

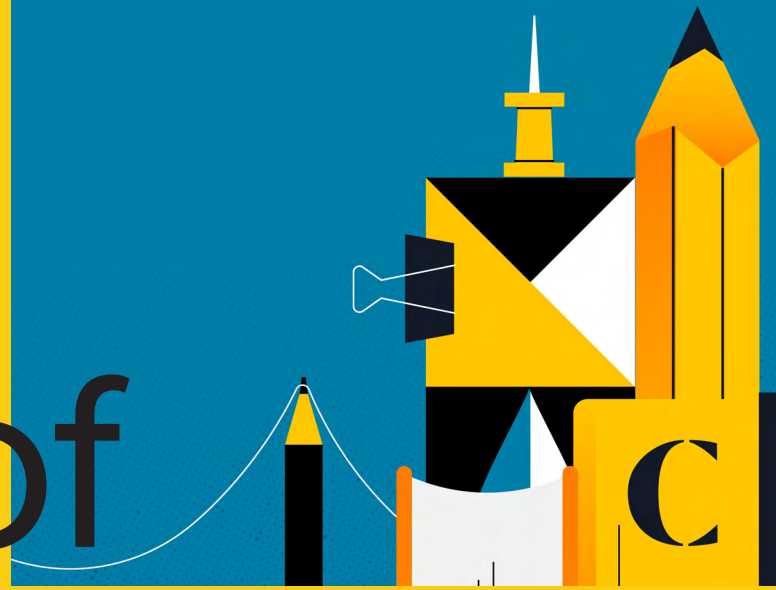


The Instructure Channel Partner Program + You

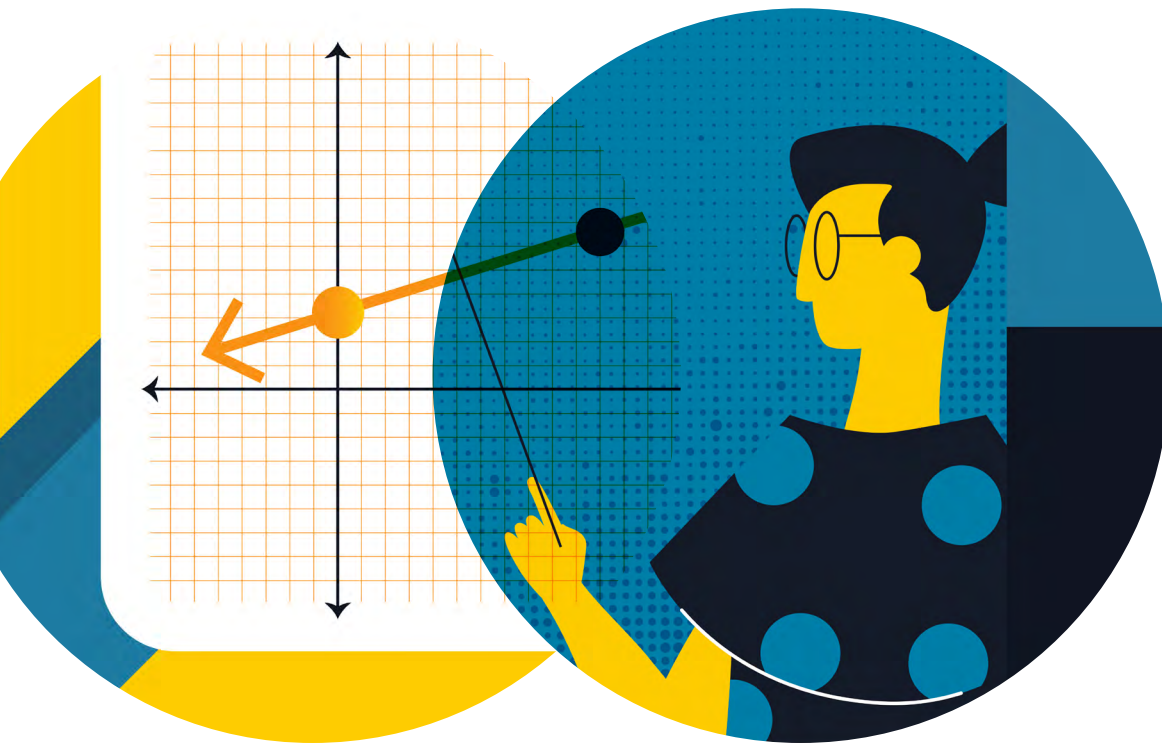


Build a mutually beneficial referral relationship with Instructure, providing your clients direct access to the world's leading learning management system.

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Why Instructure?

A learning management system isn't a luxury anymore. It's an absolute necessity. Educational institutions around the world demand the very best solutions. That's exactly what Instructure offers.

When you partner with Instructure, you join forces with the fastest-growing edtech platform in the world. And you benefit from a partnership program that supports you as you leverage this profitable education market opportunity.

The Instructure Channel Referral Program gives you:

- + A channel focused on building deep and collaborative sales relationships
- + Access to the most trusted brand in education technology
- + Clear compensation when a referred sale closes

***Restrictions:** not a current customer, not referred by another source, mass solicitations / mass mailings prohibited



Instructure Products

Instructure is dedicated to improving teaching and learning. And the Instructure Learning Platform—including the world-famous Canvas LMS—helps make learning personal through software, content, assessment tools, professional development, partner technologies, and a million-member-strong user community. Instructure solutions amplify the power of teaching and elevate the learning process, leading ultimately to improved learning outcomes.

The Instructure Learning Platform offers the strongest edtech solutions on the market.

This includes:

- + **Canvas by Instructure** (available in 34 languages and counting)
 - Canvas LMS
 - Canvas Studio
 - Canvas Catalog
- + **Impact by Instructure**

These products offer solutions to the challenges educational institutions face around the world.

For example:

- + Creating effective online learning programs
- + Engaging students with technology in the classroom
- + Collecting accurate and actionable data to drive instruction

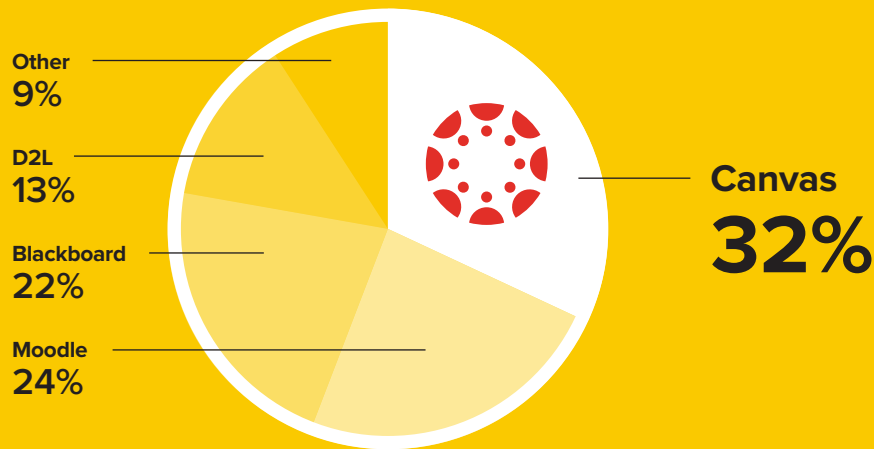
Instructure's flagship product, Canvas, is consistently winning in the edtech marketplace.



Market Share Leader in U.S. Paid LMS

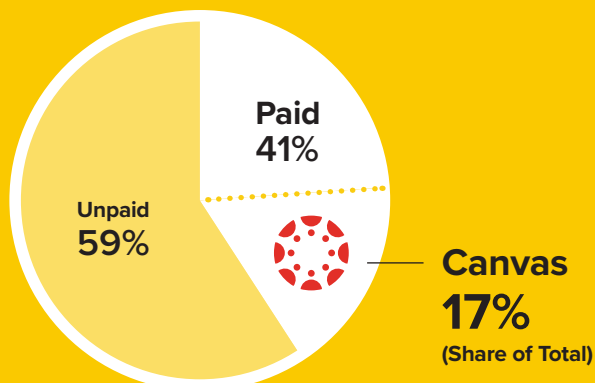
U.S. HIGHER EDUCATION

~4,000 Schools ¹



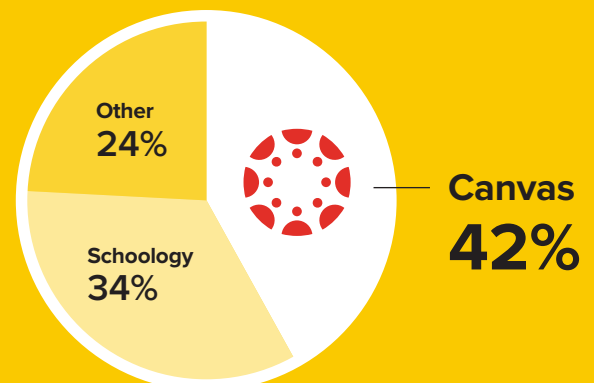
U.S. K-12

~18,000 Districts ¹



U.S. K-12

~7,400 Districts with Paid LMS ¹





Referral Partner Enablement

To help you identify the best referrals opportunities, Instructure provides Referral Partner Enablement.

This includes:

- + Instructure Product Training
- + Access to Instructure Subject Matter Experts
- + Basic sales training

As well as a path for growth from a referral partner to a Value Added Reseller.



Tools

We take your success seriously and are always working to make sure you have access to the tools you need.

These include:

- + A robust partner portal:
 - Lead registration
 - + Submit leads, view opportunity status and progression through the sales process, view payment status
 - Sales resource center
 - Marketing assets
 - Enablement courses (via Canvas)
 - Partner relationship management



Target Customers

The worldwide higher education landscape is complex. Equality and access issues, demographic trends, and technological changes are all affecting the way colleges and universities deliver education.

This environment is ripe for positive changes and developments, with student success as the focus and technology driving decision-making. Institutions must find ways to innovate in order to stay relevant, attract and retain students and faculty, and continue to prove a positive return on investment. Education must also transition to more flexible access and skills-based models that meet the changing needs of students.

The Instructure Learning Platform helps institutions worldwide meet these goals by:

- + Providing data-centric decision making, campus communication, and edtech adoption with **Impact by Instructure**
- + Offering learning management tools that consider both the ways students learn and the ways faculty teach with **Canvas by Instructure** products
 - Increase engagement with video learning and **Canvas Studio**
 - Offer skills-based courses and professional development in a branded course catalog with **Canvas Catalog**



Ideal Referral Partner Profile

The optimal referral partner may have:

- + Access to a targeted customer base (higher education, K12, continuing education, professional programs, etc)
- + Organic opportunities for recommending LMS solutions
- + Established consulting or reselling business in Education industry

Referral Opportunities available worldwide.



**We look forward to
partnering with you.**

**Questions? Reach us at
channels@instructure.com**