THE IPLUME FUNDING SYSTEM™

From Vision To Launch

How **Amanda Rogers** brought her funding expertise online, building the Brightspace training for the iPlume Funding System™ with NeonTrain.

A 3 MINUTE READ IN FOUR STOPS



Amanda Rogers
CEO & Founder, iPlume Writing Inc.

PROVIDER	PLATFORM	STREAMS	LAUNCHED
iPlume Writing Inc.	Brightspace, with NeonTrain	Three live streams	November 2026

YOUR ROUTE THROUGH THIS STORY

STOP 01 · P.2
The Opportunity
Why grant writing needed a new kind of teaching.

STOP 02 · P.3
The Learning Experience
Four steps from expertise to a live course.

STOP 03 · P.4
The Impact
What changed once the system launched.

STOP 04 · P.5
What Comes Next
New audiences, new formats and the full interview.

NEON train

01 THE OPPORTUNITY

Expertise Ready To Reach Further

AI has made polished words easier to generate. But standing out still takes strategy, sound judgement, credible projects, evidence and a human voice. Amanda saw an opening to teach exactly that.

iPlume WRITING INC.

iPlume Writing Inc. specializes in grant writing, funding strategy and proposal development for charities and nonprofits, businesses and entrepreneurs, and artists and arts organizations.

MORE THAN

$50M

in funding secured by iPlume clients since 2021.

The challenge

As AI-generated grant applications became more common, Amanda identified a clear need. People still had to learn how to find relevant funding, assess eligibility, develop a strategy and communicate their ideas in their own voice.

Three live streams. One process.







02 THE LEARNING EXPERIENCE

From Expertise To Experience

NeonTrain supported Amanda as she translated her knowledge into structured, practical learning in Brightspace. The journey followed four stops.

1

FIRST STOP

Define the learner

Design distinct learning streams for different funding audiences.

2

NEXT STOP

Build capability

Develop Amanda's confidence in Brightspace, with guidance and support at every step.

3

CHECK STOP

Make it practical

Combine tutorials, tools and authentic funding activities.

4

FINAL STOP

Extend delivery

Reuse the self-paced content as a foundation for live workshops.



"As long as I'm learning by doing, it just gets easier."

AMANDA ROGERS / ON THE ALL ABOARD PODCAST

03 THE IMPACT

A New Foundation For Growth

The launch of the iPlume Funding System™ gave Amanda new ways to share her expertise. The Brightspace training is now one part of a complete, connected system.

LAUNCH MILESTONE

November 2026

The iPlume Funding System™ officially launched.

THE COMPLETE IPLUME FUNDING SYSTEM™

- PRACTICAL TRAINING
- FUNDING FINDER™
- FUNDING COACH™
- FUNDING WORKSPACE™
- EXPERT REVIEW

More ways to learn

Self-paced online learning complements live workshops and personal feedback.

Reusable content

Course materials provide a foundation for additional delivery formats.



“NeonTrain played an essential role in this, and I’m incredibly grateful for the team’s guidance, technical support, responsiveness, and care throughout the process.”

AMANDA ROGERS / CEO & FOUNDER, IPLUME WRITING INC.

Built For What Comes Next

A foundation for new audiences, flexible delivery and continued growth.

See the System

All three streams, live now.

Explore the System

U.S. expansion

Tailoring the whole System and all three streams for the U.S. in 2027.

Flexible formats

Self-paced and live learning, working together.

Hear the story firsthand



SCAN TO WATCH

Grant Writing in the Age of AI

Amanda joins host Rob Belliveau on All Aboard to talk about grant writing in the age of AI.

Watch the episode

Ready To Bring Your Learning Online?

NeonTrain helps Learning Providers turn expertise into effective online learning through learning strategy, course development and Brightspace support.

YOUR NEXT STOP

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Get Started