IN DEMAND GROUP

PARTNERSHIP OVERVIEW

Jesse Leib + Corey Murray

Work with Jesse and Corey

Find new opportunities. Build relationships that last.

We've built and grown education businesses and spent nearly two decades each in K-12. We look for relevant opportunities within relationships built over years, then work alongside you to demonstrate value and develop lasting district and regional business.

$20M+ in sales across our careers | **$4M+** in sales since 2021

SELECTED PARTNERSHIP RESULTS

archSCAN + Accessibility on Demand

$200K+

new contract revenue in six months

$350K+ in new pipeline

Regional partnerships, targeted webinars, and district decision-maker engagement.

Swiftscore

$300K+

in first-year contract revenue

25+ paid district pilots in one year

District feedback and analysis informed strategic introductions to thought leaders and decision-makers.

Pipeline is potential business, not booked revenue. These partnership results are not a forecast for every engagement.

ONE PARTNERSHIP. THREE CONNECTED MOVES.

01

Find opportunities in our network.

Match your solution to relevant district and regional needs. Identify which buyers, relationships, and routes into the market are worth pursuing.

02

Build the right relationships.

Combine relevant introductions with positioning, meeting preparation, candid buyer discussions, and useful content that gives people a reason to engage.

03

Stay with the opportunity.

Work together on buyer feedback, follow-up, pilots, proposals, and expansion as stakeholders, priorities, budgets, and timing change.

Where the first month starts

Map target buyers and relevant routes, agree priorities, and begin the agreed outreach. Review progress in an every-other-week call with shared next steps. Your team retains product expertise, pricing, delivery, and overall sales ownership.

Fit and commitment

Six-month minimum: time to match thoughtfully, make considered introductions, and develop the relationship. We commit to preparation and follow-through; buyers decide whether to buy. For K-12 companies with $2M-$30M revenue; retainer and performance terms scoped individually.

Your next steps

1. Share the priority

Tell us what you sell and which buyers or regions you want to reach.

2. Agree on the work

Review the focus, responsibilities, investment, and proposed start date together.

3. Sign and get started

Finalize the agreement and schedule kickoff within one week of signature.

IN-DEMAND GROUP

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