

What it is. One ready-made AI programme for a whole school, on two tracks: practical time-savers for teachers, and age-tiered, supervised AI literacy for students. **Delivered entirely by your own staff.** Nobody from AIMing Up ever meets a student, and we never receive any student data.

WHY THIS IS A LEADERSHIP MATTER, NOT AN IT ONE

Cambridge

already limits candidates to using AI for initial research and brief critical quotation in coursework. Beyond that risks malpractice. Almost no student knows the line sits there.

Cambridge International, AI in coursework; Cambridge Handbook 2026, Section V

61% : 5%

AI cheating detectors wrongly flag second-language writers at 61%, against 5% for native speakers. Across an international network, detection-led policy is not merely unreliable, it is unfair.

Liang et al., Patterns (Cell Press), 2023, 179 essays

9%

of school leaders have an agreed AI strategy. 75% say they do not have the expertise in house. The gap is not appetite, it is that nobody has time to build it.

Browne Jacobson, 200+ leaders, ~1,650 schools, Feb 2025

THE FIRST TERM AT TARA

- Weeks 1 to 2.** A session with leadership, plus an audit of which AI tools staff and students already use. That list is always longer than expected.
- Weeks 3 to 6.** The teacher track. About two hours of staff time in total, built so the first module hands back more time than the whole thing costs.
- Term one.** Two student lessons per year group, taught by your own teachers, with action sheets.
- End of term.** An honest review against measures agreed before we started.

WHAT WE NEED FROM TARA

- One named person who owns it. Not a committee.
- About two hours of staff training time across the term.
- A decision on which AI tool students may use, so lessons point at yours rather than ours.
- Agreement on what success looks like, before we begin.** We would rather set the measure with you at the start than argue about it at the end.

WHAT IT COSTS

from US\$5,000

per school, per year · about US\$8 per student

- All inclusive: both tracks, quarterly updates, safeguarding materials, support.
- Renewals annual and optional. No multi-year lock unless you want one.
- White label included, not an extra. ISP branding throughout, on your own address.

GOING FIRST

- A network is priced as a network, not a stack of single schools.
- Most groups begin with a pilot in two or three schools before committing the rest.
- Founding terms will not be repeated.** The first school or group proves the programme works and is priced accordingly, in exchange for a case study and a reference.
- Everything is negotiable. At this stage we would rather have one outstanding first school than a good price.

Being straight with you. There is no case study yet, because there has been no first school yet. That is precisely why the terms for going first are what they are, and why we ask you to set the success measures before anything starts rather than after. Everything else on this page names its source so you can check it yourself.

Continuity. If AIMing Up ever ceases trading, ISP keeps permanent use of every lesson, sheet and resource it has paid for. That goes into the agreement. You are not betting your programme on one entity or person.

Darryl Winston Reeves

Creator of AI Mastery and AIMing Up. Co-founder, Chairman and major shareholder of It's On Sale, the Australian AI-driven ecommerce merchant network operated by EMS Services Pty Ltd, ABN 42 672 515 436. International keynote speaker, darrylreeves.me

See it for yourself

The private ISP overview, with the full student lesson: isp.aimingup.me
The 45-topic list and the research behind it, every figure sourced: aimingup.org/example
dwr@catalystpro.ai