



"Loved your shopping connection with Target as Target took the school list and auto generated the cart which helped us save a lot of our time and effort. Thank you."

Jolly Singh, Parent,
2016

TeacherLists

First-of-its kind program changes the school supply industry

The Opportunity

Each year, U.S. parents spend more than *\$4 billion* for back-to-school supplies. Nearly all K-12 students (88%) are given lists of required supplies they will need at the start of the school year, adding stress for parents at an already frantic time. With the vast majority of school supply purchases influenced by teacher-provided lists, "making the list" can be integral to a brand's back-to-school success.

The Solution

Enter TeacherLists, an award-winning digital platform that streamlines the school supply list process, making it easier for parents, schools, and our brand and retail partners. TeacherLists digitizes more than 1 million supply lists into a standard format, which allows them to be viewed and shared anywhere, including school websites, parent apps, in-store digital kiosks, national retailer websites, and on TeacherLists.com.

Our marketing efforts encourage teachers to include products from our brand partners on their lists. These lists—complete with branded items from our partners—are then easily converted into prepopulated shopping carts, making it simple for parents to purchase with one click.

Success and Growth

- **In just five years**, TeacherLists has grown to more than 1 million lists and has become the sole repository for school supply lists nationwide.
- **Leading retailers**—including Target and Staples—use TeacherLists to increase both conversion rates and average basket size as well as to make shopping for supplies easier for customers.
- **Educational technology** companies like Blackboard have incorporated TeacherLists directly into their school software programs, ensuring that parents have access to their children's exact lists in the same place they rely on for school information. They even include direct links to national retailers, which makes the entire process seamless and more convenient for schools, teachers, and parents.

Measurable Results

Puffs joined TeacherLists as the facial tissue category sponsor and saw sales increase and brand recognition soar.

Independent studies show that 70% of consumers will purchase a specific brand if it is requested by a teacher. As a TeacherLists sponsor, Puffs was integrated into our marketing campaigns encouraging teachers to add specific brands and products to their lists. In one year, their brand presence increased 350%, resulting in a significant increase in sales during the important back-to-school shopping period.



Education

Technology Insights

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EDUCATIONTECHNOLOGYINSIGHTS.COM

10 Hottest K12 Solution Providers - 2017

The unprecedented growth of educational technologies today is offering students, teachers, and parents with new channels for collaboration and communication, aimed at boosting the quality of education. From mobile apps to cloud computing, these technologies are ushering in a concept of connected learning, which goes beyond the four walls of the classroom.

While the new tools are creating more opportunities in terms of learning and growth for the students, it's offering an easy and cost-effective way for administrators to drive value into their institutions. From building robust infrastructures that support strong wireless networks to implementing innovative

learning management systems, K12 institutions need the support of innovative technology providers, to achieve their objectives.

To say the least, 2017 promises to be an interesting year for K12 education. Thanks to entrepreneurial activity in the broader education space that boosts the opportunities to improve outcomes for the K12 system. And, there are many disruptors in education technology that are helping to redefine the way students learn, obtain skills, and get credentialed. In this edition of Education Tech Insights, a distinguished panel comprising of CEOs, CIOs, VCs, and analysts including the editorial board has chosen the "10 Hottest K12 Solution Providers - 2017."



Company:
TeacherLists

Description:
A platform that enables one-click shopping, managing, digitizing and sharing for back-to-school supply list

Key Person:
John Driscoll,
President

Website:
teacherlists.com

TeacherLists

The School Supply List Specialist

Let's face it: The whole back-to-school supply list process is stuck in the Stone Age. Whether it's a teacher embellishing a classroom, a parent prepping his younger one, or a high school student embarking on a new academic session, shopping for supplies is often a daunting task. Given the current epoch of tech-savvy-ness, there is a surging appetite for the aspect of convenience in shopping. Despite the fact that school supply shopping is a tough nut to crack, TeacherLists ushers-in an easier, smarter and faster way, catering to the needs of schools and parents through one-stop shopping. The firm, in close partnerships with schools, EdTech providers, and national retailers such as Target and Amazon, has devised a platform that enables one-click back-to-school supply list shopping. "Our lists are even shared on Target's School List Assist, making it easier than ever for parents to find their child's supply list when and where they need it," states John Driscoll, President, Teacherlists.



With the most popular school items matched to specific UPC codes, parents simply click the “buy now” button and retailers can pre-fill shopping baskets and provide one-click checkout



Accentuating the quandaries in the process, Driscoll points out, "Traditionally, posting a Word doc or PDF to a school website worked for finding a list, but it isn't easy to access on a phone and it certainly doesn't deliver the convenience of one-stop shopping." TeacherLists' online platform empowers schools with easy management and sharing of school supply lists with parents on any smart device, anytime. To begin with, the TeacherLists Power Loader feature allows teachers to simply upload and digitize the supply lists. Once the lists are uploaded on the TeacherLists platform, they are instantly shared with national retailers, on the school's website, in the school app, at TeacherLists.com, and more. These lists

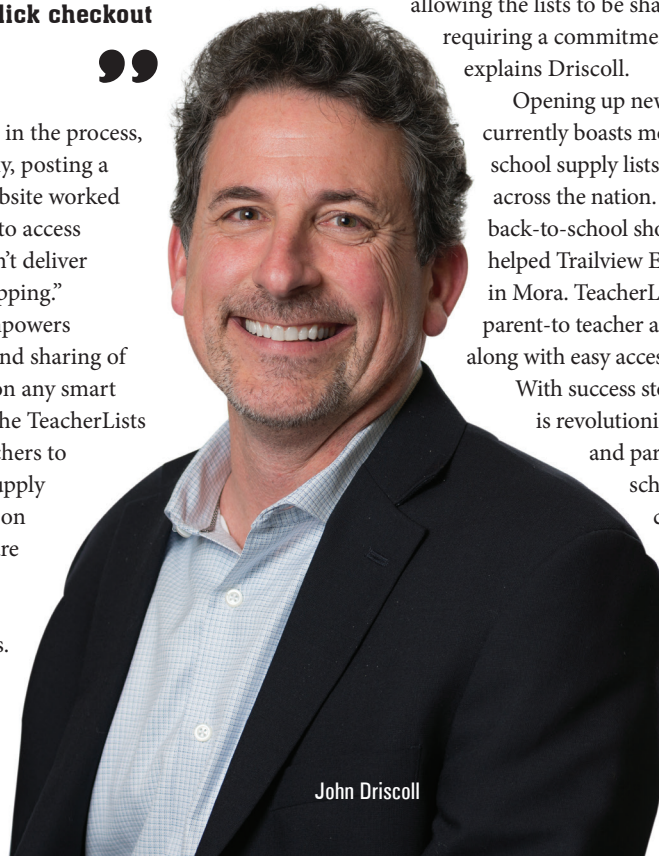
can further be shared by schools via social media, email, and newsletters. The firm's highly flexible online platform is embedded in education apps like BlackBoard's Web Community Manager, SchoolMessenger School Websites, and SchoolInfoApp, removing the need for downloading or installing yet another new tool for communicating with parents and handling the administrative tasks.

The solution notifies the parents every time a supply list for a specific class is posted. "With the most popular school items matched to specific UPC codes, parents simply click the "buy now" button and retailers can pre-fill shopping baskets and provide one-click checkout," explains Driscoll. Sure enough, the conversion rates go up and average basket size increases significantly when shopping baskets are pre-populated with items that the teacher has specifically requested. All lists can be updated with a few clicks each year, and all changes are reflected real-time regardless of where the parent is accessing the list.

Designed specifically to ease supply list shopping, TeacherLists' school-centric approach is what keeps it a mile ahead of retailers-specific solutions such as Walmart's Classrooms or Amazon's School Lists. "The school-centric TeacherLists solution is based on one standardized data format, allowing the lists to be shared everywhere, without requiring a commitment to a single retailer," explains Driscoll.

Opening up new horizons, TeacherLists currently boasts more than 1 million classroom school supply lists for over 40,000 schools across the nation. The firm's prowess in making back-to-school shopping a breeze has recently helped Trailview Elementary, an elementary school in Mora. TeacherLists assisted Trailview to enhance parent-to teacher and parent-to-school connection along with easy access to the supply lists.

With success stories like the above, TeacherLists is revolutionizing the way schools, teachers, and parents approach the annual school supply list chore. Besides collaborating with more EdTech companies, "For back-to-school 2017-18, we anticipate having more than 1.3 million class supply lists on our platform," wraps up Driscoll. **ET**



John Driscoll