

ParentSquare, Inc
6144 Calle Real, Suite 200A
Goleta, CA. 93117

February 22, 2024

Sumter County School Board
2680 West County Road 476
Bushnell, FL. 33513

To Whom It May Concern:

RE: ParentSquare as Sole Source Provider

ParentSquare, Inc. ("ParentSquare") is a provider of a parent engagement platform and mass notification system provided as a cloud software-as-a-service platform (the "Platform"). ParentSquare is delivering this letter to support the District's justification that a purchase of the Platform is justified as a Non-Competitively Bid ("NCB") transaction, as provided in the California State Administrative Manual.

The Platform is unique and is essentially sole source. Based on market research, no other provider of school-home communications offers the same or similar combination of features that are important to the District, including the following:

- District/ School App and Web Portal
- Mass Notifications (Text, App Notification, Email, Phone Call)
- Auto Notices -- Attendance , Lunch Balance etc.
- District / School / Classroom Communication
- Private Chat (one-to-one & one-to-many)
- Secure Documents (Progress Reports)
- Sign ups (For appointments and supplies)
- Social Media and Website Share
- Directory (search by name, e-mail, phone, student)
- Calendar and RSVP
- StudentSquare - Student Communication + App
- Forms & Permission Slips

The District cannot purchase the same set of features from multiple providers on a cost-effective basis or have the multiple providers' features interoperate efficiently, and the District cannot develop those features on its own. The District also cannot purchase the Platform from a reseller and instead must purchase it directly from ParentSquare. The consequences of the District not purchasing the Platform will cause the District not to be able to meet its objectives of having adequate communications between the District's schools and the parents of those schools.

Sincerely,

ParentSquare, Inc.

By: 

Sashangar Sreetharan
Chief Financial Officer
Direct: 646-388-2671
Email: sash.sreetharan@parentsquare.com