

LEARNSPARK FOR TEAMS

Support the parents on your team, *not just the employee at work.*

LearnSpark gives working parents a simple way to help their children learn at home: ready-to-teach lesson plans, automatic notes, progress, gaps, standards and reports connected in one place.

The parent stays the teacher. LearnSpark keeps the learning picture up to date, then turns it into the next useful lesson plan. The child never has to sit alone with software; the parent brings the relationship, and LearnSpark works in the background.

Book an Introductory Call

learnspark.io/teams

20 minutes to discuss pilot fit, rollout and reporting.

THE IDEA

Benefits reach the employee. *This one reaches the family.*

Employers already fund backup care, tutoring and parenting support. LearnSpark adds everyday education support for the moments between school, tutoring and home: when a parent knows their child needs help, but does not know what to teach next.

WORKING FAMILIES

30.1M

US families with children had at least one employed parent in 2025.¹

THE CATEGORY IS GROWING

56%

Large employers prioritizing child care benefits in 2024 – up from 46% the year before.²

EMPLOYEES WANT HELP

69%

Employees who'd use employer-subsidized tutoring – that's the demand for help with kids' learning. LearnSpark delivers it without taking the parent's place.³

VALUE BEFORE HEAVY USE

134 studies

Across 260,604 employees, benefit availability alone predicted stronger commitment, satisfaction and well-being.⁴

*Education stress does not stay at home. **It comes to work with parents.***

LearnSpark slots alongside what you already offer, it doesn't replace it – backup care covers the emergency; LearnSpark covers the everyday. And it reaches the families that standard programs quietly miss: parents of children with ADHD, autism, dyslexia, dyscalculia and other learning differences, who rarely find a benefit built to adapt to their child. This brief describes what the benefit is, how families use it, and what a low-risk paid pilot looks like. The details – pricing, rollout, support and reporting – are the Introductory Call.

THE PRODUCT

Not another app for the child. *A home-learning companion for the parent.*

Nearly every parent wants a hand in their child's education. What stops them isn't desire – it's time, training, and never knowing whether it's working. LearnSpark removes all three with short, focused lesson plans that teach one skill at a time, matched to how the child actually learns. The notes, gaps, standards and next steps update automatically in the background.

01

Choose a goal

The parent picks the subject and what the child is working toward, anchored to their chosen state or national standard.

02

Get the lesson plan

LearnSpark builds one focused lesson plan at the child's exact level, wrapped in what they love. Dinosaurs, basketball, anything.

03

Teach it

The parent teaches it – a few focused minutes. Kids learn in short, powerful bursts, not long blocks. No second school day at the table.

04

It adapts by itself

How it went updates the child's profile, and the next lesson plan is aimed at the exact next skill. Skills stack, one on the last – no planning, ever.

*Generic tools can generate a lesson plan. **LearnSpark gives parents the right next one.***



Built for the parent, not the child

This is not a screen-time product for children. The parent or caregiver teaches; LearnSpark handles planning, sequencing and gap analysis in the background, so each lesson plan is ready for an adult to lead.



Anchored to a real standard

Families pick their state or national curriculum as the benchmark. Behind? LearnSpark closes the gap. At standard? It pushes the child as far beyond it as they can go. The standard is the floor, not the ceiling. Ages 4–14+.

WHO IT SERVES

Every family uses it differently. *That's the design.*

The same benefit flexes to wherever a family actually is – from twenty minutes after school to full homeschooling – and changes with them as their children grow. One seat covers a parent's whole approach, not a single use case.



Supplementing school

Strengthen classwork, explore interests, and build confidence – a focused lesson plan after school instead of a fight over worksheets.



Catch-up and learning gaps

Rebuild missing foundations one skill at a time. LearnSpark finds what the child quietly doesn't understand yet – and the parent gets to be the one who fixes it.



Homeschooling

Homeschool with certainty instead of guesswork: every lesson plan aligned to the family's chosen standard, with a clear read on where each child stands.



Children who don't fit the average

Ahead, behind, or wired differently – ADHD, autism, dyslexia, dyscalculia and more. LearnSpark runs on how *this* child responds, so the difference isn't an obstacle. It's the input.

*A static curriculum demands an average child. **LearnSpark adapts to the child you have.***

CATCH-UP IS THE NORM, NOT THE EXCEPTION

~40%

of public-school students began 2024–25 behind grade level in at least one subject, per school leaders.⁵

HOME EDUCATION KEEPS GROWING

3M+

Estimated US K-12 homeschool students in 2024–25, with newer data pointing to roughly 6% of school-age children.⁶

THE EMPLOYEE EXPERIENCE

From wanting to help *to actually being able to.*

Employees sign up with one invite link – no card, no cost to them, minutes to start.
From then on, the planning is done before they open the app.

- ✓ A ready-to-teach lesson plan every day, for ages 4–14+ – no planning, no research, no curriculum shopping
- ✓ Confidence the child is on track, measured against the national or state standard the family selects
- ✓ Certainty instead of guesswork: a plain-language read of where each child is solid, and exactly where the gaps are
- ✓ Every lesson plan automatically adapts from how the last one went – so it keeps fitting the child, week after week

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The lesson plans can be about basketball, dinosaurs, whatever they love – and the next one reflects how the last one went. The kids love it.

JC

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I no longer have to figure out what to do next. I can see clearly where each child's progress is heading and what they're struggling with.

Brooke

What you see: program-level adoption and agreed reporting – never a child's lesson plans, learning profile, gaps or progress. More on the next page.

PRIVACY, BOTH DIRECTIONS

Private for families. *Effortless for HR.*

A benefit that touches employees' children has to clear a higher bar. LearnSpark is built to clear it twice – once for the employer, once for the family.

What the employer never sees

You receive a simple dashboard – seats activated and program spend – plus agreed aggregate feedback reporting. You never see a child's name, lesson plans, learning profile, gaps or progress. **A child's learning stays with the family.**

Parent-led by design

LearnSpark is built for the adult leading the lesson. The parent teaches in person, and lesson-plan feedback is stripped of identifying details before it is analyzed, so LearnSpark learns from how lesson plans went, never from who the child is.

The three questions HR always asks

- ✓ **What's the admin load?** Near zero. You choose the eligible group and share one invite link. LearnSpark handles enrollment, onboarding and all participant support.
- ✓ **What happens when an employee leaves?** The family keeps their account and every child's learning profile, and can continue at standard family pricing. The benefit ends; the child's progress doesn't.
- ✓ **How is it treated for tax and eligibility?** Most employers run it as a perk-style fringe benefit alongside their existing lifestyle offerings. We provide plan language and work with your benefits team on the details during setup.

*You fund it and share a link. **LearnSpark runs the family launch.***

NOT JUST A LOGIN

Families use benefits *when they feel supported.*

LearnSpark for Teams runs as a supported program, not an app dropped into an inbox. The goal is simple: help participating families understand what to do first, ask questions when they get stuck, and build enough rhythm to keep using the benefit.

Guided onboarding so parents know what to set up, what to teach first, and how LearnSpark adapts from there.

Parent support resources including short walkthroughs, practical answers and optional group touchpoints during rollout.

Aggregate review so leaders can see activation, repeat use and parent feedback without touching private child data.

This is the part most benefits miss. Parents may want help, but they still need a clear first step, a reason to come back, and somewhere to go when they have questions. A focused pilot is built to prove that the benefit is not just purchased, but actually used.

PROPOSED STARTING POINT

50 family accounts. Three months. *Then decide.*

A real pilot with a real decision at the end – expand, revise, or stop, against success criteria we agree before launch.

1 Agree the terms

Cohort, pricing, support, data handling, reporting and what success looks like – settled before anything launches.

2 Launch the benefit

You share the invite link; LearnSpark runs onboarding and supports every participating family directly.

3 Review aggregate results

Activation, 30/60/90-day usage, onboarding participation, parent confidence, support needs and employer admin load – program-level only.

4 Make a rollout decision

Expand company-wide, adjust the cohort, change the support model or stop. The point is to learn before scaling.

Pricing, for context

- ✓ Every family account is LearnSpark's **unlimited tier** – normally **\$99/month** for a family buying direct.
- ✓ Committing to a **block of family accounts** earns a deep per-account discount – larger blocks, lower rates. Accounts beyond your block bill at the standard Teams rate until you lock in the next block.
- ✓ Billed monthly or annually on a single, PO-friendly invoice.
- ✓ Exact numbers depend on headcount, cohort size and rollout – that is the Introductory Call, not a fixed rate card.

What we'll cover on the call

Twenty minutes: your headcount and parent population, what a pilot would look like for your team, family-account pricing, launch support, reporting and the invite-to-launch timeline. No prep. No deck. No obligation.

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learnspark.io/teams

REFERENCES

Sources.

National statistics establish the relevance of the category. They do not predict the impact of LearnSpark within any individual organization – that's what the pilot is for.

- 1 **US Bureau of Labor Statistics.** Employment Characteristics of Families – 2025. Published April 2026. bls.gov/news.release/famee.htm
- 2 **Mercer.** Survey on Health & Benefit Strategies, 2024. 56% of large employers prioritizing child care benefits, up from 46% in 2023. [mercerc.com](https://www.mercer.com)
- 3 **Care.com.** Employee and Employer Benefits Impact Survey, September 2022. 69% of employees likely or very likely to use an employer-subsidized tutoring service. care.com/business
- 4 **Hong, Ford & Jong.** Journal of Applied Psychology, 2024. Meta-analysis of 134 studies, 260,604 employees, on benefit availability and employee outcomes. pubmed.ncbi.nlm.nih.gov/39023994
- 5 **NCES School Pulse Panel, 2024–25.** Public-school leaders estimated ~40% of students began the year behind grade level in at least one subject. nces.ed.gov
- 6 **Johns Hopkins Homeschool Hub; NHERI; Census Household Pulse Survey.** Newer 2024–25 estimates put US K-12 homeschooling above 3 million and near 6% of school-age children; NCES's narrower official 2022–23 count was 1.765 million. education.jhu.edu/edpolicy/policy-research-initiatives/homeschool-hub
- 7 **LearnSpark.** Product and Teams program information; parent quotes from the LearnSpark impact report, used with permission. learnspark.io/teams

A benefit their kids will remember.

Twenty minutes to see what a rollout looks like for your team – family accounts, invite link, onboarding, support, pilot timing and aggregate reporting.

learnspark.io/teams

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