User Payer Segmentation Framework

	Context	User /Audience	Whats their need?	Role	Potential Payers	Next Steps
Government	Partnership is the focus of engagement with Government.	Currently engaging with Education Officers		*Enabler *Amplifier (publicly supports LeadNow) *Include LeadNow as part of pre-service training *Accreditation	Government not likely to be a direct payer of LeadNow	Explore what other entry points to government partnership we have within Dignitas (beyond LeadNow)
B2C	Individual teacher	1. Teacher in a School setting	Professional development		The School	
		2. Teacher in a formal union	Professional development	Investing in professional development of member teachers.	The formal Union (e.g KNAT etc)	Research the types of formal teacher unions and whether they have a budget for professional development of their teachers.
		3. Teacher in an informal union	Professional development	Welfare group that extends professional development as part of its offer	The informal Union	Research this as well (similar to formal union research)
B2B	Not-for-Profit Organizations	NGOS/INGOs that work with teachers	How does LeadNow support their mission? Teachers as entry point? expansion of their services by integrating Lead Now? Etc	*Partnership * Donor * Grants	NGO/INGO	Explore what else LeadNow offers in addition to Content hosting and expanding their education outcome/reach (#)
	Brands/ Private companies	Companies that are interested in supporting education	LeadNow supports and/or expands their CSR initiatives	*Partnership *Sponsor	Brands	A key opportunity to explore. Research big brands operating locally/regionally/continent wide/globally that have education as their main corporate social responsibility focus. A lot of the big brands are setting up foundations to manage their CSRs - this is agood place to start. We can start by connecting to these foundations and identifying what need they have and how we can integrate LeadNow into their focus. For example **Safaricom** has a foundation that includes education as part of its 3 year strategy (see the document attached - you can find this online) in this strategy they have Digital Skills as a key component of their approach and state: *"We will improve education outcomes by strengthening teacher and learner competencies through:* *•Training/skilling of teachers, tutors to integrate digital skills in teaching and learning.* *•Strengthening the capacity of tutors to use learner-centred pedagogy and exploiting new technological advances.* *•Enabling teachers with special needs and learners in digital teaching and learning.* *•Integrating ICT in Teaching and Learning through educational infrastructure development/ improvement; and digital education content development and delivery.* *•Establishing learning centres including centres of excellence in digital skills for teachers and learners.*