

FORWARD THIS TO YOUR BOARD

CyberHeroesHQ

District Decision-Maker Pack

The K–12 cybersecurity curriculum your district can roll out this semester.

3.5M

unfilled cyber jobs

72%

of K-12 districts hit by ransomware

15

interactive missions

\$4

per student/year

15 INTERACTIVE MISSIONS INCLUDE:

Ø=Ý Password Fortress

Ø<β£ Phishing Inbox Detective

Ø=βáþ Privacy Guardian

Ø=Üñ Social Savvy

Ø>Ý Malware Maze

Ø=Ýuþ AI & Deepfake Detective

Ø=Üá Smart Device & Wi-Fi Defender

Ø<β® Gaming Safety Defender

+ 7 more missions covering cyberbullying, identity theft, scam detection & more

Ø=Ý Privacy-first by design

No student email or PII required. COPPA & FERPA aligned. No third-party ad tracking. Students join with a username + classroom code only.

Ready to start a pilot?

<https://cyberheroeshq.com/educators>

Free for the 2025–2026 school year · Response within 1 business day

THE CASE FOR CYBERSECURITY EDUCATION

Why this matters for your district

Ransomware attacks on K-12 schools hit a record high in 2024. The average cost to a district — remediation, lost learning time, data recovery — exceeds \$2.7M per incident. Meanwhile, 3.5 million cybersecurity jobs will go unfilled by 2025 because the education pipeline doesn't produce enough qualified candidates.

COST COMPARISON	PER STUDENT/YEAR
CyberHeroesHQ district license (5,000 students)	\$3/student = \$15,000
Average ransomware incident — remediation only	\$2,700,000+
Average breach notification + legal fees	\$200,000+
Lost instructional days per incident (avg 3)	~\$450,000 in teacher/staff time

72%

of U.S. K-12 districts experienced a significant cybersecurity incident in 2023 (Sophos)

\$2.7M

average total cost of a ransomware attack on a school district (Emsisoft 2024)

3.5M

unfilled cybersecurity positions globally by 2025 — education pipeline is the bottleneck (ISC²)

What students learn:

- ' Recognize and report phishing attempts (email, SMS, voice)
- ' Audit and secure passwords and 2FA across all accounts
- ' Protect personal data on social media and in apps
- ' Identify malware, ransomware, and social engineering tactics
- ' Navigate IoT and public Wi-Fi risks safely
- ' Detect AI-generated content and deepfakes

PILOT & PRICING

Free pilot this school year. Simple pricing after that.

FREE PILOT — 2025–2026 SCHOOL YEAR

\$0 per school year — all classrooms, all missions, teacher dashboards, CSV reports

Pilot participants lock in a discounted rate for year 2.

Post-pilot district pricing:

Starter

1–999 students

\$4

/student/year

District

1,000–4,999 students

\$3

/student/year

Enterprise

5,000+ students

\$2

/student/year

Worked example: 5,000-student district

- 5,000 students × \$2/student/year = \$10,000/year total
- That's \$0.83/student/month — less than a school lunch
- Compare: average ransomware cost = \$2,700,000 per incident
- ROI from preventing a single incident: 270× the annual cost of the program

Volume and multi-year discounts available. Title I accommodations on request.

All tiers include:

- ' All 15 interactive missions
- ' Progress reports + CSV export
- ' Mission completion certificates
- ' Teacher dashboard per classroom
- ' Cipher AI mentor (hints + debriefs)
- ' Priority email support

ISTE STANDARDS CROSSWALK

CyberHeroesHQ missions are designed to meet ISTE Standards for Students — specifically the Digital Citizen and Empowered Learner standards. Full documentation available on request.

MISSION	ISTE CODE	STRAND	KEY SKILLS
Ø=Ý Password Fortress	ISTE 2c	Digital Identity & Security	Password strength, credential hygiene
Ø<ß£ Phishing Pond	ISTE 2b	Safe & Ethical Online Behavior	Deceptive messages, sender verification
Ø=þáþ Privacy Shield	ISTE 2a	Privacy & Data Literacy	Personal data classification, oversharing
Ø=Üñ Social Savvy	ISTE 2b	Digital Footprint & Reputation	Privacy settings, post permanence
Ø>Ý Malware Maze	ISTE 2c	Device & System Security	Malware types, safe download practices
Ø=Ýup Phishing Detective	ISTE 2b	Critical Evaluation of Info	Domain verification, urgency tactics
Ø<ßð 2FA Fortress	ISTE 2c	Digital Identity & Security	MFA methods, SIM-swap defense
Ø=Üð Scam Spotter	ISTE 2b	Safe & Ethical Online Behavior	Robocalls, SMS phishing, pressure tactics
Ø=Ý Privacy Guardian	ISTE 2a	Privacy & Data Literacy	Geolocation risks, stranger-DM dangers
Ø=þáþ Cyberbullying Defender	ISTE 2b	Safe & Ethical Online Behavior	Pattern recognition, intervention, reporting
Ø=Ýup AI & Deepfake Detective	ISTE 2d	Digital Safety & Media Literacy	AI image detection, voice clone awareness
Ø=Üá Smart Device Defender	ISTE 2.2a / 2.5a	IoT Security & Network Safety	Device auditing, evil-twin Wi-Fi
Ø>þª Identity Theft Defender	ISTE 2.2b / 2.3a / 3.3a	Privacy & Data Protection	Footprint audit, account hardening
Ø=Üñ Social Engineering Lab	ISTE 2b / 2.3a	Safe & Ethical Online Behavior	SE attack patterns, pressure tactics
Ø<ß® Gaming Safety Defender	ISTE 2.2a / 2.3a / 2.4a	Digital Citizenship	Friend request vetting, scam trades

ISTE Standards for Students, 2016 framework. Full alignment documentation available on request.

SECURITY & PRIVACY FAQ

Q: Is CyberHeroesHQ COPPA compliant?

Yes. Students create an account using only a username and an emoji avatar. No email address, real name, date of birth, or other personally identifiable information is collected from students. COPPA's consent requirements are triggered by PII collection — and we collect none.

Q: Does CyberHeroesHQ require FERPA data-sharing agreements?

No PII-level student data is collected or transmitted. There is no student enrollment data, grades, or education records in the platform. Teacher accounts require an email address, but no student records under FERPA's definition are created.

Q: What student data does the platform store?

Username (chosen by student), emoji avatar code, XP and level progression, mission completion status and scores, and classroom association (by join code, not student name). That's it. No real names, no emails, no location data from students.

Q: Is there third-party ad tracking?

No. CyberHeroesHQ does not include ad trackers, retargeting pixels, or data broker integrations of any kind. The platform collects only the operational data needed to run the service.

Q: Who has access to student data?

Teachers can view the XP, level, badge collection, and mission scores for students in their classroom. That data is classroom-scoped — a teacher only sees students in their own classroom. No cross-classroom data sharing.

Q: Is data encrypted in transit and at rest?

Yes. All traffic is TLS 1.2+ (HTTPS enforced). Data at rest is encrypted at the infrastructure level (Neon PostgreSQL on AWS). Passwords (teacher accounts) are hashed with bcrypt.

Q: Does the platform run in the browser? Any app installs required?

Fully browser-based. Works on any modern browser (Chrome, Firefox, Safari, Edge) on any device — Chromebook, tablet, laptop, desktop. No app installs, no IT configuration, no firewall exceptions beyond standard HTTPS.

IMPLEMENTATION TIMELINE

From pilot approval to students completing missions in under 3 weeks.

Week 1

Onboarding

- Pilot confirmation + welcome email
- Admin walkthrough call (30 min)
- Teacher accounts created
- Platform orientation materials distributed

Week 2

Teacher Training

- Teacher self-paced portal walkthrough (<1 hour)
- Classroom creation + join code generation
- Mission preview — teachers complete Mission 1 themselves
- Optional: curriculum alignment review call

Week 3

Student Rollout

- Students create hero identities (5 minutes)
- First mission session in class (30–45 minutes)
- Teacher monitors live dashboard
- Classroom leaderboard active

Week 8

First Progress Report

- Teacher runs per-class mission completion report
- Most-missed questions identified for discussion
- CSV export for gradebook integration
- Pilot check-in with CyberHeroesHQ team

WHAT EDUCATORS ARE SAYING

"Coming soon — first pilot completing Spring 2026. Reach out if you'd like to be a reference school."

— **[Testimonial pending]**

Curriculum Director, Pilot district

"Coming soon — first pilot completing Spring 2026."

— **[Testimonial pending]**

Technology Coordinator, Pilot district

Start your district pilot this semester.

Free for the 2025–2026 school year. Setup in under a week. No commitment.

Request a pilot: <https://cyberheroeshq.com/educators>

B2B pricing quote: <https://cyberheroeshq.com/pricing/schools>

Live teacher demo: <https://cyberheroeshq.com/teachers/demo>

