






Lumio is a cloud-based instructional platform that encourages collaboration between teachers and their students. Light up learning on any browser and empower students to take ownership of their learning from their devices.

Audience / Market	Primary Roles	Key Needs	Linecard Category	Deal Reg
 K-12 & Higher Education Educators and Administrators	<ul style="list-style-type: none">• CIO• CAO• Director of Curriculum & Instruction• Teacher	<ul style="list-style-type: none">• Streamlined lesson creation and delivery• Interactive tools for formative assessment• Support for diverse learning styles• Easy access to multimedia content• Game-Based Learning	 Classroom Technology	 Available

ELEVATOR PITCH

Lumio is a web-based instructional platform that amplifies best teaching practices. Teachers can start from scratch, or import existing content like PDFs, Google Slides, PowerPoints, and Canva designs and transform them into dynamic, engaging learning experiences on any device.

Built to integrate with the platforms districts and schools already use, such as Google, Microsoft, Canvas, and Schoology.

With flexible plan options (Free, Standard, and Spark), Lumio offers a solution that fits any classroom or district budget, ensuring there's an option for every need. Whether you're equipping a single classroom or scaling district-wide, Lumio delivers both value and simplicity.

VALUE PROPOSITION/KEY MESSAGING HIGHLIGHTS

Lumio empowers educators to create dynamic, engaging, and equitable learning experiences, while streamlining workflows and providing actionable data insights. Lumio integrates with popular LMS platforms and tools, making it easy to incorporate into your existing workflow.

VALUE PILLAR

1

ENGAGEMENT EXPERIENCE

VALUE PILLAR

2

TIME SAVINGS/ EASE OF USE

VALUE PILLAR

3

ACCESSIBILITY/ MODERN TECHNOLOGY

VALUE PILLAR

4

DATA DRIVEN INSIGHT & ASSESSMENTS

CONVERSATION TOPICS & ICEBREAKERS TO ESTABLISH RAPPORT

1. We help schools like yours create more engaging and **interactive learning experiences**. Are you familiar with Lumio by SMART?
2. What are some of the biggest challenges you're facing with **student engagement** right now?
3. What are some of your favorite tools or **strategies for keeping students actively involved** in lessons?
4. If you could wave a magic wand **and solve one technology-related problem** in your classroom/school, what would it be?
5. I'm curious, what does a **typical tech integration** look like in your classroom?
6. What are your **thoughts on interactive learning tools** in the modern classroom?
7. What are you **hoping to achieve** with technology in your classroom or school this year?
8. I saw your school is focusing on [specific subject/initiative]. **How are you incorporating technology** to support that?

QUESTIONS

Discovery questions to understand immediate need & uncover pain points and challenges.

Probing Questions

1. What tools are you **currently using** to create interactive lessons and activities?
2. **How much time** do you typically spend preparing interactive lesson materials?
3. What are some of the **limitations of your current** interactive teaching tools?
4. How do you **currently assess** student understanding and engagement during lessons?
5. What are **your biggest frustrations** with your current classroom technology?
6. **How important** is it for you to have a platform that works seamlessly across different devices (interactive displays, student devices, etc.)?
7. What are your **biggest challenges** in creating engaging content for your students?
8. How do you ensure all students, including those with **different learning styles or needs**, are actively participating in lessons?
9. What are your current **strategies for tracking** student progress and identifying areas where they might need additional support?
10. What are **your goals for technology integration** in the next 1-2 years?
11. How can we help your district meet it's **key performance indicators**?



OBJECTIONS HANDLING: CONCERN-RESPONSE

We're happy with our current LMS.

CIO/CTO RESPONSE: "Lumio integrates seamlessly with most popular LMS platforms, enhancing their functionality and providing a more interactive learning experience."

CAO RESPONSE: "Lumio complements your existing LMS by adding interactive features and real-time assessment tools, improving student engagement and data collection."

CURRICULUM & INSTRUCTION DIRECTOR RESPONSE: "Lumio enhances your LMS by providing interactive tools and real-time assessment data, making it easier to track student progress."

TEACHER RESPONSE: "Lumio integrates with your LMS, making it easy to share content and track student progress."

We already have interactive displays/whiteboards. Why do we need Lumio?

CIO/CTO RESPONSE: "Lumio enhances your investment in interactive displays. It provides a software layer for seamless collaboration, device integration, and data reporting, which extends the functionality of your displays into a comprehensive, easily managed interactive classroom experience."

CAO RESPONSE: "Lumio transforms interactive displays into a powerful tool for personalized learning. It goes beyond basic interactivity to offer real-time data insights, enabling us to demonstrate the impact on student achievement and ensure district-wide consistency."

CURRICULUM & INSTRUCTION DIRECTOR RESPONSE: "Lumio empowers educators to easily create and distribute interactive lessons across the district, leveraging interactive displays to their full potential. The result is data-driven curriculum adjustments and seamless integration with existing LMS systems for a truly unified interactive classroom."

TEACHER RESPONSE: "Lumio revolutionizes teaching with interactive displays. It makes it easy for all students to participate from their own devices and provides real-time feedback, creating a more engaging and effective interactive classroom experience for everyone."

Does it work with [specific device/platform]?

CIO/CTO RESPONSE: "Yes, Lumio is platform-agnostic and works seamlessly with a wide range of devices and operating systems, including [list specific devices/platforms]."

CAO RESPONSE: "Lumio's device compatibility ensures equitable access for all students, regardless of their technology."

CURRICULUM & INSTRUCTION DIRECTOR RESPONSE: "Lumio is designed to be compatible with a wide range of devices and platforms. We can provide a demo to show you how it works with your existing technology."

TEACHER RESPONSE: "Lumio works on most devices, including laptops, tablets, and smartphones."

We have a limited budget.

CIO/CTO RESPONSE: "Lumio is a cost-effective solution with flexible licensing options. We can help you find a plan that fits your budget and maximizes your ROI."

CAO RESPONSE: "Lumio's ability to improve student outcomes and streamline workflows provides a significant return on investment. We can explore funding options and demonstrate the long-term value."

CURRICULUM & INSTRUCTION DIRECTOR RESPONSE: "Lumio's time-saving features and ready-made resources can reduce costs associated with lesson preparation and content creation."

TEACHER RESPONSE: "Lumio offers a lot of value for its price. It can save you time and make your lessons more engaging."

OBJECTIONS HANDLING: CONCERN-RESPONSE

Our students don't have their own devices.

CIO/CTO RESPONSE: "Lumio works in various classroom setups, including shared devices and interactive displays. We can help you optimize your existing resources."

CAO RESPONSE: "Lumio is designed to be flexible. It can be used in whole-class, small-group, and individual learning scenarios, even with limited device availability."

CURRICULUM & INSTRUCTION DIRECTOR RESPONSE: "Lumio can be used effectively with shared devices or interactive displays. We can provide strategies for maximizing student participation."

TEACHER RESPONSE: "Lumio works well with shared devices and interactive displays. You can use it for collaborative activities and whole-class instruction."

It seems complicated to learn and use.

CIO/CTO RESPONSE: "Lumio has won several awards including Easiest Admin in 2024 designed for ease of deployment and management. They provide comprehensive training and support to minimize the learning curve and ensure smooth implementation."

CAO RESPONSE: "I understand the importance of user-friendliness. Lumio's intuitive interface and ready-made resources ensure a quick and efficient adoption process for our teachers."

CURRICULUM & INSTRUCTION DIRECTOR RESPONSE: "Lumio offers training resources and ongoing support to ensure teachers feel comfortable and confident using the platform. They can also provide train the trainer sessions."

TEACHER RESPONSE: "Lumio's interface is very user-friendly. Lumio has won several awards including Easiest to Use! There are also many tutorials and support resources available to help you get started quickly."

COMPETITIVE INFORMATION

LICENSING OPTIONS

Does not offer shared workspaces for free-form group collaboration

	Lumio	Nearpod	Pear Deck
Free-form group workspaces	YES	NO	NO
Free-form individual contribution in digital student handouts	YES	LIMITED	LIMITED
Whole-class brainstorming and discussion with Shout It Out	YES	RESTRICTED	NO