

MOOCs: Opportunity or Threat?



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une
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PHASE 1

PROOF OF CONCEPT



'M' For MASSIVE

10,000 enrolments/week



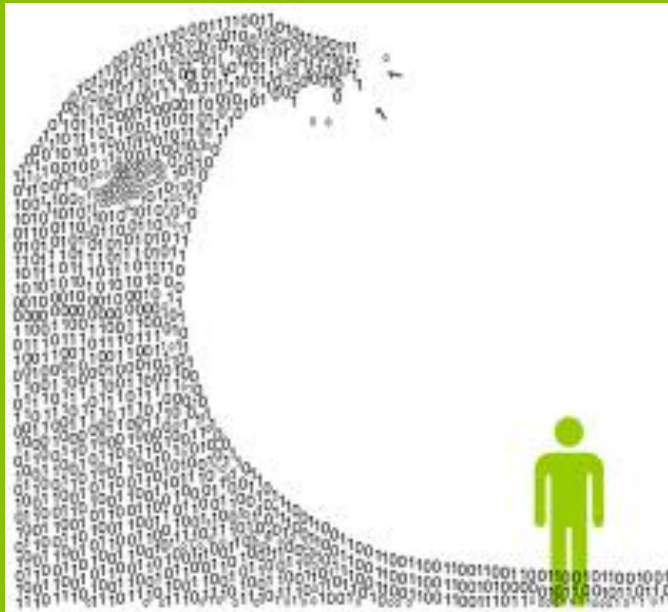
Coursera

4,000,000 enrolments



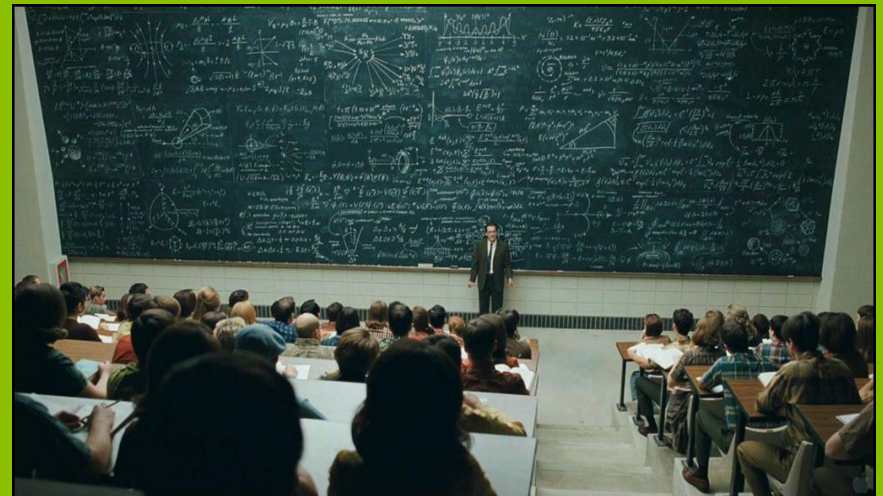
1,000,000,000 by 2020

'O' For: OPEN



Information is Worthless

'O' For ONLINE





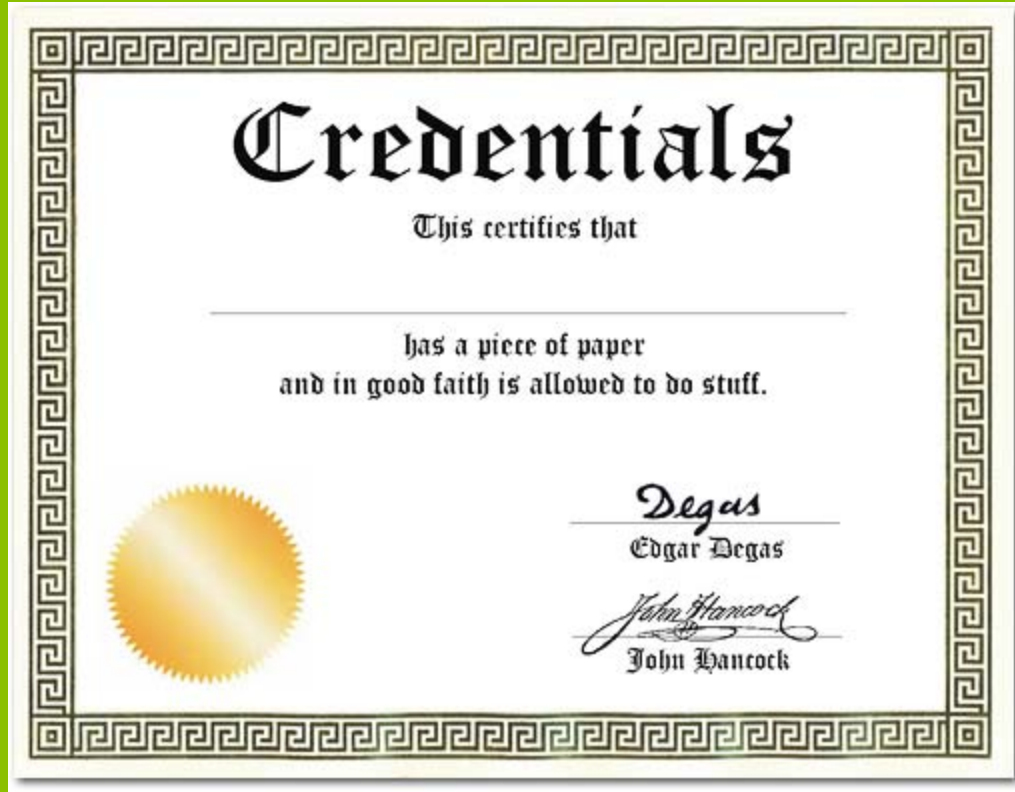
Phase 2

Solving the problems of:

Credentialing
AND
Financing



Credentialing



Financing



Philanthropy



MOOC RESEARCH



Credentials



Support Services

Freemium Provides Diversity of Offerings for Diversity of Students



Product Offering Continuum:

Assessment

Residential On-Campus

Student Market:

Mature-age, postgrad

School-leaver