

K-12 Content as an API To Enable Scalable and Flexible Digital Learning Solutions

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Learn about iPrep's K-12 Content as an API makes your LMSs, ERPs, & learning platforms a flexible and scalable digital learning solution

Discover how content as an API can drive scalable and flexible digital learning solutions. Learn how iPrep simplifies integration and what's included in our cost-effective content offering.

As India's EdTech ecosystem continues to mature, especially in the school segment. Platforms offering ERP, School Management Systems (SMS), and Learning Management Systems (LMS) have significantly improved administrative efficiency. From attendance tracking to exam scheduling, fee collection and parent communication, much of the operational load is now digitized.

Yet, one missing link in many EdTech solutions is seamless access to high-quality, curriculum-aligned digital learning content. This is the aspect that has direct impact on how students learn and how teachers teach.

That's where iDream Education steps in.

We're enabling a new layer of value for EdTech platforms through our K-12 digital content as an API. It is a scalable, flexible plug-and-play solution. It allows LMS/ERP companies, schools, coaching centres, edtech players, and platform builders to embed rich academic content directly into their own platforms, apps, or portals. This means they can focus on innovation and delivery, while we ensure the content experience is engaging, comprehensible and aligned to curriculum standards.

Who Is K-12 Content as an API Designed For?

For LMS/ERP Companies

Integrating ready-to-use K-12 content as an API significantly shortens your time-to-market your learning platform. It allows you to instantly enhance your platform with high-quality, up to date digital learning resources, without building everything from scratch. While you stay focused on refining your core technology and user experience, your content partners handle the pedagogy and curriculum coverage. They also take care of content updates and ensure content quality. This lets you offer a more complete, education-ready solution to schools and institutions.

For Schools/Coaching Centres

If students and teachers in your school or coaching centres are already using a digital learning platform, you don't need to replace your existing system. You can enhance their digital learning experience without making a complete change. By integrating K-12 content as an API, you can get seamless access to high-quality, animated, and curriculum-mapped content. Through API you can integrate content right within the platform your teachers and students are already using. It's a simple

way to modernize your teaching resources, enhance classroom engagement, and ensure alignment with NCERT standards, without disrupting your current setup.

For Edtech Players & Platform Builders

You get plug-and-play access to high-quality up to date educational content that seamlessly fits into your platform's UI & product flow. Whether you're building a large-scale solution or a niche tool, our K-12 content as an API makes your platform instantly school-ready. You stay focused on innovation and user experience, while your content partner delivers NCERT aligned resources that meet educational standards and elevate your value across the entire learning ecosystem.

For CSR/NGO-led Education Initiatives

If you're running large-scale, long-term education programs with your own learning platform, integrating K-12 content as an API gives you immediate access to comprehensive, curriculum-aligned digital resources. This ensures last-mile learners are not left behind and benefit from the same quality content as mainstream students. With always up-to-date content handled by your content partner, you can stay focused on driving impact, improving reach, and scaling your educational efforts efficiently.

How iPrep Makes It Easy?

At iPrep, our content is already structured for seamless delivery via API. Anticipating the evolving needs and innovations in the education industry, we adopted an API-first approach for content distribution. This enables LMS/ERP companies, schools, coaching institutes, edtech players, and platform builders to deliver digital learning solutions for teachers and students with minimal hassle. Here's why partnering with us makes integrating content as an API flexible, scalable, and highly relevant for school education:

Comprehensive, Curriculum-Aligned Animated Content Across Grades in Hindi and English

- iPrep provides comprehensive digital content from early years to Class 12, fully aligned with NCERT guidelines. Our high-quality animated lessons are available in both Hindi and English, with easy-to-understand Hindi transliteration for a truly immersive learning experience. Moreover, our content covers all subjects with clear labeling, and strictly follows the standards set by the National Education Policy (NEP).
- Designed to meet diverse learner needs, our content simplifies complex concepts by connecting them to real-life contexts. Further, it seamlessly aligns with classroom instruction and textbooks, making it ready to integrate as an API into your platform. This curriculum-aligned content is easy for teachers to adopt, as it complements their existing teaching methods without requiring any changes. It enhances their instruction while staying true to what they already teach.
- Moreover, with our extensive content resources, you can easily customize offerings based on your target audience, ensuring both relevance and cost-effectiveness.

Built for Quick Integration, with Documentation and Support to Guide You

- iPrep's Content as an API is designed with simplicity and speed in mind. Whether you're working with a learning platform, ERP, or a custom LMS, our API is built to plug in seamlessly. You don't need

to worry about compatibility. In fact, our system is "batteries included," meaning everything just works right out of the box after integration.

- We've done the heavy lifting so you don't have to. At backend, we classify vast repositories of educational content, manage complex content relationships, support multiple languages, and keep everything in sync with ever-evolving curriculum. This is a job that typically takes a dedicated team of over 100 people, but with iPrep, it's all handled for you through a simple API.
- With our clear and developer-friendly documentation, your team can focus on what truly matters: presenting great content to learners. You don't need to build backend logic to manage content structure or formats. You just call our APIs and get clean, structured content, ready to be used in your application.

How is iPrep Content Designed to Be Different?

Our content is designed with deep pedagogical thinking and love for student engagement. Here's what's inside:

- **Animated Videos That Make Learning Fun:** Short, engaging videos with real-life connection and scenarios that make even tough concepts relatable, comprehensible and memorable.
- **Rooted in Bloom's Taxonomy:** Our pedagogy is based on Bloom's Taxonomy, ensuring that students go beyond remembering and actually understand, apply, and analyze what they learn.
- **Real-Life Context Integration:** Each topic is introduced with a real-life connection or situation, helping students connect their syllabus to the world around them.
- **Aligned to NCERT's Competency Framework:** Designed to meet the learning outcomes expected by NCERT, and ensure deep understanding, not rote learning.
- **100% NCERT Aligned:** Available for Grades 1–12, all subjects, both English and Hindi medium. More importantly, our Hindi content isn't just translated or dubbed. It's thoughtfully developed from the ground up in Hindi — including both text and audio — using a clear, neutral accent and accurate transliteration to deliver a truly immersive learning experience.
- **Aligned with the NEP's 5+3+3+4 Structure:** The content is fully aligned, updated and enabled according to the new 5+3+3+4 education structure outlined in the National Education Policy (NEP), ensuring relevance and coherence with the evolving needs of school education in India.

What's Inside Our K-12 Content as an API?

Our K-12 content is delivered through a well-structured API that makes it easy to discover, access, and integrate learning resources in a seamless way.

Content Taxonomy and Formats

- At the core of our K-12 Content as an API is a robust content taxonomy that organizes content basis language, grade, chapter, topic, and subject. This structured relationship ensures that content is not only easy to integrate into your platform but also easy for students to navigate and explore.
- The content comes with rich metadata, allowing personalized and contextual content delivery. Whether you're building an ERP, or a custom LMS, this structure helps you serve the right content at the right time, without the clutter.
- The format of the content is also designed for 21st century learners. It is bite-sized, engaging, and focused, making it ideal for micro and self-paced learning.

Flexible Endpoints

- One of the strongest aspects of our K-12 Content as an API is the flexibility it offers through intuitive endpoints. You can fetch content based on grade, subject, and language—allowing you to design highly relevant learning experiences tailored to your specific user base.
- Whether you're building a learning app for early graders, a platform for secondary-level exam prep, or a K-12 LMS, our API lets you pull exactly what you need. This means you're not locked into a one-size-fits-all content structure. Instead, you get content that's aligned with your audience's preferred language, and grades of choice.
- You don't have to take everything, you can choose what fits your audience. Want content just for Grade 6 Math in Hindi? Or Science topics across Grades 8 to 10 in English? It's all possible. This flexibility helps you serve students better, innovate faster, and scale smarter. That's what makes it a truly future-ready solution for digital learning platforms.

Scalable Architecture

- Our K-12 content as an API is designed to scale effortlessly with your needs, offering a flexible and cost-efficient solution for educational platforms of any size. **Built on a cloud-first infrastructure powered by AWS** auto-scaling servers, it ensures your learning platform is always optimized to handle varying loads.
- Whether you're serving just 100 students or supporting students of 10,000 schools across regions, the system adapts dynamically. The AWS auto-scaling servers automatically adjust the computing resources such as processing power, memory, and more based on real-time demand. This ensures a consistent user experience without over or underutilizing resources.
- **Scalable architecture of our content as an API is designed to minimize costs.** You pay only for the resources you need at any given moment. During low-traffic periods, the system reduces the use of resources, cutting down on unnecessary infrastructure expenses. As users increase, the AWS auto-scaling ramps up resources accordingly, ensuring high performance while controlling costs as per users.

Easy Authentication, Caching, & Performance Optimization:

- We've made access to our K-12 content as an API simple and secure. Our API integrates effortlessly with your solution/platform, enabling secure **user authentication**. With options for OAuth2.0 and token-based authentication, you can rest assured that only authorized users can access content, keeping your platform safe and user-friendly.
- To enhance speed and ensure low-latency access to resources, we use advanced **caching mechanisms**. Leveraging technologies such as Amazon CloudFront, we minimize load times by caching content at edge locations closest to the end-user. This means faster delivery of learning resources, even in remote areas, ensuring an uninterrupted learning experience.
- **Security** is at the core of our API design. We adhere to Open Worldwide Application Security Project (OWASP) security standards, ensuring that all data exchanges are encrypted and safeguarded against common vulnerabilities. From secure data transmission to user access control, we've built our content as an API with the highest security protocols in mind, protecting your users and their data.

Let's Understand Our Cost Model of Content as an API Integration

While the actual cost of integrating K 12 content as an API can vary based on the specific requirements of the partner, the pricing model is typically designed to be simple, scalable, and affordable. Here's how it generally works:

- **Per Student Model:** If the end-users are students, the pricing is often calculated on a per unique student per year basis. The final cost depends on several factors such as grades being, subjects required, and language medium. This model ensures that platforms only pay for what they need and scale their usage based on actual student engagement.
- **Per Teacher Model:** In cases where the content is primarily used by teachers for classroom delivery, a per teacher license model may apply. This makes the integration more manageable and cost-effective for group-based or in-class usage.
- **Flexible Licensing Options:** For organizations with a unique user base, customized models such as bulk licensing, or API usage-based pricing can also be structured.

How an Institute is Using iPrep's content as an API to Deliver Targeted Digital Learning

They are selectively integrating content for specific subjects and grades into its proprietary learning platform, enabling personalized and structured access for its students. By adopting our API, the institute ensures its learners benefit from high-quality, curriculum-aligned animated content without having to manage content storage or updates. This seamless integration demonstrates how iPrep's content as an API model can empower LMS/ERP companies, schools, coaching centres, edtech players, and platform builders to deliver scalable, flexible, and engaging digital learning experiences on their own terms.

Step into a New Era of Content Delivery: Flexible, Seamless and Scalable

By enabling K-12 content as an API, we are empowering LMS/ERP companies, schools, coaching centres, edtech players, and platform builders with a new level of freedom. They can now integrate up to date NCERT aligned content across their LMSs, ERPs, and learning platforms with ease. This is not just a technical shift — it's a step toward a truly connected learning ecosystem.

With our flexible and scalable content as an API, you're not only setting up your learning platform for today's needs but also preparing for 21st century learning. Whether expanding regionally or adding new schools to your network, our content as an API ensures you have the resources to grow without the need for massive upfront investments in infrastructure.

If you're looking to integrate high-quality up to date educational content as an API into your LMS, ERP, or learning platform, we'd love to connect with you. You can contact us at +91 7678265039 or share your details here or write to us at share@idreameducation.org. We would be happy to share how our content as an API can make your solution school-ready.