Flip The Lens®

Individual/Family & School Licensing Fee Schedule

About Flip The Lens

Flip The Lens is a digital learning platform that transforms students' use of technology into a meaningful tool for human connection and personal development.

Through video interviews, storytelling, and documentary projects, students use their digital devices to develop valuable interpersonal and digital skills, including:

- Empathy
- Active listening
- Communication
- Collaboration
- Rapport-building
- Creativity
- Critical thinking
- Confidence
- Storytelling
- Digital content creation

Students also create meaningful digital work that can become part of a professional-level digital portfolio.

Rather than simply consuming digital content, students use technology as a tool to connect with other people, understand different perspectives, tell authentic stories, and create something of lasting value.

Individual & Family Pricing

Individual and family purchases provide access for one student/learner and may be used within a family setting.

Prerequisite Module

Product	Price
Introduction & Inspiration	**$45**

Introduction & Inspiration is a prerequisite for Modules 1–6 and must be purchased before students begin the main Flip The Lens curriculum.

Individual Modules

Product	Price
Any individual FTL Module (1–6)	**$95**

Module Bundles

Bundle	Price	Savings vs. Individual Modules
Modules 1–3	**$275**	$55
Modules 4–6	**$275**	$55
Modules 1–6	**$495**	$120

The Overview module ($45) is included in all bundles.

The complete Modules 1–6 package represents the best value for families who want students to experience the full progression of the Flip The Lens program.

The Introduction, Overview & Inspiration prerequisite module is priced separately at $45. This module is included at no cost in the bundles.

School & Educational Licensing

School pricing is structured as an **annual educational license**. This allows a school, microschool, homeschool organization, or other educational program to use the licensed FTL curriculum with multiple students without requiring an individual purchase for every student.

The school license provides access to the purchased modules for the licensed number of students for one academic year.

The Introduction, Overview & Inspiration prerequisite module is priced separately at $45. This module is included at no cost in the bundles.

Tier 1 — Introductory / Small Group License

Up to 25 students

License	Annual Fee
Overview	**$90**
Single Module	**$195**
Modules 1–3	**$495**
Modules 4–6	**$495**
Modules 1–6	**$795**

The Overview module ($90) is included in all bundles.

Ideal for homeschool groups, microschools, small programs, pilot programs, and individual classrooms.

Tier 2 — Classroom / Small School License

Up to 100 students

License	Annual Fee
Overview	**$165**
Single Module	**$295**
Modules 1–3	**$750**
Modules 4–6	**$750**
Modules 1–6	**$1,195**

The Overview module ($165) is included in all bundles.

Ideal for schools, departments, multiple classrooms or larger homeschool organizations.

Tier 3 — School-Wide License

Up to 250 students

License	Annual Fee
Overview	**$200**
Single Module	**$495**
Modules 1–3	**$1,195**
Modules 4–6	**$1,195**
Modules 1–6	**$1,795**

The Overview module ($200) is included in all bundles.

Provides school-wide access for programs with multiple teachers, classrooms or grade levels.

Tier 4 — Large School / Organization License

Up to 500 students

License	Annual Fee
Overview	**$295**
Single Module	**$695**
Modules 1–3	**$1,595**
Modules 4–6	**$1,595**
Modules 1–6	**$2,495**

The Overview module ($295) is included in all bundles.

Suitable for larger schools, school networks, charter organizations, and educational programs serving several hundred students.

Tier 5 — 500+ Students / Organization-Wide Licensing

For schools, school networks, charter organizations, educational nonprofits and other organizations serving more than 500 students:

Custom licensing — contact Flip The Lens for a quote.

Custom agreements may include:

- Organization-wide access
- Multiple schools or campuses
- Large student populations
- Multi-year licensing
- Professional development for educators
- Customized implementation
- Curriculum partnerships
- Strategic organizational partnerships

School prerequisite licensing: Because Introduction & Inspiration is required before Modules 1–6, school licensing agreements should specify how access to this prerequisite is provided. The applicable fee and access arrangements should be confirmed with Flip The Lens when a school license is purchased.

What Is Included With a School License?

A school license provides educators and participating students with access to the licensed FTL modules and their associated instructional materials.

Depending on the modules purchased, this includes:

- FTL instructional content
- Structured project templates
- Interviewing and storytelling guidance
- Video project assignments
- Three-question interview frameworks
- Resources for developing interpersonal and social intelligence skills
- Guidance for creating meaningful digital content
- Student video submission opportunities
- The opportunity to develop a substantive digital portfolio

FTL's existing program includes structured templates, interviewing/editing guidance and a submission process through which students can receive feedback and potentially have qualifying work published on the Flip The Lens YouTube channel.

Recommended Positioning for Schools

Flip The Lens should be positioned to schools as more than a traditional digital curriculum.

FTL turns students' reliance on digital devices into an opportunity for human connection.

Instead of simply consuming content, students use technology to:

Connect → Listen → Understand → Create → Collaborate → Communicate → Publish

The result is a learning experience that combines **social-emotional learning, interpersonal skills, digital literacy, storytelling, and portfolio development**.

FTL gives educators a constructive way to harness students' familiarity with technology while helping them develop the human skills that technology cannot replace.

Students learn to:

- Have meaningful conversations
- Listen actively
- Ask thoughtful questions
- Build rapport
- Understand other people's perspectives
- Collaborate with others
- Communicate with confidence
- Create professional-quality digital work
- Develop a meaningful body of work they can use as a digital portfolio

Licensing Notes

Individual/Family Purchases: Intended for use by an individual learner or family.

Prerequisite: Introduction & Inspiration is a required prerequisite for Modules 1–8. Individual and family access is priced at $45, separate from the main module and bundle prices.

School Licenses: Annual licenses are intended for use by the licensed educational institution and its enrolled students during the license period.

Student Limits: Student limits refer to the maximum number of students who may participate under the applicable annual license.

Renewal: School licenses may be renewed annually at the then-current licensing rate.

Multi-Year Agreements: Discounts may be available for qualifying multi-year agreements.

Large Organizations: Schools, districts, charter networks, nonprofits, and other organizations serving more than 500 students should contact Flip The Lens for customized licensing.

Content Ownership: Licensing provides permission to use the FTL curriculum and associated materials during the applicable license period. It does not transfer ownership of Flip The Lens intellectual property or curriculum content.