

Distribution Channel Considerations

This resource provides considerations for pursuing adoption by education agencies (called “business-to-business,” or B2B) or direct sales to individual teachers, students, or families/caregivers (called “business-to-consumer,” or B2C). To determine which model (B2B, B2C, or a combination of the two) is best for your product, use the table below as a guide to help you consider the audience; the nature of the problem your product solves; and the varying degrees of complexity, price sensitivity, and reach associated with selling to organizations versus individuals.

LEARN to Scale Toolkit

This resource is part of the LEARN to Scale Toolkit. The toolkit is designed to support researchers and developers in using the Invent-Apply-Transition framework to create, test, and scale evidence-based educational products. Access the full toolkit at learntoscale.org.

Consideration	B2B: Education Agencies (Schools, Districts, States)	B2C: Individuals (Teachers, Students, Families/Caregivers)
Understanding the Buyer and End User	The buyer is typically an organization (school, district, education institution) that purchases on behalf of students or teachers (end users). Your product’s value proposition must align with the buyer’s and users’ pain points, decision-making processes, and budgetary cycles.	The buyer (students, parents, teachers, faculty) and the end user are often the same, or at least closely connected. The value proposition must directly appeal to these individuals’ needs and pain points.
Nature of the Problem Being Solved	The challenge is systemic and may require organization-wide implementation to implement changes that yield impact at scale.	The challenge can be addressed at an individual level, targeting acute needs that do not require organizational implementation.
Sales and Marketing Complexity	Sales cycles are typically longer and more complex, involving navigating procurement processes and gaining approval from multiple interest holders. Contracts are typically on an annual term basis.	Marketing (and if applicable, selling) directly to consumers often involves shorter sales cycles, but it requires significant investment in digital marketing and ongoing engagement to build brand loyalty.
Price Sensitivity and Budgeting	Organizations usually work with specific and often limited budgets.	Consumers may be more price-sensitive but can make purchasing

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	They are sensitive to long-term pricing and require clarity on return on investment (ROI), often over an academic year or longer.	decisions faster. Pricing models (freemium, subscription, one-time purchase) must match consumer willingness to pay and perceived value.
Scale and Reach	A single sale to a large district or institution can provide access to thousands of end users, making scalability easier once a contract is secured. However, scaling often requires robust implementation, customer support, and engagement.	Scaling in B2C requires reaching a large number of individual consumers, which can be resource-intensive. However, if done well, this model creates space for organic growth and broader reach without needing organizational approval.