

KEY PARTNERS

KEY ACTIVITIES

KEY RESOURCES

VALUE PROPOSITIONS

CHANNELS

CUSTOMER RELATIONSHIPS

CUSTOMER SEGMENTS

COST STRUCTURE

CC LICENSES

SOCIAL GOOD

REVENUE STREAMS

OERu Business Model Canvas

OERu is improving collective knowledge globally, one mind at a time, by facilitating access to open source learning materials and an international network of credible, innovative higher education partners.

Through effective partnerships with socially-focused institutions, we remove the limits on learning; creating affordable opportunities for anyone – regardless of financial, geographic, or political constraints – to gain trans-national academic credentials through the collaborative use of open source technologies and Creative Commons licensing.



CUSTOMER SEGMENTS



Adult independent learners

(Studying for formal credit)

- Socio-economic disadvantaged learners
- 2nd chance learners
- Reskilling for new career
- Mature learners studying 1st degree
- Degree completion learners
- Foreign students preparing for local national study
- RPL learners filling skills gaps
- Refugees and migrants

"Try before you buy" learners

(May convert to formal credit)

- Trialling higher learning (eg 1st in family or Secondary school learners.)
- Marginalised populations (can fail anonymously or take extra time before attempting assessment)

Professional development learners

(Micro-credentials / Open badges)

- Credentialed learners updating / expanding skills

Informal learners

(Self-motivated learners)

- Learners participating out of self-interest
- Learning for learning's sake

International brand promotion

Promoting international visibility through collaboration with the OERu international network of partners.

COST STRUCTURE



Direct cost

- Annual membership fees to support shared central infrastructure (Gold partners contribute \$4000 p.a. after multi-year discount)
- Staff time contribution towards collective planning and assembly of courses (Gold partners contribute 0.2 Full-time equivalent per year).
- Platinum partners who contribute more than \$10,000 p.a eg shared positions for the network

No "new money" approach

OERu partners nominate to assemble two courses from OER and open access materials. No increase in the marginal cost by applying a open license when developing an OERu course nomination that is part of normal organisational workflow for design and development. (Recurrent cost for assessment is recouped through fee for service.)

Reducing local development cost

Partners can diversify local curriculum offerings and reduce costs by reusing existing OERu courses without incurring local development costs. This is particularly attractive for low enrolment courses which are too expensive to produce locally in a cost effective way.

CC LICENSES



Categories for OERu courses

(Free cultural works approved licenses is an OERu core principle of engagement.)

Public Domain dedication

- CC0
- CC BY
- CC BY-SA

External resources

(OERu courses may link to external resources) CC BY-ND

- CC BY-NC
- CC BY-NC-SA
- CC BY-NC-ND

Open access "all rights reserved"

SOCIAL GOOD



- The OERu provides more affordable access to quality higher education for learners excluded from tertiary education for financial or physical access reasons.
 - Philanthropic contribution to building more sustainable education systems using OER.
 - Modelling open governance and open management approaches in education
- Leverage network models for "open sourcing" education for all without compromising the fiscal sustainability of the public funded tertiary sector.

REVENUE STREAMS



Cost recovery model (& potential transfer to study benefit)

- (Most partners are contributing to OERu as community service on the basis that "no new money" is required)
- Fees for assessment-only services (to cover administration and staff costs for grading)
- New students who transfer for full-fee study.

Value added services

- (Some OERu partners are planning to better serve the community through value added services which may include new revenue streams.)
- Optional "pay as you go" tutorial support services
- Fees for micro-credentialing / professional development certifications.

Note

1. OERu partners are autonomous and retain decision-making over all aspects of assessment including the price for services.
2. The OER Foundation as an independent charity does not share in any revenue generated from partners for services arising from the OERu collaboration.

