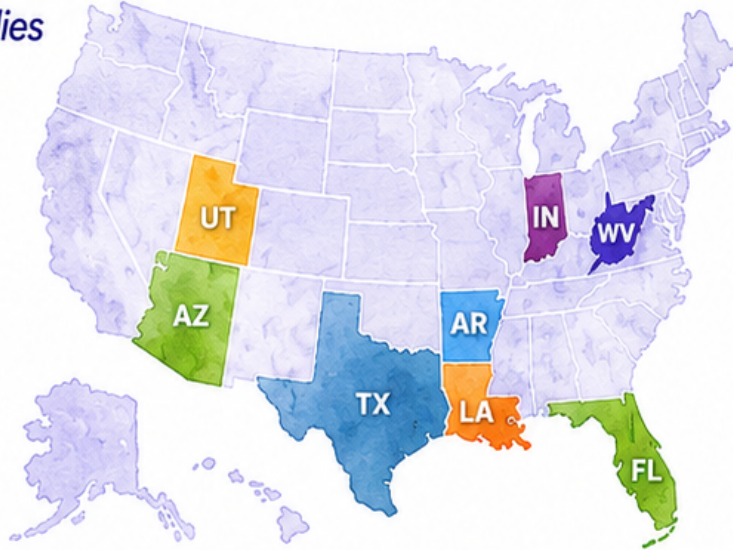
Program Detail Sheet

Connect Your Products with Families Using Education Funding.

For many educational companies, the biggest challenge isn't demand—it's access.

Most Education Savings Account (ESA) programs operate through approved purchasing platforms, making it difficult for new companies to reach families already using education funding. Some programs have lengthy approval processes, while others—like Florida's Step Up for Students marketplace—have been closed to new vendors for years.

Our ESA Vendor Program removes those barriers by allowing approved educational companies to participate through our reseller network across multiple ESA purchasing platforms.



SUPPORTED PLATFORMS

 **Step Up for Students**
Florida

 **ClassWallet**
Arizona, Arkansas, Indiana

 **Odyssey 3**
Texas, Utah, Louisiana

 **TheoPay**
West Virginia



Florida represents the largest ESA opportunity in the country.

While it is only one state, its purchasing volume exceeds many other ESA programs combined, making access especially valuable.

HOW THE PROGRAM WORKS

1



Product Onboarding

We organize your products, create optimized listings, and prepare everything for ESA purchasing.

2



Product Discovery

Families discover your products through our 60-day Fund Drop Campaign and direct search pathways.

3



ESA Purchase

When families receive ESA funding, they purchase your products through the appropriate purchasing platform.

4



Order Processing & Payment

We coordinate fulfillment with your team, verify shipments, process the ESA transactions, and issue vendor payouts.



WHY IT WORKS

Instead of navigating multiple ESA purchasing systems individually, we provide a single process that combines:



Market Access

Get your products on the leading ESA platforms.



Product Discovery

Reach families before they receive funding.



Targeted Campaigns

Our 60-day Fund Drop Campaign builds awareness when it matters most.



Order Coordination

We handle the details from purchase to delivery confirmation.



Vendor Payments

Reliable payouts with complete transparency.



Performance Reporting

See results and understand your impact.



INCLUDED WITH PARTICIPATION

- ✓ ESA product onboarding and listing preparation
- ✓ Marketplace listing management across platforms
- ✓ Custom product search pages that drive results
- ✓ 60-day Fund Drop Campaign
Email • Broadcast Email • AI Email • DSP Programmatic Ads • Meta Ads
- ✓ Order coordination and fulfillment verification
- ✓ Transaction processing and compliance management
- ✓ Vendor payout processing
- ✓ Performance reporting and insights



Our goal is simple: connect exceptional educational products with families who need them—when and where they are ready to purchase.

