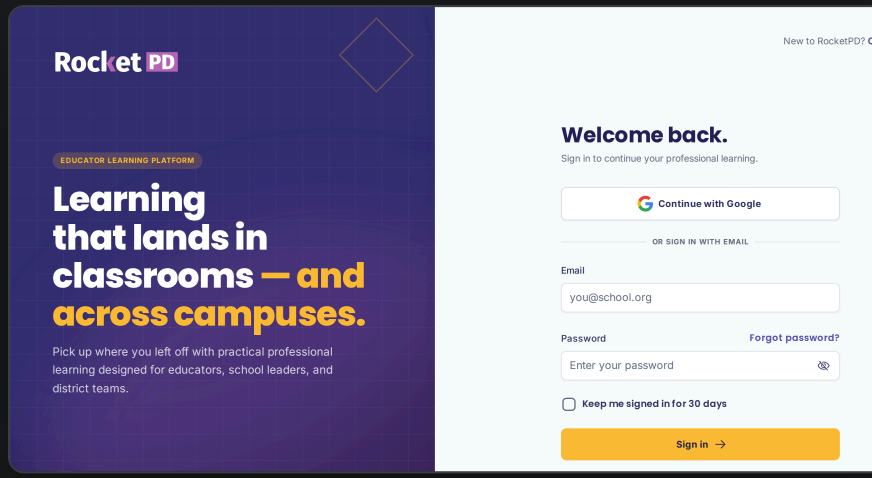
pa. project assistant.

CASE STUDY / 002 · ONE PLATFORM, MANY DISTRICTS · FEB 2026 → LIVE SEP 2026

K-12 PROFESSIONAL DEVELOPMENT

RocketPD needed a platform built for districts, not single buyers. Now they own one.



The platform they rented was built for one teacher buying one course. RocketPD sells to whole districts, under each district's own name. Now they own a platform built for that. Every customer runs its own branded version of it, some at a web address of their own, and the teacher records came across: accounts, course sign-ups and finished-course certificates.

CLIENT

RocketPD

On-demand professional development for K-12 educators and their districts.

ENGAGEMENT

Rent → own

Questions, scope, build, the move, and launch. Feb → Sep 2026.

PRODUCT

One platform, many districts

A branded version for each district, a free community tier, and one admin view across them all.

AT A GLANCE

What changed for the business.

WHOSE BRAND IT WEARS	One platform, RocketPD's name → **One per customer, their name** They rented one platform that could only carry their own name. Now each customer runs its own branded version of it: school districts, regional associations and service agencies. Some use a web address of their own.
WHAT GROWTH COST THEM	A bill that rose with every win → **Each new customer a setting, not a fee** The rented bill outgrew what they signed up for. Every customer they won meant paying for another copy. On their own platform, adding one is a settings change.
LEARNER HISTORY	In someone else's system → **Moved, with completions kept** Teacher accounts, their course sign-ups and their finished-course certificates all came across. Most of that history now sits with the customers rather than with RocketPD. Half-finished courses started again, as agreed.
THE LIVE ADDRESS	A product they rented → **Their own platform, 20 Sep 2026** The platform PA built is now the one their customers sign in to.

THE PROBLEM

Built for one teacher at a time. RocketPD sells to whole districts.

Built for the wrong buyer

The service was built for individuals buying one course at a time. When a district's teachers signed in together, the platform treated them as a problem rather than as the customer.

A lock-in that disqualified them

Teachers could sign in with their school account or with a general one. The platform allowed only one of those at a time, never both. For a school district, that alone can end the conversation.

The bill rose with their success

The price went up to match, and every new district meant renting another copy, at another monthly fee.

One brand — so no business to sell

Districts kept asking for professional development under their own name. A rented, single-brand platform had no way to give it to them.

Their history, in someone else's system

Years of teacher records, much of it long inactive, sat inside the platform they wanted to leave.

Leaving was the risk

Moving a live teacher base off a platform that still works is the kind of job that gets put off another year. Putting it off was getting more expensive, not less.

WHAT IT COST THEM

Deals they couldn't take, and a bill that rose with every one they did.

THE SOLUTION · 01

A new district had to be a setting, not a project.

THE ALTERNATIVE

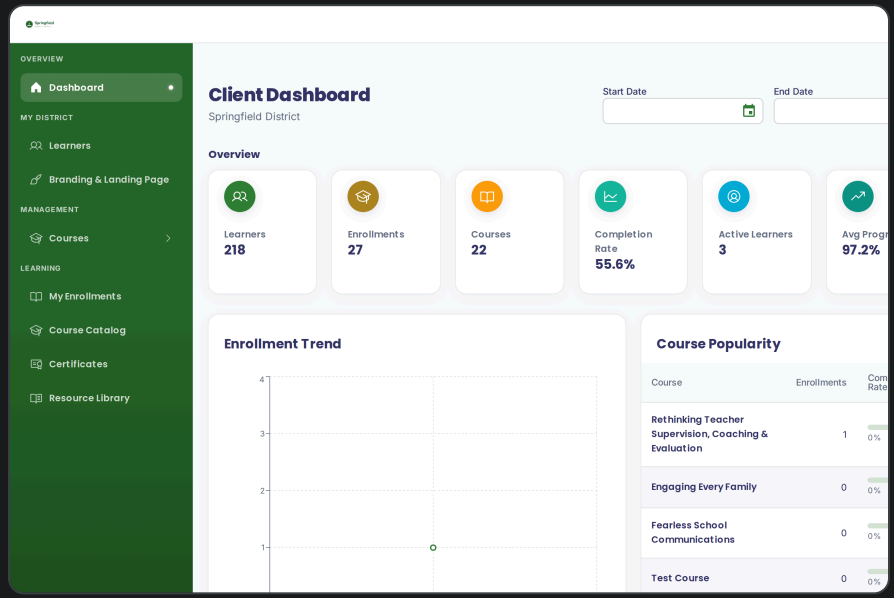
Set up a separate copy of the platform for each district. Simpler to picture, and the usual answer.

OUR CALL

One platform that every district shares, with each district seeing only its own teachers.

WHY

The whole point was to sell copies of the platform. A separate copy for each district means a new bill and a new thing to run every time one signs. That cost would have eaten into every sale. This way, adding a district is a settings change, and every improvement reaches all of them the day it goes live.



A DISTRICT'S OWN ADMIN SCREEN: ITS TEACHERS, ITS NUMBERS, NOBODY ELSE'S (DEMO DISTRICT, MADE-UP DATA)

THE SOLUTION · 02

Two more calls, and what each cost us.

WE PAID MORE, DELIBERATELY

Video chosen for the data it returns

Alternative: a cheaper video service that only plays the video.

Our call: the more expensive one, because it reports who watched what.

Why: RocketPD sells completion. Certificates and the reports a district pays for both depend on knowing which teacher watched what. The cheaper option cannot tell you that at all.

WE LEFT DATA BEHIND, ON PURPOSE

A clean start, with 60 days' notice

Alternative: carry every teacher's half-finished course across.

Our call: finished courses and their certificates move. Half-finished ones start again.

Why: much of what came out of the old platform was long-inactive accounts. Rebuilding half-finished courses for them helps nobody. Teachers were told 60 days ahead, so nobody was surprised.

Teachers can sign in more than one way, which the old platform couldn't do.

THE SOLUTION · 03

We built it with AI. Every change still had to pass a review.

This is how the platform was actually built. AI wrote the code and reviewed it. People decided what was worth building, settled the trade-offs and signed off every release. What sat in between is what made the speed safe.

WHAT EVERY CHANGE HAD TO PASS

01
A written description of the work, checked by someone else before any code.

02
The work itself, with its own tests.

03
A second review by a different AI, which scored every problem it found.

04
Checks that fail shut. On this project, a change without its evidence was never put forward for release.

05
Tested on our own machines, then a practice copy, then live. Anything skipped was written down with the reason.

People made every call on scope and timing. The honest limit: no person signed off each change by hand; the scored review held the line.

No AI in the product

The platform itself uses no AI. It sells courses, completions and certificates, and says so plainly.

THE SOLUTION · 03

Two things the checks caught that a person would not.

01

11 → 4

Problems found in one written spec, across five rounds of review. It was rejected twice. One rejection caught a fix that would have passed every test while changing nothing in the live product.

02

Another check refused a change because nobody had opened the screen it altered in a browser. Because it refused, we found a setup problem that had been hiding errors for more than a day.

THE SOLUTION · 04

The move they had postponed for years made boring on purpose.

Clients put this off for years, and the reason is simple. The old platform still worked. It just wasn't built for how RocketPD sells, and it carried someone else's name. So the move had to be undoable in principle and dull in practice.

FEB 2026
We asked what leaving would actually cost, what had to move, and what could be left behind on purpose.

MAY 2026
The platform was built and handed to RocketPD to try. Not live yet, and never described as live.

AUG 2026
The first district's teachers moved across. That run proved the whole path worked, and it was the condition for turning on the emails the platform sends.

SEP 2026
The last of the teacher records came out of the old platform and went in, a batch at a time, each one checked before the next.

20 SEP 2026
Their customers now sign in to the platform RocketPD owns. The old address sends people to it.

WHAT MOVED

Teacher accounts, their course sign-ups, and the certificates for courses they had finished. These are the records a district gets asked for later, and the ones a teacher would notice missing.

WHAT DELIBERATELY DID NOT

Long-inactive accounts and half-finished courses. Rebuilding a half-finished course across two different systems is where these moves quietly go wrong, and it gives a teacher nothing. So we agreed in writing to leave it, and told teachers 60 days ahead, rather than attempt it and fudge the result.

We checked the launch date ourselves against the live site on 20 September 2026, and the old address now sends people to it.

THE SOLUTION · 05

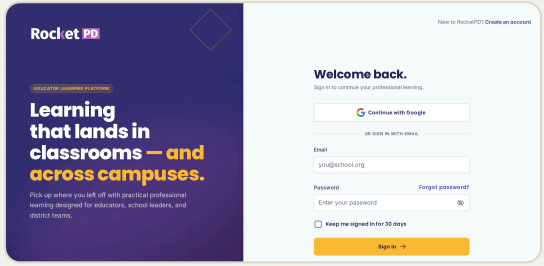
Same platform. The district's name on the door.

Own address. An address under RocketPD, or one of the district's own, secured automatically.

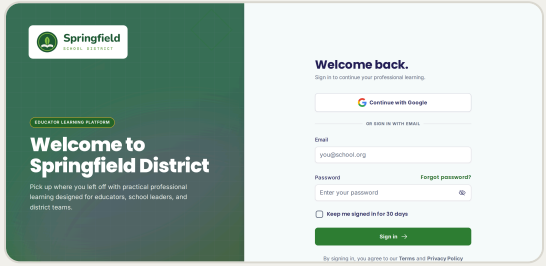
Own look. Logo, colors and typeface, applied across the whole thing.

Own admin. District staff manage their own teachers, branding and reports.

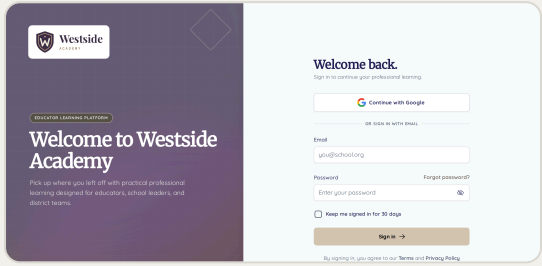
Shared library. RocketPD offers courses; each district takes the ones it wants.



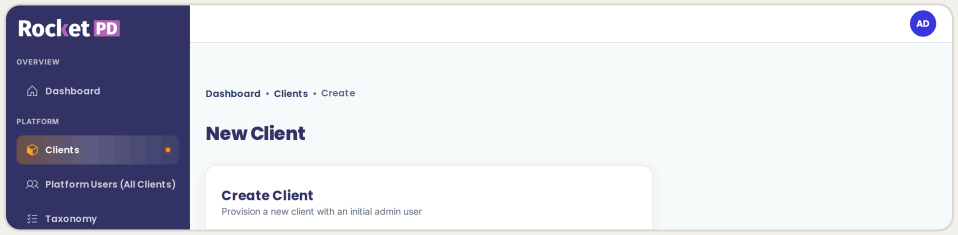
ROCKETPD'S OWN VERSION



A DISTRICT'S OWN VERSION — ITS COLORS, ITS LOGO



ANOTHER — DIFFERENT PALETTE, DIFFERENT TYPE



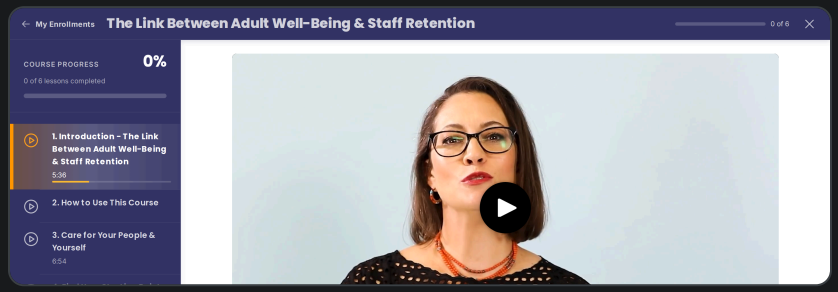
Adding one is a form, not a project

Name, address and colors. Nothing to build, nothing to release. That is what makes the next district as cheap as the last.

Demo districts on a practice copy, shown with made-up data. The district logos are invented.

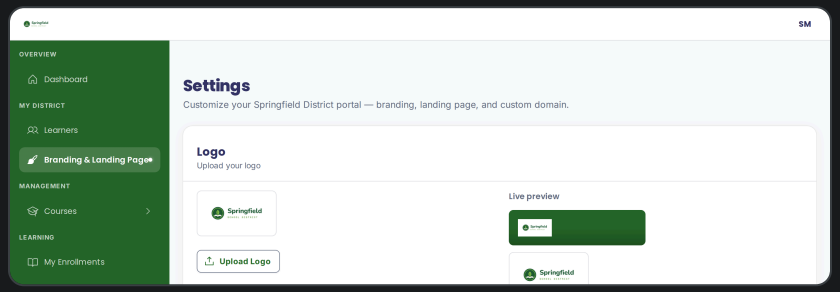
THE SOLUTION · 06

The proof, in the product.



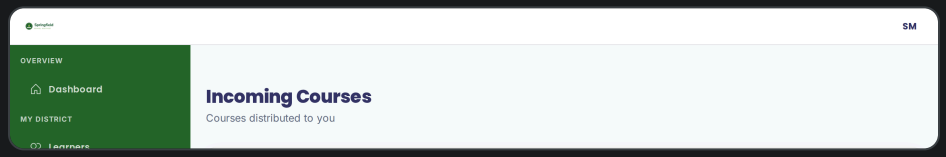
Video that reports who watched what

Video that adjusts to the connection, with captions, and a record of how far each person watched. Certificates and district reports both depend on that record.



A district brands its own version

Logo, colors and welcome page, changed by district staff and previewed as they go. No request to RocketPD, no waiting for a release.



The licensing model, on one screen

RocketPD offers a course; each district accepts or declines it. That one exchange is what turns a course library into something they can sell many times over.

Every screen here is the business model in working form: one platform, many districts, each running its own version without RocketPD in the middle.

A practice copy, with made-up data. No real teacher's details appear.

THE RESULTS

A product they rented became a platform they license.

One platform in RocketPD's name → **One per customer, on an address of their own**

The licensing business they could not sell before now exists, and taking on a new customer is a settings change rather than a build.

History in someone else's system → **Accounts and completions carried over**

Accounts, course sign-ups and finished-course certificates all came across, and most of that history now sits with the customers rather than with RocketPD. Inactive accounts and half-finished courses were left behind, as agreed. These are records that moved, not a claim about how busy the platform is.

A rented address → **Their own platform, since 20 Sep 2026**

Their customers now sign in to the platform PA built. The old address sends them to it.

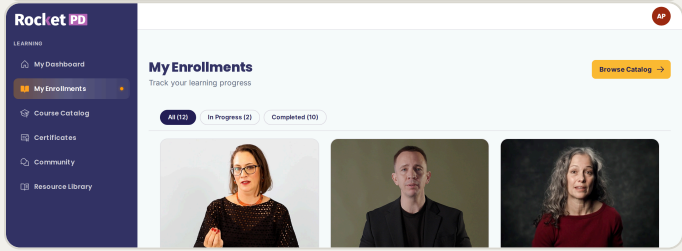
A catalog they hosted elsewhere → **An asset in their own accounts**

Their course library and its lessons now run on systems RocketPD owns.

WHAT WE'D DEFEND FIRST

One platform, every customer's name

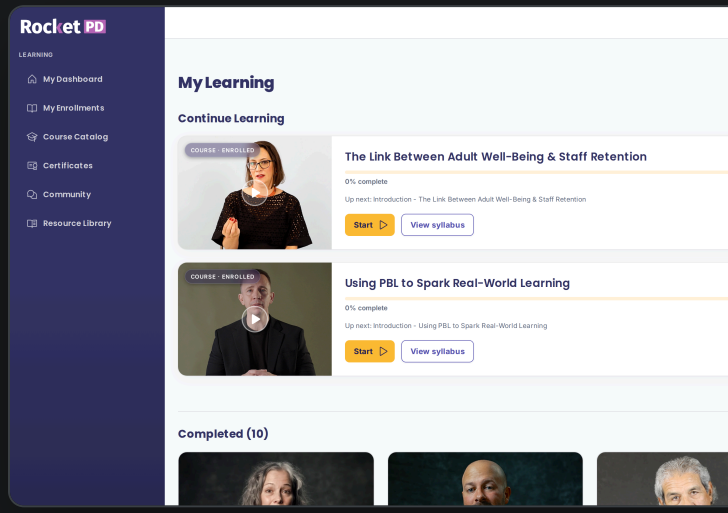
School districts, regional associations and service agencies each run their own branded version, some at a web address of their own, on one shared platform. Every customer's data stays separate from every other customer's.



WHAT A TEACHER SEES ON THEIR DISTRICT'S VERSION (MADE-UP DATA)

Platform state verified 23 September 2026. No figures describing the client's own scale are published here.

Renting the thing your business runs on?



There is usually a moment when the fee you pay stops being a cost and becomes a ceiling. Your customers want their own version of what you sell, and the product you rent cannot give it to them. That is the work we do. The hard questions answered in writing. Every decision recorded with the option we turned down. The move made without losing the history. And the platform looked after once it is live.

What we'd start with.

What leaving actually costs, what has to move, and what can be left behind on purpose. All before any code.

What you'd end with.

A platform in your own accounts that your customers can wear their own name on.

Talk to Project Assistant: projectassistant.org