



**AVANTIS**

# AVANTIS ASSURED

PARTNER ACCREDITATION PROGRAMME



# WELCOME TO THE AVANTIS ASSURED PARTNER PROGRAMME

**A global leader in technology for schools, Avantis Education is the home of ClassVR – the ground-breaking virtual, augmented, and mixed reality system designed exclusively for the classroom.**

Building on longstanding edtech pedigree, Avantis Education debuted ClassVR in 2017, marking the first VR headset specifically for education.

ClassVR remains the leading VR & AR solution designed exclusively for education, and continued investment in curriculum alignment, new lesson content, and product development keeps us at the forefront of the global market.

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“THE ONLY SOURCE OF KNOWLEDGE IS EXPERIENCE.”

Albert Einstein

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# THE GLOBAL VR OPPORTUNITY

The PWC 2022 US Metaverse Survey found that 51% of companies are either in the process of integrating VR into strategy, or have already built VR into at least one dedicated line of business. And given 34% said that one of the biggest benefits they currently enjoy or foresee is “a more effective way to develop and train our people”, immersive technologies – like AR and VR – have huge potential in the education market.

This market potential is echoed in the Perkins Coie AR/VR survey, which found 41% (including investors) believe immersive technologies are most applicable to education.

In financial terms, the global VR in education market grew from \$8.67 billion in 2022 to \$11.95 billion in 2023 - and is expected to grow to \$46.14 billion in 2027 at a CAGR of 40.2%\*.

Virtual & Augmented is a fast-growing market – can you afford not to be part of it?

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“EDUCATION IS THE PASSPORT TO THE FUTURE, FOR TOMORROW BELONGS TO THOSE WHO PREPARE FOR IT TODAY.”

Malcolm X

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\*Virtual Reality In Education Global Market Report 2024  
<https://www.researchandmarkets.com/reports/5767510/virtual-reality-in-education-global-market-report>

## CLASSVR – UNLOCK THE VALUE



ClassVR is used by 2 million students daily, in over 200,000 classrooms across more than 90 countries.



ClassVR comprises all of the necessary hardware, software, content, tools, training, support, and implementation services that a school needs to successfully deploy virtual reality.



After initial implementation, access to the software and content requires a subscription – which represents recurring revenue potential long after the initial hardware investment.

## WHY BECOME A CLASSVR PARTNER?

Becoming a ClassVR partner unlocks the potential to strategically develop the VR & AR market. With VR & AR still in the early adopter phase, partnering with Avantis will give you a springboard to get ahead of your competition.

As the leading VR & AR solution designed for education, ClassVR gives you a distinct product advantage in the K-12 space. And, as a business grounded in edtech since 2007, experienced education experts will help you successfully and profitably navigate this rapidly evolving industry.

As a ClassVR partner you will benefit from:

- Engagement in product development – including curriculum alignment, translation, and localisation for education systems.
- Strategic market engagement – identifying new funding streams and aligning ClassVR with tenders.
- Training and support – upskill your sales team to improve demonstration quality and increase conversions.
- Marketing support – from MDF to marketing assets, we'll empower you to market ClassVR efficiently and effectively.

# WHAT IS AVANTIS ASSURED?

Avantis Assured is a global accreditation programme that protects the ClassVR brand and ensures partners are equipped to make the most of the VR & AR opportunity.

As an accredited partner, you'll not only add market-leading products to your portfolio, but you'll also be backed by training, support, and expertise to drive long-term recurring revenue.

Transparency is key to building trust and lasting partnerships. That's why we've clearly defined three tiers of accreditation, to build mutually beneficial partnerships where our goals are shared, and our priorities aligned.

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JOIN A GLOBAL NETWORK OF PARTNERS ACHIEVING VR & AR SALES SUCCESS.

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# MATCH ACCREDITATION TO BUSINESS ASPIRATIONS



Build a long-term, strategic partnership with sustainable recurring revenue and market growth opportunities.

## WHAT YOU CAN EXPECT FROM US

- Platinum partner pricing
- Dedicated Account Manager
- Special bid applications for large opportunities
- Access to demo headset purchase programme
- Team product training
- Dedicated Partner Marketing Manager
- Access to market development funding
- Digital marketing support (PPC)

## WHAT WE NEED FROM YOU

- Dedicated Account Manager
- Platinum MoQ agreed
- Exclusive VR solution
- Sales to be trained in ClassVR
- Pipeline visibility
- Stock holding as per agreed annual sales volume
- MoE/strategic engagement capability
- Annual business & marketing plan
- Commitment to quarterly joint business and marketing planning
- Dedicated ClassVR landing page with lead capture on company website



A partnership with key growth opportunities in an emerging market.

## WHAT YOU CAN EXPECT FROM US

- Gold partner pricing
- Access to sales desk
- Access to deal registration process
- Access to demo headset purchase programme
- Team product training
- Access to marketing assets & toolkits on the partner portal
- Access to regional event support

## WHAT WE NEED FROM YOU

- Access to Sales Manager
- Gold MoQ agreed
- Exclusive VR solution
- All sales team trained on Avantis products
- Pipeline visibility
- Stock holding as per agreed annual sales volume
- Annual business & marketing plan
- ClassVR presence on company website



**Enhance an existing product portfolio with complementary VR products.**

If you're already selling products to the education market, it couldn't be easier to enhance your existing portfolio with ClassVR.

Complete a simple registration process to become an accredited ClassVR reseller, and then immediately access the associated pricing and support from our local distribution partners.

Our local partners will work in collaboration with you to develop your product knowledge, increase your market understanding – and grow your sales!



**Ready to become a ClassVR partner?**

**Schedule a meeting with the Avantis Channel Team to learn more about the VR & AR opportunity, discuss how to become a partner, and explore the accreditation level that's right for you.**

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