

25Maths Kahoot Worksheet Presale Guide

CIE 0580 + Edexcel 4MA1

25Maths

Presale Promise

This presale is built for one purpose: help students start early with clear, exam-aligned practice and receive staged upgrades as the full packs go live.

If you buy during presale, you lock in early-bird pricing and get future updates linked to your purchased product tier.

Delivery Model (Closed Loop)

L1: Single Worksheet MVP

- One SubTopic worksheet + answer support.
- Best for first purchase and low-friction entry.

L2: Section Bundle

- Multiple SubTopics grouped by one syllabus section.
- Best upgrade for students already using L1.

L3: Unit Bundle

- Full unit bundle (CIE unit or Edexcel unit scope).
- Includes launch bonuses and higher-value add-ons.

Presale Timing (Template)

- Early-bird window: use absolute dates (example: March 1, 2026 to March 31, 2026).
- Official release date: use absolute dates (example: April 30, 2026).
- Customers who buy before release keep their early-bird rights.

Bilingual Support Logic (Need-Based, Not Mandatory)

Core Principle

Bilingual gifts should be triggered by real learning need, not forced by a public review.

Recommended Trigger Flow

1. Customer purchases any product tier.
2. Thank-you page shows a 30-second “Learning Preference Check” form.
3. Customer chooses either:

- Standard track (English-only materials)
- Bilingual support track (needs Chinese-English vocabulary aid)

4. If bilingual track is selected, bilingual vocabulary card gift is unlocked.

Why This Works Better Than “Review Required”

- Lower friction at checkout.
- More honest user segmentation.
- Better trust and retention because support feels personalized.
- No customer feels “forced” to leave feedback for essential support.

Feedback Incentive (Optional Layer)

Use review as a bonus booster, not a gatekeeper.

- Bilingual gift: unlocked by need selection.
- Extra reward for review (optional): additional mini revision sheet, extra worksheet variant, or extra coupon.

This keeps goodwill while still encouraging social proof.

Retention and Upgrade Coupons

Suggested Coupon Ladder

- First purchase (L1): send L2 upgrade coupon.
- L2 purchase: send L3 unit-bundle coupon.
- L3 purchase: send loyalty coupon for next unit or mega bundle.
- Bilingual track users: send bilingual enhancement coupon for future bilingual versions.

Messaging Direction

- “Start small, upgrade only when needed.”
- “Your support track is personalized.”
- “Returning customers get priority savings and bonus unlocks.”

What Customers Receive Immediately vs Later

Immediately After Presale Purchase

- Order confirmation.
- Presale entitlement summary.
- Access instructions for the current downloadable item (if available).

On Official Release

- Full promised pack for purchased tier.
- Bonus unlocks listed on product page.
- Upgrade coupon (if applicable).

Product-Page Checklist (Payhip)

Each presale listing should state clearly:

- What is delivered now.
- What is delivered on release.
- Early-bird deadline.
- Official release date.
- Whether bilingual support gift is available via preference form.
- Whether review bonus is optional (not required).

Policy Notes

- Keep dates absolute (month day, year).
- Keep promises specific and realistic.
- Keep gift logic transparent and easy to claim.
- Keep quality bar high and update cadence consistent.