

AMENDED Exhibit 1136

PLAINTIFFS' OMNIBUS OPPOSITION TO DEFENDANTS' MOTIONS FOR SUMMARY JUDGMENT

Case No.: 4:22-md-03047-YGR

MDL No. 3047

In Re: Social Media Adolescent Addiction/Personal Injury Products Liability Litigation

Produced in Native

North America K-12 EDU Sales Team Overview

EDU North America K-12 Sales Objectives

EDU K-12 is an *indirect** sales team that drives revenue, adoption, branding+trust



Champion our 1:1 device, collaboration, and communication platforms.

Drive growth and renewal of Chrome and G Suite solutions in partnership with our Channel. (Eg. Chromebook Education Upgrade, G Suite Enterprise for Education)



Advise and empower customer success.

Drive ongoing awareness and adoption of our EDU Programs and Partners. (eg. Teacher Certifications, School Transformation, Services and PD Partners)



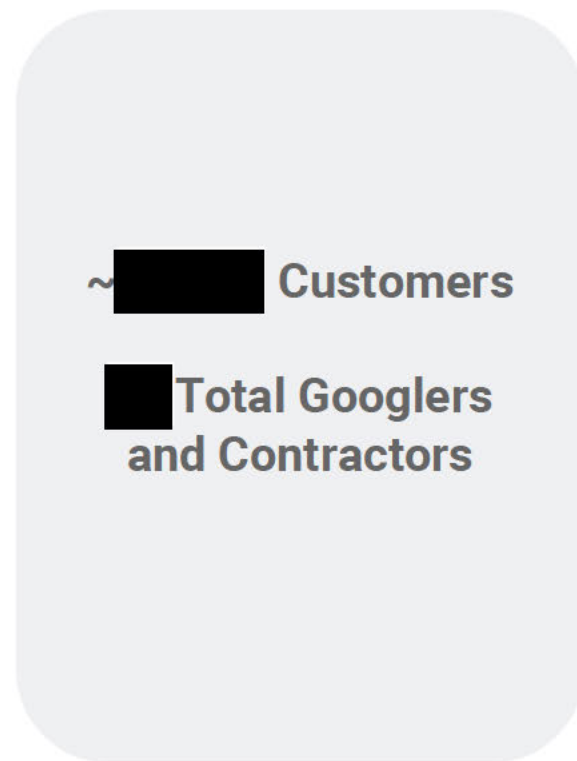
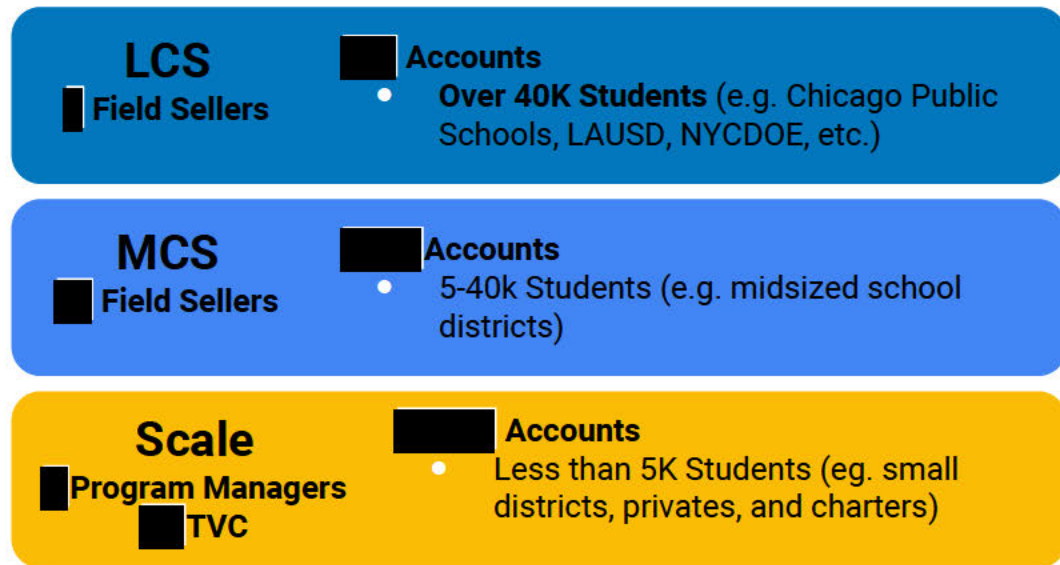
Foster trust in Google as a holistic partner

Provide K-12 with a main POC bridging to all of Google. (eg. Eng-Edu, Community Affairs, Legal, Youtube, Child Safety, Public Sector, etc.)

Google for Education

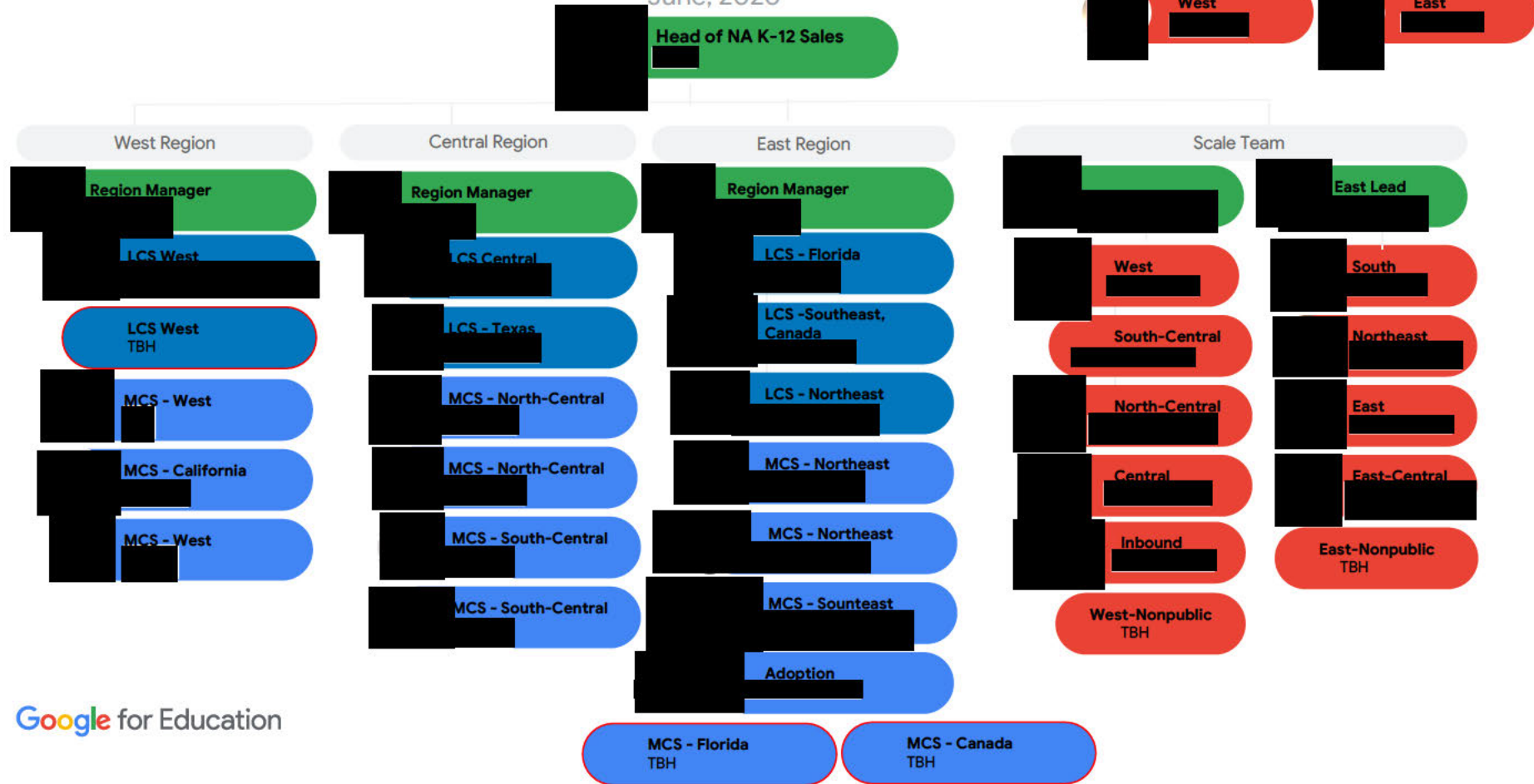
* Products are sold by resellers and chromebook manufacturers, not Google directly

2021 K-12 Market Segmentation



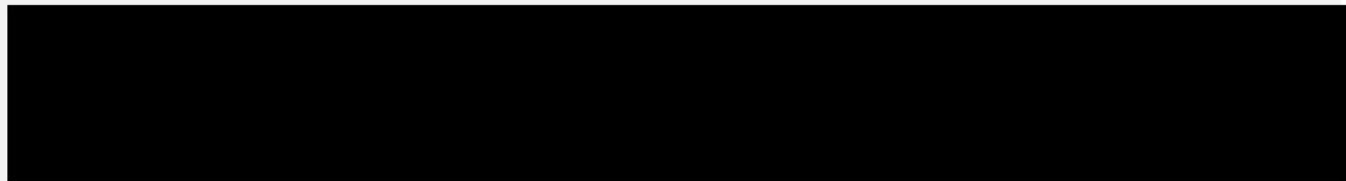
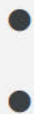
K-12 Sales Team (FTE+TVC)

June, 2020

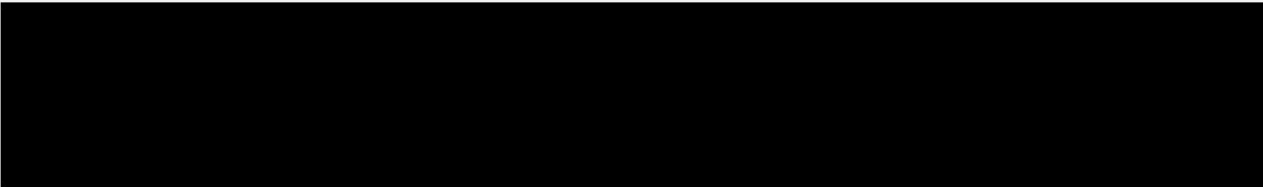


K-12 Sales Execution (by market segment)

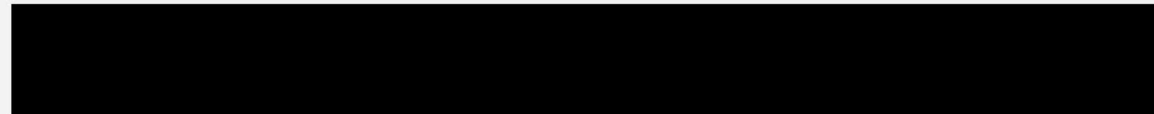
LCS



MCS



Scale



Our Vision

An Equity-Based, Multi-Tiered GTM Approach

Today transform learning for everyone approach

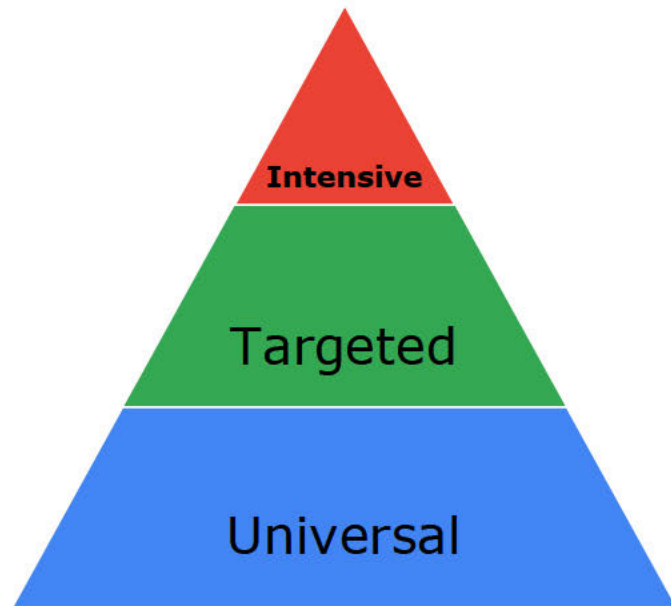


Tomorrow center equity in our business



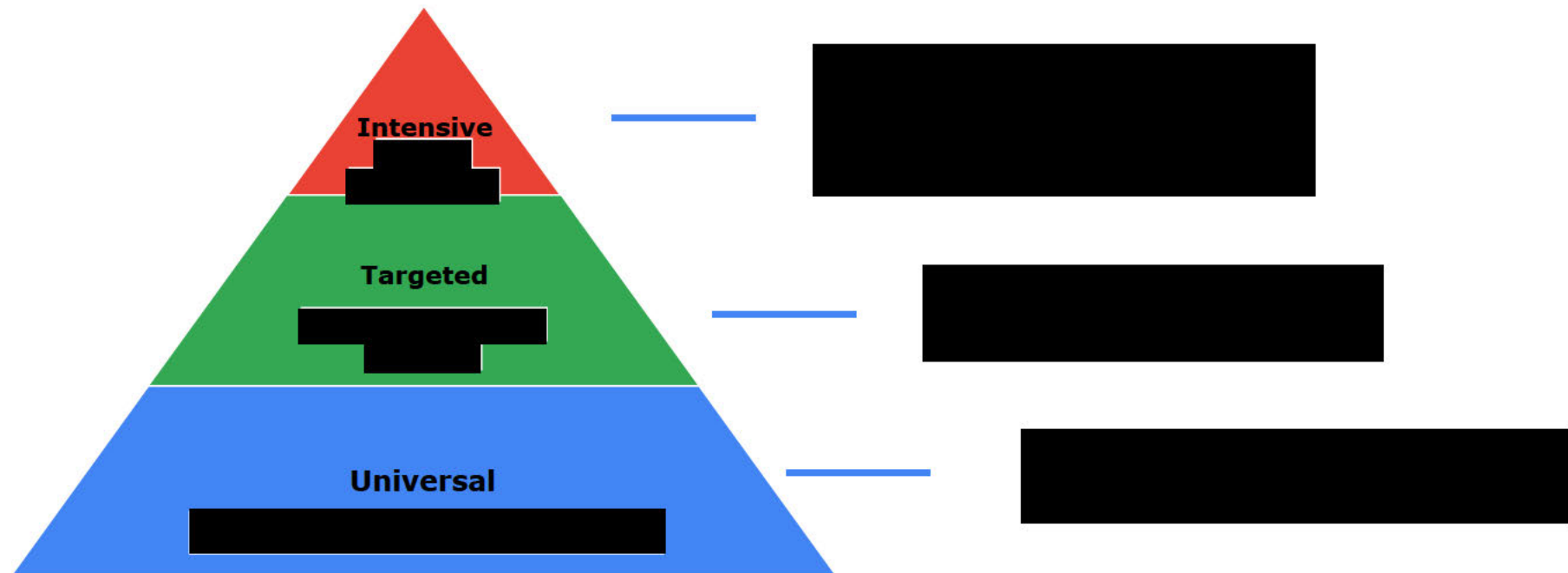
Google for Education

Proposed Strategy



Our Strategy

Differentiate actions to **meet the equity goals** of our customers by need





Universal Tier Efforts

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Targeted Tier Efforts



[REDACTED]

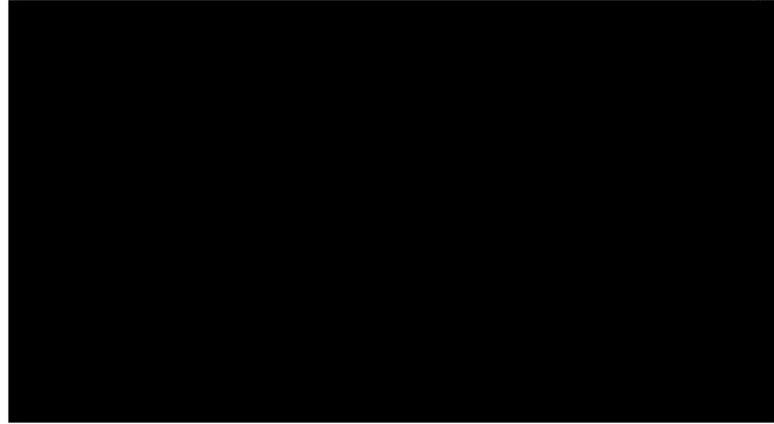
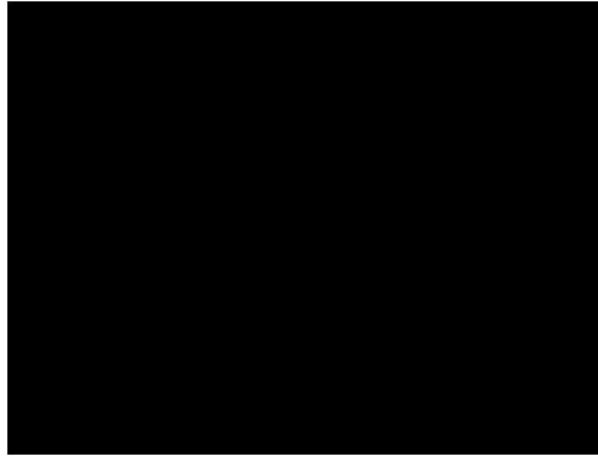
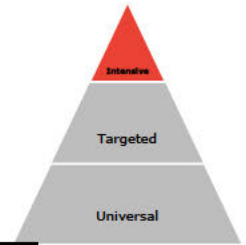
[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Intensive Tier Efforts



Our Team's Abilities

What we CAN do

- Work with customers to evaluate Google solutions
- Help customers understand what programs and partners can help them successfully adopt Google solutions
- Provide professional development services through partners along with the purchase of Chromebooks and G Suite Enterprise for Education
- In some cases with larger initiatives, provide additional funding for deployment, professional development services or sponsor large events

What we CAN'T do

- Provide customers with donations of Google products
- Help customers solve connectivity issues (eg. giving out hot spots, free home internet, etc)
- Provide Googlers to train teachers or students