

The C King Education Gameplan

September 2026 to August 2027

Get paid full rate for the thing you already do better than anyone.

You told us the goal in July: soar, don't fall. You told us the shape in August: the product gets you in the door where nobody knows you, the humans follow where a district can pay, and the long game is income that arrives while Christine sits at home and creates. This is the plan that does that in order, with dates, owners, and a scoreboard.

This document is the companion to the four-tab research dashboard (Where to sell, Grants & funding, Live pipeline & QRFs, Contacts). The dashboard is the evidence. This is the plan. Every date here comes from that research, the five working sessions, or the public record. Where something has moved since August, it says so.

Twelve months, four parts

Drawn the way you would teach it: the whole on top, the parts underneath, one question per part.

Part	When	Name	The question it answers
1	Sept to Nov 2026	Lock the base and get in the rooms	Which conversations have to happen before November spec-writing?
2	Dec 2026 to Feb 2027	Build the corridor and the evidence	What lists, registrations, and data make 2027 bids winnable?
3	Mar to May 2027	Win the recompetes	Which of the eight near-misses come back, and are you already in the room?
4	Jun to Aug 2027	Harvest, and turn the product loose	Is a second revenue stream standing on its own by August?

1. Where you stand today

Six weeks ago the SAM registration was expired and the SBA profile was empty. Most of the foundation is now real. What is left is small, specific, and mostly Sharon's keyboard.

Done

- **SAM.gov reactivated and resubmitted.** Aug 6 session with Mark. Public profile shows Active, last updated 08/06/2026.
- **NAICS rebuilt to 12 codes, PSC codes refreshed.** Added publishing, software, SaaS labor, tutoring and exam prep, elementary and secondary schools.
- **SBA Small Business Search profile live.** Aug 19: capabilities narrative, capability statement PDF, WBE and MBE self-certifications, both doctorates, special-equipment entry for the visualization tool.
- **Opportunity pipeline onboarded.** Aug 20 with Lillie. 189 federal and 524 state and local matches at onboarding; South Carolina filter bug and military noise reported to the team.
- **Data Suite research delivered.** 89 districts scored, 160 contacts in 21 districts, 10 QRFs filed, 2027 recompetete calendar built.

Open, and yours to close

- **SBS keywords (up to 50) and performance history.** Two keyword lists were emailed Aug 19. Type them one at a time and save every few; the site logs you out. Consolidate NYC into one big defensible number; list Yonkers, Richland One, and EANS at your portion. Your name and number as the contact on every entry.
- **WOSB federal certification.** certifications.sba.gov. 51% ownership documents plus proof of identity. Start now; it lasts years.
- **NYC M/WBE certification and PASSPort account.** Unlocks the \$1,000,000 noncompetitive purchase ceiling at NYCPS. Free. Nothing else on this plan comes close.
- **Trademark counsel.** Mark owes you names. Trademark first; decide on copyright and any patent question once the tool is live.
- **seekinged.com relaunch and the visualizer beta.** You set September. The free beta is the data engine for everything in Part 2.

Confirm before Monday

- **Fort Bend ISD RFP 26-081KS.** Closed Sept 8. This was the best-fitting open opportunity found anywhere (76/100). If a response went in, log it. If not, the pool auto-renews from October 2027 and becomes a renewal, not a bid.
- **ESC Region 13 QPL 2027-01.** Closed Aug 25. Confirm status; the list reopens annually in August.
- **Plainfield i-Ready contract expires Sept 30.** An expiring roughly \$276K-per-year math-and-reading tool forces a board conversation. Call Curriculum and Instruction this month or miss it.
- **Louisiana Accelerate provider list closes Sept 30.** Requires a Louisiana certificate of authority (R.S. 12:301-302). Decide this week whether to file; it is a filing, not a form.
- **Newman study design.** Fall data collection starts when school does. Fix the fall-2026 design (comparison group, standardized outcome) before the first beginning-of-year administration.

2. What you said, and what the data said back

The research did not overturn your instincts. It sharpened them into a sequence, and it put a dollar figure on the one thing that has been costing you the most.

You said	The data said
<i>"The product gets us in the door. Then the consultancy comes after that. There's a lot more on the line when you send the human in."</i>	Right, with one exception. Where a state mandate is already paying for professional development, lead with the service, because the money is appropriated and named. Alabama's Numeracy Act is funded at \$114M for FY27 and its allocation memo spends the money on "professional development, and/or partnership with outside agencies." South Carolina, North Carolina, Michigan and Mississippi have similar mandates. Everywhere else, product first.
<i>"New York City gives bulk, they just don't pay a lot. That very same work, I can get anywhere from \$2,500 to \$5,000 a day elsewhere."</i>	Elsewhere is 35 minutes away. Eight New Jersey districts spend 109 to 138 percent of the state per-pupil average while posting 24 to 49 percent math proficiency. Plainfield, Passaic, Paterson and Newark are inside a one-hour drive of your NYC consultants, so the every-other-Tuesday model works there at full rate, without a flight and without new hires.
<i>"They don't have the money, and they need something new. What they've been spending on isn't working."</i>	That profile is real and measurable. Baltimore City spends 18.7 percent above the Maryland average and posts 13.3 percent proficiency; its FY26 budget names "math coaches" and "small group instruction" as funded priorities. Plainfield spends 127 percent of state average with bottom-decile math. These are the districts where a scoped proposal lands, because the board already knows the current spend is not moving the number.
<i>"I want the bulk of the money to come from residual income. I want to create a product, and then that product just sells."</i>	The product path is a listing path, not a grant path. Texas funds instructional materials at \$171.84 per student and lets districts buy copyrighted materials through a qualifications process instead of a sealed bid. Mississippi and Louisiana run state provider and vendor lists. South Carolina's supplemental-materials and publisher registration opens in January 2027. Getting 180 Days onto approved lists is how a consumable workbook becomes an annual line item.

The day-rate bar model

Same consultant, same day, same work. The only variable is who is paying. Figures are what you told us on Aug 6 and what the NYC vendor contract caps.

Buyer	Basis	Day rate
NYC contract	Bulk days, capped	\$1,350
South Carolina	2014 statute cap	\$1,500
New Jersey corridor	District contract	\$4,000
Intensive, out of region	Three-day minimum	\$5,000

Every New Jersey corridor day funds roughly three NYC days of margin. That is why Part 1 is about getting into Paterson's room before November, not about chasing a new market.

3. Four revenue streams, built one at a time

Dan's overlapping sine waves. You had "one revenue stream that happened in different places" when COVID hit. These four are different buyers, different calendars, different price points, so a bad year in one does not take the company with it. Stream 1 exists. Stream 2 is this year's build. Streams 3 and 4 get their clocks started now and mature in 2027.

Stream 1: NYC bulk baseline (exists; protect and widen)

The extended vendor contract plus the MTAC listings. Low rate, high volume, zero acquisition cost. The job is to widen the listing and remove the ceiling.

- Register for R1254 Math Related Services and Professional Development, and R1158 ELL PD, R1149, R1179, R1151, R1077 through the NYC Vendor Portal. One afternoon.
- M/WBE certification lifts the noncompetitive ceiling to \$1,000,000. Schools that already want you stop needing three bids.

Stream 2: The drive-time corridor at full rate (this year's build)

New Jersey first, Baltimore and Prince George's by Amtrak second. Same consultants, same coaching model, three times the margin per day.

- Paterson: in the room in September or October, before November spec-writing. Lead with the School 18 and School 21 bilingual expansion.
- Atlantic City: scoped math PD proposal under \$53,000 to Curriculum and Instruction. Board resolutions, not RFPs. Math there has nothing but \$50-an-hour internal coaches.
- Plainfield, Newark, Passaic: registrations now, relationships now, recompetes in 2027.

Stream 3: State-mandate money (start the clock)

Where a legislature already appropriated dollars for exactly your work. Slow to enter, sticky once you are on the list.

- Alabama Numeracy Act, \$114M FY27, delivered through eleven Regional In-Service Centers. Email three directors; register as a state vendor and complete E-Verify.
- Connecticut Public Act 26-139 math PD provider list, statutory deadline January 1, 2027.
- Louisiana Accelerate (Sept 30), Mississippi provider lists, South Carolina supplemental materials (January).

Stream 4: Product and licensing (residual; the reason for the rest)

180 Days workbooks, the visualizer membership, and eventually white-label licensing once the IP is protected. Annual, consumable, sold by the district not the school.

- Approved-list strategy: Texas IMA process through the ESCs, South Carolina publisher registration, Mississippi and Ohio vendor directories.
- ED/IES SBIR Phase I (up to \$250K) for the tool, with the two problems solved first: US-based performance of work, and a research partner for Phase II.

- Licensing waits until trademark, code protection, and contracts are in place. You already separated the problem set from the front end. Keep going.

4. The plan, one quarter at a time

Shaded rows have a hard external date or a window that closes if you wait. Everything is sized so Christine can ship the website and the tool and finish the doctorate at the same time, because that is the actual constraint.

Part 1 (Sept to Nov 2026): Lock the base and get in the rooms

Remove the NYC ceiling, get into Paterson before specifications are written, land one scoped proposal in New Jersey, and start every clock that takes months. Twelve items, most of them free, most of them Sharon's.

When	Action	Owner
This week	Confirm Fort Bend 26-081KS and ESC Region 13 status; log the outcome in the pipeline. <i>If Fort Bend went in, the pre-approved pool is 78,000 students across 83 campuses and auto-renews.</i>	Sharon
By Sept 18	Call Plainfield Curriculum and Instruction about implementation support as the i-Ready contract expires Sept 30. <i>Bottom-decile math, 127% of state per-pupil, 35 minutes from NYC. Highest score in the file (92).</i>	Christine
By Sept 30	Decide Louisiana Accelerate: file the certificate of authority or pass. <i>Louisiana funds student tutoring at 4:1, not teacher PD. Only worth it if the 180 Days and visualizer package is the offer.</i>	Christine
Sept to Oct	Request the Paterson Curriculum and Instruction meeting. Lead with the School 18 and School 21 bilingual expansion that went live Sept 1. <i>Paterson's purchasing manual: departments submit specs in November, bids Jan to Mar. Influence FY2028 now or bid cold later.</i>	Christine
September	Apply for NYC M/WBE certification and open a PASSPort account. Add MTAC R1254 plus R1158, R1149, R1179, R1151, R1077 through the Vendor Portal. <i>Free. Confirm the three eligibility gates first. Same portal, same email, near-zero marginal effort per listing.</i>	Sharon
September	Finish the SBS profile: keywords one at a time, performance history with NYC consolidated, Yonkers, Richland One, EANS at your portion. <i>This is how teaming partners and contracting officers find you. It is also the last unfinished piece of the \$750 package.</i>	Sharon
September	Start WOSB at certifications.sba.gov. Apply for NYS MWBE through Empire State Development. Add the WOSB flag to SAM when it lands. <i>30% participation goal on NYSED grant contracts creates real subcontract demand for WBEs.</i>	Sharon
September	Redesign the fall Newman Error Analysis study: matched comparison group, independent standardized outcome measure, baseline covariates. <i>Must happen before the beginning-of-year administration or the ESSA Tier 3 window closes for a year. This is the evidence every 2027 bid will ask for.</i>	Christine
September	Register for Tools Competition updates (\$50K Catalyst track). Register as a vendor with Choice Partners, TIPS, BuyBoard and NCPA. Deliver the scoped Atlantic City math PD proposal under \$53,000 to C&I. <i>Atlantic City's June board agenda bought two PD engagements at exactly NTE \$39,800 by resolution. Waiting for a math RFP there is the wrong strategy.</i>	Christine, GovPointe

When	Action	Owner
October	Email the three Alabama Regional In-Service Center directors (Contacts tab). Register as an Alabama vendor and complete E-Verify. Email the Texas Math Academies address about non-ESC provider eligibility. <i>\$114M program; the literacy-analog RFP set the pattern. Being a named provider before the FY27 cycle matters more than the pitch.</i>	Christine
October	Registration sweep: Newark npssourcing credentials and full NJ vendor packet; Rochester BidNet Direct; Paterson Vendor Information Form and W-9 on file; Camden vendor packet. <i>None of the 2027 pursuits are winnable without these, and every one takes weeks. Paterson requires a hard copy.</i>	Sharon
November	Engage trademark counsel. Register for Verizon Small Business Digital Ready (two courses before Dec 7 unlock the \$10K application). Submit an NSF SBIR Project Pitch by Nov 4 only if the two SBIR problems are solved. <i>Trademark protects the brand. The code and the problem set are protected by architecture and contracts, which is a different conversation with the same lawyer.</i>	Christine

Part 2 (Dec 2026 to Feb 2027): Build the corridor and the evidence

Make one trip that opens two districts, get onto the state lists that open in January, and turn the fall data into a document that can be quoted in a proposal.

When	Action	Owner
By Dec 7	Complete two Verizon Digital Ready courses; apply for the \$10K grant. <i>Small money, five hours total. One of only three grants in the file a for-profit can actually receive.</i>	Sharon
By Jan 1	Get onto the Connecticut CSDE Public Act 26-139 math PD provider list. <i>Statutory deadline. You already hold Connecticut certification; this is the cheapest competitive advantage in the file.</i>	Sharon
January	South Carolina supplemental materials and publisher registration with SCDE. Register 180 Days. <i>Publisher and vendor registration is what generates the Call for Bids notice. South Carolina has \$74.5M live and \$70M requested for instructional materials.</i>	Sharon
December	Baltimore City plus Prince George's County in one Amtrak trip. Bring the day-rate conversation, not the deck. <i>Baltimore's FY26 budget names math coaches as a funded priority. Prince George's has a board-level math roadmap awaiting procurement.</i>	Christine
December	Build the ESSA Tier 4 logic model and Evidence Statement. Submit to Digital Promise Research-Based Design. <i>Weeks, not months. Unlocks Title II-A and Title IV-A purchases immediately, before the Tier 3 study finishes.</i>	Christine, GovPointe
Jan to Mar	Paterson bids received. RFP-429 ESL program recurs. Respond with the vendor form already on file. <i>You were in the room in October. This is where that shows up.</i>	Christine, GovPointe
February	Greenville County Schools 326-57 math PD and coaching recurs. Request the prior award result; rebuild as cohort-based train-the-coach, priced per cohort. <i>Largest district in South Carolina. Cohort pricing sidesteps the \$1,500 daily cap.</i>	Christine, GovPointe
February	Email Accelerate about the 2027-28 Call for Effective Technology cycle. Check	Sharon

When	Action	Owner
	Michigan 13-5p and the Ohio approved-vendor directory monthly. <i>Accelerate's window is two weeks long. Being on the notification list is the whole game.</i>	
Ongoing	Mid-year Newman administration. First draft of the white paper from beginning-of-year data. <i>You said the doctorate comes first. The white paper is the doctorate's cousin, and it sells.</i>	Christine

Part 3 (Mar to May 2027): Win the recompetes

Eight solicitations closed within weeks of the research being finished. Six of them come back this spring. Every one was scored, filed, and has a QRF. The work now is bidding at a 90 to 95 percent fit, one or two a month, and nothing below that.

When	Action	Owner
Apr to May	Newark BOE 10264 Student Enrichment, Expanded Learning and Teacher PD recompetes. The named capture target. <i>Scored 64 with 82% on capability. The single best-matching solicitation across all five priority districts. npssourcing credentials and archived spec already in hand.</i>	Christine, GovPointe
April	Newark 10243-equivalent, math materials plus PD, non-VR. Have the workbook and digital-tool line ready to quote. <i>The first place the product and the service get bid together.</i>	Christine
April	NJSBA Virtual Tutoring cooperative recompetes. Content and tutor-training subcontractor only; line up a tutoring operator now. <i>You don't want to tutor. The tutoring operators need your materials and your training.</i>	GovPointe
Spring to Jul	Rochester curriculum and instructional-services RFPs through BidNet Direct. <i>Score 89. \$35,682 per pupil against grade-8 math at 4%. The only channel RCSD uses.</i>	Christine, GovPointe
May to Jun	Woodbridge Township RFP28-xx math MTSS intervention coaching and PD. Request the archived RFP27-04 spec and award result in autumn 2026. <i>Best title-level match found anywhere. 85% on scope.</i>	Christine, GovPointe
Ongoing	Nurture list: one email a month to each of the ten best relationships from Parts 1 and 2. Ask for nothing. <i>Dan's rule. Three to five months of light contact is what turns a meeting into a sole-source ask.</i>	Christine

Part 4 (Jun to Aug 2027): Harvest, and turn the product loose

Bid the last two recompetes, publish the results, re-enter the two Texas vehicles as an incumbent, and put the product on a federal research track.

When	Action	Owner
Jul to Aug	Chester County SD 26-0715 math and science professional learning recurs. Decide which SC-resident consultants deliver before proposing. <i>Closed eight days before the evaluation. Strong on capability (82%). Notice window is short.</i>	Christine, GovPointe
August	ESC Region 13 QPL annual reopening. Fort Bend pool renewal from October. <i>If you are on the list this year, both become renewals rather than bids.</i>	Sharon

When	Action	Owner
June	End-of-year Newman administration. Finish the white paper. Publish the 2026-27 evaluation cycle. <i>Your evaluation is every other year. Make this one the formal one.</i>	Christine
Apr to Jun	ED/IES SBIR Phase I, up to \$250,000, when the FY27 solicitation opens. SAM active, UEI and CAGE in hand, SBC Control Number registered. <i>Only if performance of work is US-based (the Mexico City problem) and an independent research partner is named for Phase II. Both are solvable; neither is optional.</i>	Christine, GovPointe
August	Second Alabama RIC round for the 2027-28 year. IES Education Research Grants partner conversation with a university. <i>The white paper opens doors the pitch cannot.</i>	Christine
August	Twelve-month review against the scoreboard. Decide whether licensing is ready. <i>Trademark filed, code protected, contracts drafted, and at least one district asking to white-label. Four yeses, or wait another year.</i>	Christine, Sharon, GovPointe

5. The offer ladder

You described this as a tiered system on Aug 6. Written down, it is also a pricing policy. Each rung has one rule that protects margin, because the problem has never been demand. It has been what you agree to fly for.

Rung	What it is	The rule
Free beta (the visualizer, one grade)	The door. A teacher tries it, a math supervisor sees it, and the district now has a reason to take a call. It is also your informal research instrument.	Capture the district name and role on signup. That list is the corridor pipeline.
Product (180 Days plus visualizer membership)	Consumable workbooks aligned to the curriculum they already run, plus the tool that reads the problem in Spanish and Haitian Creole. Sold per classroom, renewed annually. This is the rung the approved-list work in Parts 2 and 4 exists to unlock.	Never sell the tool without the books. The books are the renewal.
Intensive (3-day institute, out of region)	Team flies in, three days on site, virtual follow-up. For Alabama, Texas, Baltimore, Georgia, anywhere your consultants don't already live.	\$2,500 a day floor, three-day minimum. You said it on Aug 6: "we're not flying back and forth for a one-day scenario anyplace."
Embedded coaching (every-other-Tuesday model)	The NYC model at the NJ price. Job-embedded, demonstration lessons, collaborative coaching. Runs where consultants can drive.	Full rate in NJ and Maryland. NYC at \$1,350 stays because it is bulk. South Carolina at \$1,500 only where a cohort price or the product carries the margin.
Certified visualizers and white-label licensing	Your shower thought. Train and certify people whose only job is the visualizing routine, tied to the consumable. License the tool under a district's or a partner's brand. Residual, scalable, and the reason the rest exists.	Not before trademark, code protection and contracts. You already put the problem set on a separate server. Finish the fence before you open the gate.

6. The twelve-month scoreboard

Activity counts you control, outcome counts you can influence. No revenue forecast, because a plan that predicts dollars invites you to argue with the forecast instead of doing the work. Check these in August 2027.

Target	Measure	How you'll know
\$1M	NYC ceiling lifted	M/WBE certified, PASSPort live, six MTAC listings active.
2	Paying districts outside NY and SC	At full rate. New Jersey or Maryland is the expected first.
3	State provider or materials lists	Any three of Connecticut, South Carolina, Alabama vendor, Louisiana, Texas cooperative.
1	Alabama Regional In-Service Center	Numeracy Act dollars, first contract of any size.

Target	Measure	How you'll know
	engagement	
6 of 8	2027 recompetes bid	Only at 90 to 95 percent fit. Skipping two on purpose is a pass.
20 to 25%	Win rate on what you bid	Dan's benchmark for one to two well-chosen bids a month.
1	Published white paper	Fall-to-spring Newman data with a comparison group, quotable in a proposal.
4	Registrations that never expire again	SAM renewed on the calendar, WOSB, NYS MWBE, trademark filed.

7. Trip-wires

Things the research found that will cost you a bid, a grant, or a season if nobody says them out loud. Each one was true in August and is still true.

- **Tutoring is not PD, and funders know the difference.** Louisiana, Michigan, Ohio and Connecticut are funding student tutoring with specified ratios. If you pitch teacher development into a tutoring program you will be screened out in the first pass. Pitch the materials the tutors use, or don't pitch.
- **SBIR has two problems, and both are yours.** Federal SBIR requires the work to be performed in the United States. Christine's Mexico City base needs a documented US performance location. ED/IES also requires an independent research partner for Phase II. Solve both before the Nov 4 NSF pitch or the spring IES cycle, or skip that cycle.
- **Foundations are closed to you.** Overdeck, Gates, Fingerprint, Altman, Tiger, Charles Hayden, Turrell: all restrict to 501(c)(3)s, and Overdeck accepts no unsolicited proposals. Fiscal sponsorship costs 6 to 15 percent and gives the sponsor your IP. The for-profit path is approved-provider lists, competitions that admit companies, and SBIR.
- **The proficiency number in your proposal will be checked.** Federal data infrastructure was degraded in 2025 and several states moved report cards behind JavaScript. Use the district's own state report card figure, cite the year, and mark anything imputed. The dashboard flags every gap.
- **Never publish the client contact.** SBS performance history is publicly scrapable. Your name, your number, every time. A competitor who can see customer, value and contact in one place has a price-undercutting script.
- **Defer 8(a). Take WOSB and M/WBE.** 8(a) is a nine-year, once-per-lifetime asset that is worth almost nothing in K-12. WOSB, NYS MWBE and NYC M/WBE are cheap, local, and still being honored by the districts you are targeting.

8. The weekly rhythm

You are two people with a doctorate to finish, a website to ship, a tool to launch, consultants to schedule and a shipment to chase. The plan only works if it fits in the week you actually have.

Monday, 30 minutes	Wednesday, one conversation	Friday, admin sweep
Pipeline triage: high and medium match only, 14+ days to due. Mark Pursue, Watch, or No-bid. Nothing sits in the middle. Pick at most one for a GovPointe QRF this week (two included per month).	One district relationship call or email from the Contacts tab: Paterson, Plainfield, Atlantic City, Baltimore, an Alabama RIC. Ask about their problem, not your product. Note it in the pipeline. Christine owns this. It cannot be delegated yet.	One registration or listing moved forward (there are eleven on this plan). Save the SBS keywords you typed. Check SAM status if anything is pending. Monthly: one nurture email to each active relationship. Ask for nothing.

Who owns what

- **Christine:** product, website, evidence design, every first conversation with a district, pricing decisions, the trademark call.
- **Sharon:** SAM, SBS, WOSB, NYS MWBE, NYC M/WBE and PASSPort, vendor packets, state lists, the pipeline dashboard, the Monday triage.
- **GovPointe:** QRFs and go/no-go, proposal support on the recompetes, the contacts and district files, monthly check on the plan, teaming introductions (a tutoring operator, a research partner).

Prepared by GovPointe for C King Education, Inc. (UEI JDZXWKQKVUL3, CAGE 9MCF0), September 11, 2026. Dates and figures are drawn from the August 2026 Data Suite research, the working sessions of July 22, August 6, August 19 and August 20, and public state and district records as of those dates. Deadlines move; confirm any date against the source before acting on it. The companion dashboard holds the district scores, the 160 contacts, the ten QRFs and the source list.