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USING THE POWER OF OPEN

to assemble and share learning

The vision



***Build your own community of learning
around shared resources***

The problem

*The **TEXTBOOK OF YESTERDAY** is*

unaffordable

fixed

hardwired



Our solution

*The **TEXTBOOK OF THE FUTURE** is*

*affordable
a remixable playlist
networked, social*



Our solution

a playlist of disaggregated content



BBC



Shareable, connected
Remixable
Free

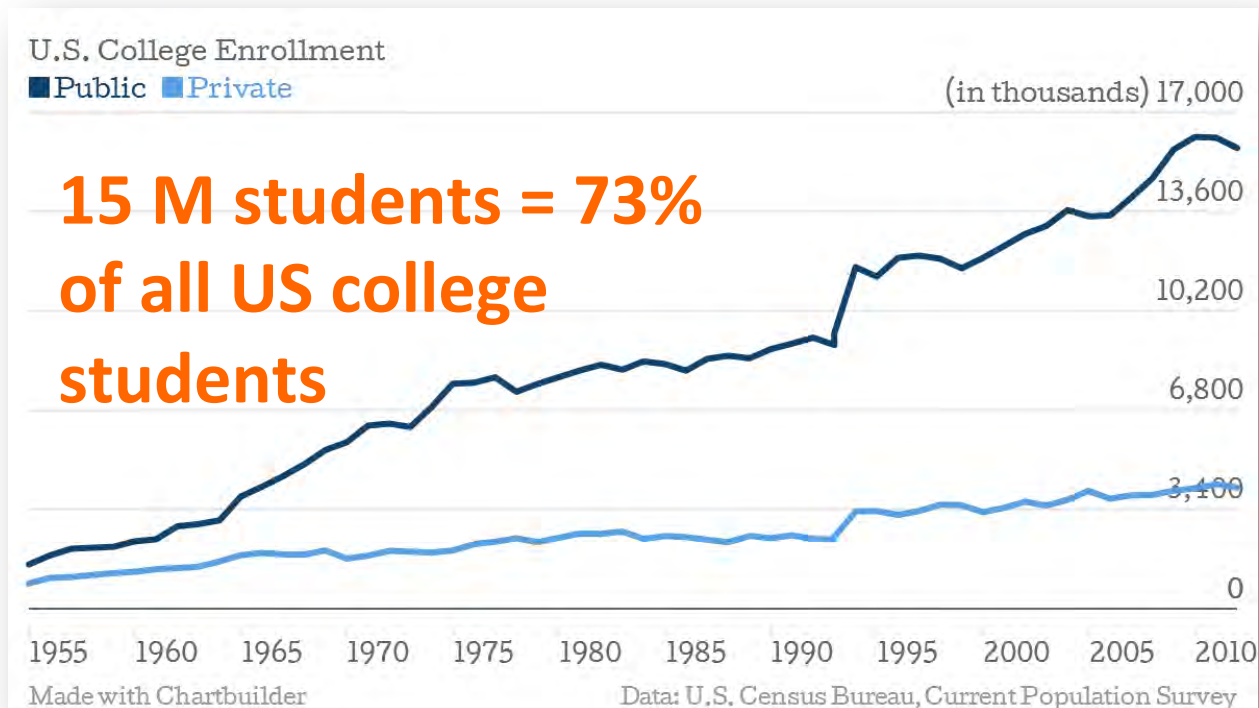
Chapter-based, bite-sized
Pay as you go
Affordable

UNESCO: "Open Educational Resources are the single biggest change in education since the printing press."

Target market

public college enrollment growing fast

Community college students: **7 M**
Other public college students: **8 M**
15 M

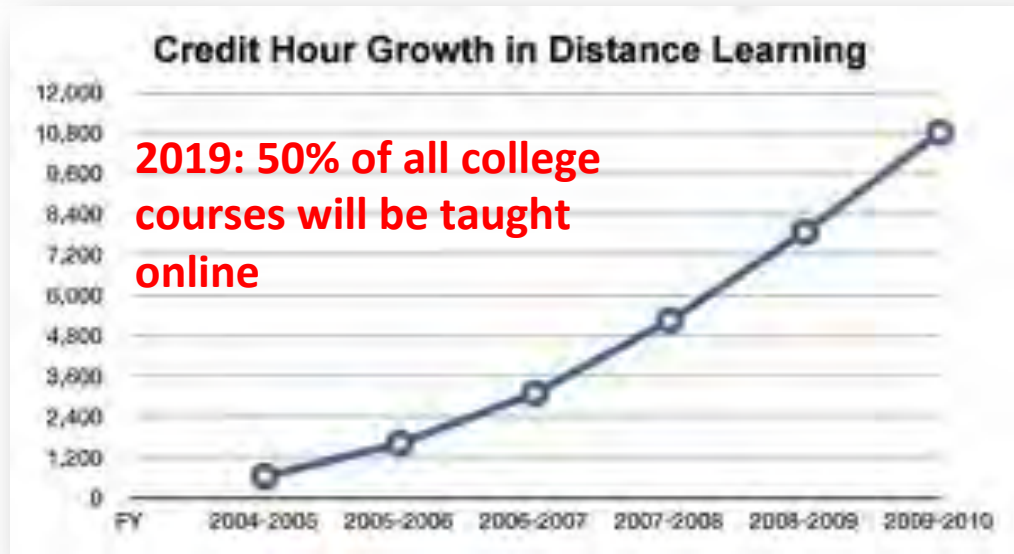


Target student

for whom the pain of textbook costs is greatest



- Average age = 29
- Part-time student
- Textbooks = up to 75% of college costs
- Studies on the go and mainly alone
- ***E-learning = 25% and increasing***



Management team



Domitilla Enders *Chief Executive Officer (founder)*

- Educator, taught in SUNY college system for over 4 years
- Industry expert in digital learning content; domain expertise in higher ed
- Architect, former managing partner of NYC architecture firm for 15+ years.
- Yale, The Cooper Union, The New School



Sean Pangia *Chief Technology Officer*

- 12+ years in product & technology management leadership, tech startups
- Combined engineering and business development expertise
- Bootstrapping expert tech startups
- Brown University



Stephen Buerkle *Chief Operating Officer*

- Serial-entrepreneur pedigree; 30 year history of tech startups.
- Founded & managed multiple technology companies, ranging from internet technology, to digital content, and SaaS; **RealNetworks**
- Solid background in finance, IP licensing, digital marketing
- Temple University, U of Vermont

Advisors



Stephen Carson *Board of Directors, MIT OpenCourseWare*

Steve is a visionary and experienced advocate for the *opencourseware* movement, spanning across a decade of dedication and forward-thinking initiatives. He led the OpenCourseWare Consortium as the first president for three years. Steve is currently serving as Director of External Affairs for MIT OCW where his responsibilities include sustainability Initiatives and strategic partnerships with other organizations.



David Wiley, PhD *Co-founder, Lumen Learning; Shuttleworth Fellow*

David is the foremost pioneer and advocate for Open Educational Resources in the US. As a social entrepreneur, he has founded or co-founded numerous entities including Lumen Learning, Degreed, and the Open High School of Utah. He sits on the Advisory Committee of the *University of the People*. In 2009, *Fast Company* rated David Wiley #78 in a list of the top 100 creative business people.



Dennis Anderson, PhD *Chairman of Management and IT Dept., St. Francis College*

Dennis has also served as Associate Dean and Director of the Center for Advanced Media at Pace University. He is a strong advocate of technology-enhanced learning, emerging technologies, sustainable technologies, and knowledge entrepreneurship. He is a high-level adviser to the United Nations Global Alliance for Information and Communication Technologies and Development.

Advisors



Anat Lechter *Clinical Assoc. Prof. of Management and Organizations at NYU Stern*
Anat is also the recipient of the GE Teaching Excellence award. Her research focuses on how organizations can best structure to develop innovation capabilities and outcomes. Her research encompasses various areas including the effective leverage of multidisciplinary teams, leading adaptive change, and the development of workplace environments supportive of creativity and innovation.



Mary Elizabeth Sun *Chief Advisor, President MS Capital Tech, LLC*
Mary has produced over 375 million in strategic partnerships. She is a founding shareholder and strategic advisor for many private companies, with extensive experience and expertise in building companies ranging from Med Tech, to Mobile Gaming and Technology. Mary has a strong record of accomplishment for establishing and maintaining key relationships between not-for-profit and for-profit sectors.



Corporate Attorneys

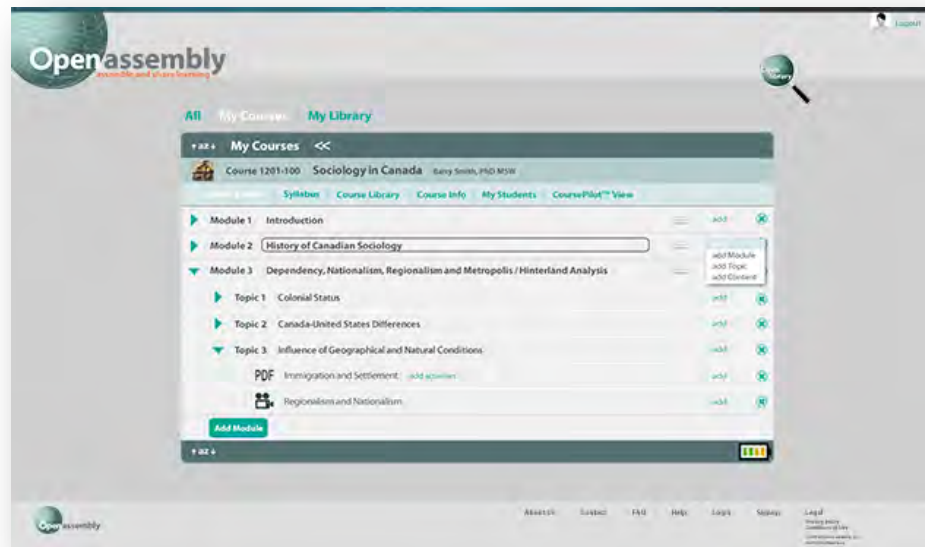


IP Attorneys

The product

Customize your playlist

A simple, intuitive interface for assembling digital curricula & resources and for curating blended, hybrid and online courses



**Playlists can serve as content collections or actual courses.
They can be individually or collaboratively assembled and shared.
They are vastly enriched by the robust *social learning* capabilities of our platform.**

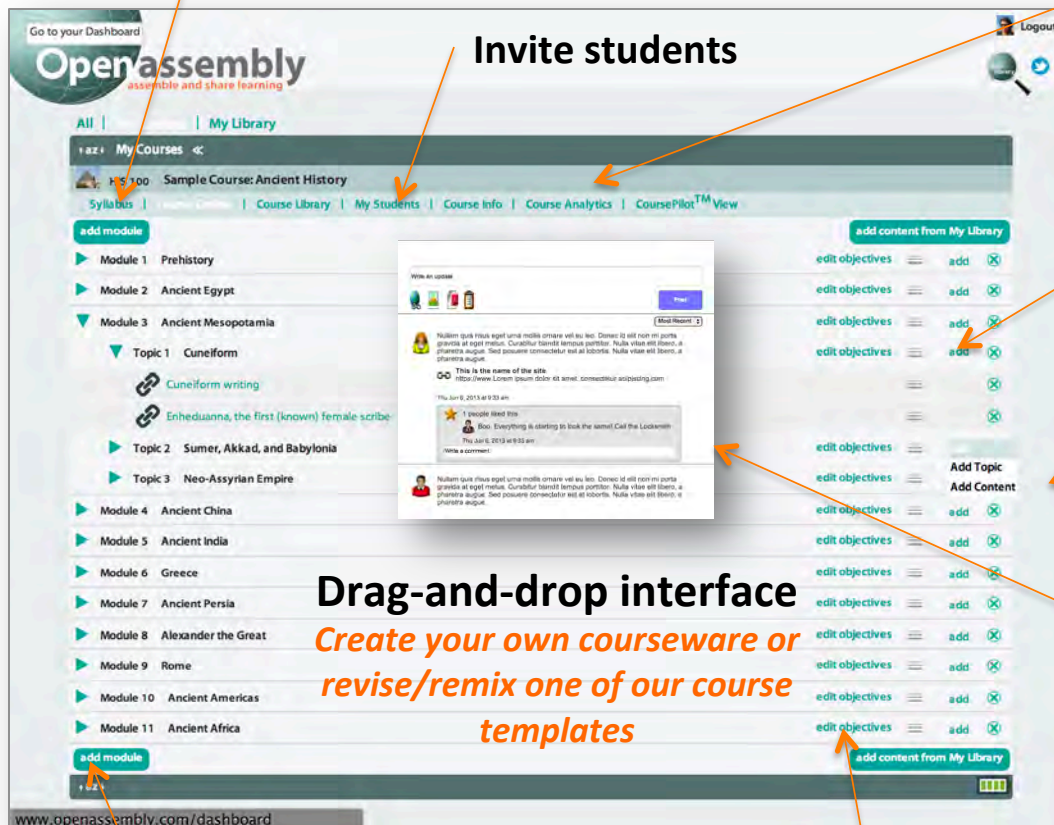
The product (v1.0)

Customize your playlist

(think iTunes)

Upload syllabus
Add highlights & comments as you go

Access course analytics:
Student engagement
P2P interactions



Re-order modules, topics, content

Add topics
Add content:
PDF, Image
Audio, Link

Share additional resources and discussions with your students (v2.0)

Drag-and-drop interface
Create your own courseware or revise/remix one of our course templates

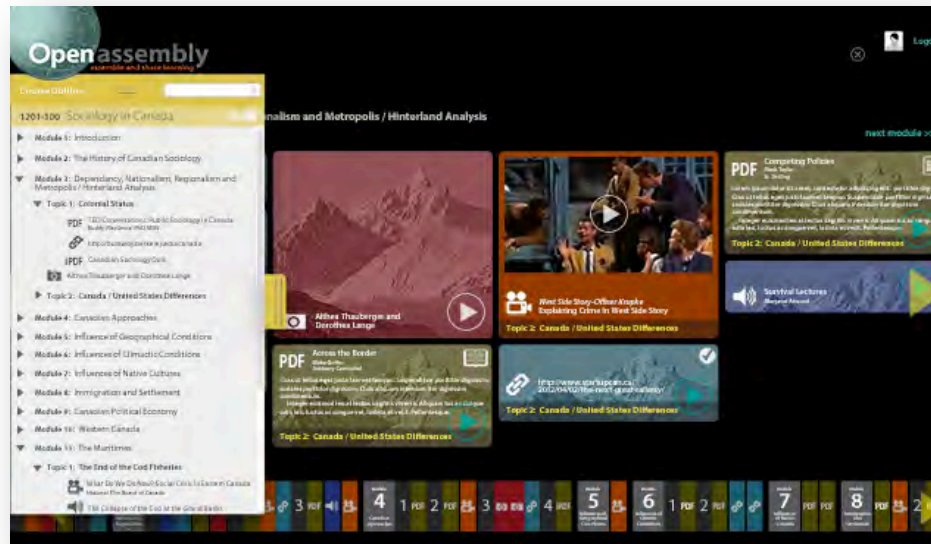
Add modules

Edit module objectives

The product (v1.0)

Personalize your playlist

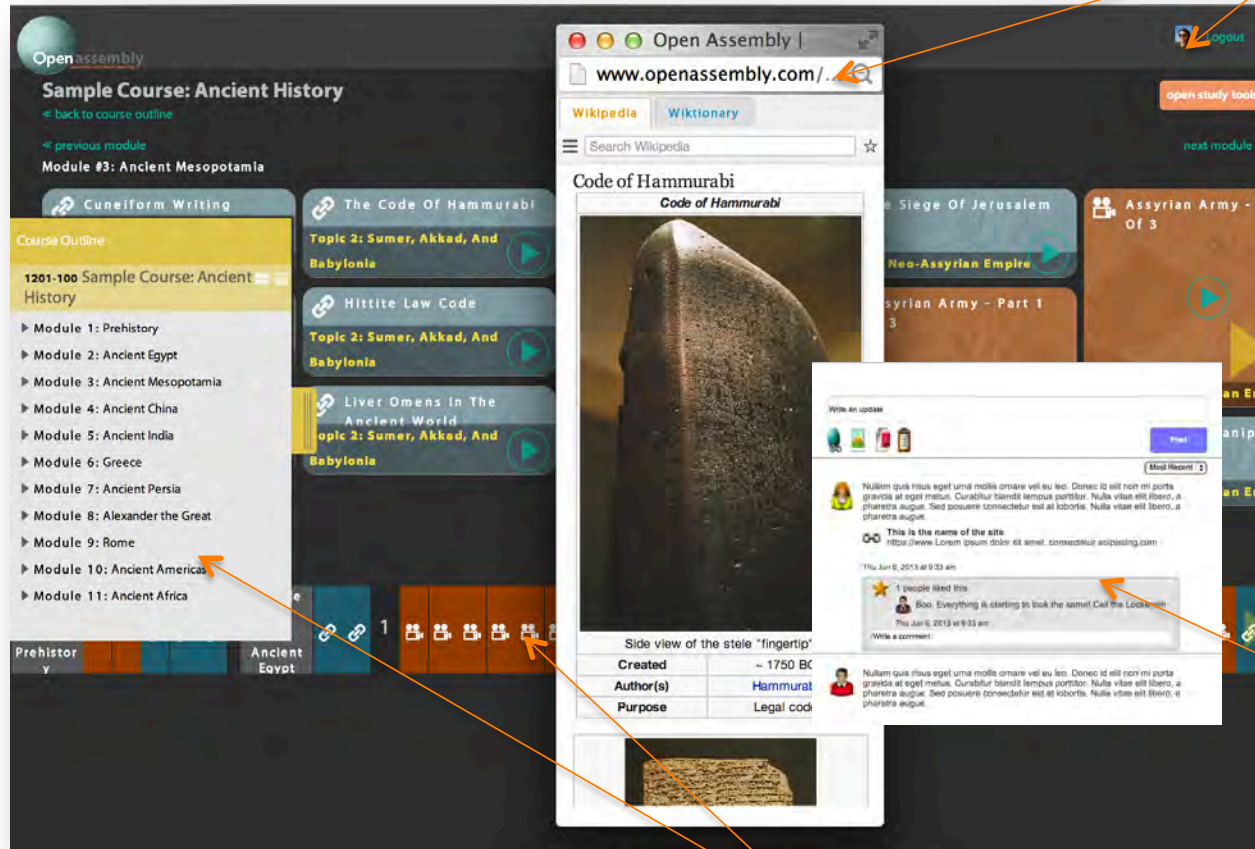
An interactive *personal learning environment* (PLE) for students:
the **CoursePilot™**



The **CoursePilot™** can be shaped according to the user's learning needs.
Our *social learning* capability provides opportunities to integrate
formal and informal learning networks, and retain students as 'lifelong learners'.

The product (v1.0)

Personalize your playlist



Integrated study tools
Choose what works best for you

Add your own resources to the course

Create and participate in discussions

Share content and discussions P2P and with your instructor

Multiple navigation methods

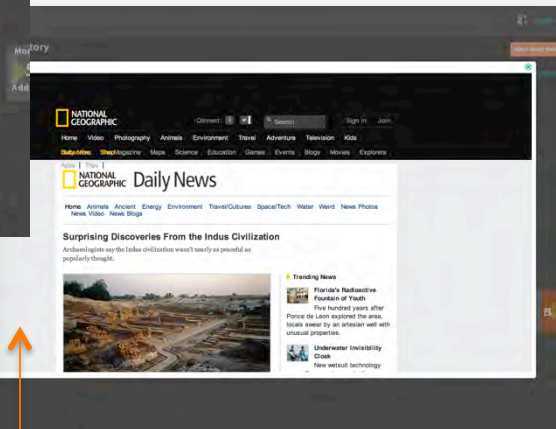
The product (v1.0)

Personalize your playlist



Highlight and add comments to PDFs

Use any PDF as a collaboration tool



All content opens inside the **CoursePilot™**

Video, text, audio, image, links 15

Our value proposition



Instructors



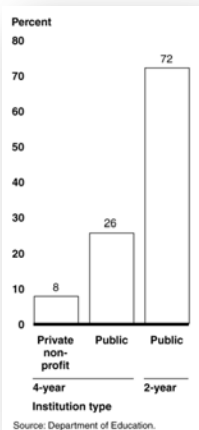
Librarians, Admins

- *Save a lot of money*
- *Easily connect and interact*
- *Learn anytime, anywhere*
- *Save a lot of time*
- *Easily update*
- *Analyze and monitor*
- *Improve student outcomes*
- *Attract and retain students*
- *Accommodate all students*



APPENDIX

Facts and data supporting value proposition



PAIN OF TEXTBOOK COSTS IS GREATEST BY FAR IN PUBLIC COLLEGES

➔ For students in public colleges (73% of all college students) the costs for textbooks as a percentage of tuition and fees is 72%.³

"The 812 percent increase in the price of college textbooks since 1978 makes the run-up in house prices and housing bubble (and subsequent crash) in the 2000s seem rather inconsequential," writes University of Michigan economics professor Mark J. Perry [at the AEIdeas blog](#), "and the nine-fold increase in textbook prices also dwarfs the increase in the cost of medical services over the last three decades."

EXPLODING TEXTBOOK COSTS DUES TO INTEGRATION OF SUPPLEMENTAL CONTENT

➔ *"The increasing costs associated with developing products designed to accompany textbooks, such as instructional supplements (in response to demand from instructors), best explain price increases in recent years."*³

STUDENTS TODAY WANT THE CONVENIENCE OF BEING ABLE TO STUDY ANYTIME, ANYWHERE

- Average age of community college students = 28
 - Average age of online students = 34
- ➔ *"Affordability and convenience are the most important factors."*¹

INTERACTIVITY & SOCIAL LEARNING THE MISSING PIECE IN ONLINE LEARNING

➔ The single greatest dissatisfaction with online learning is the *"lack of direct contact and interaction with instructors and other students."*²

1. American Association of Community Colleges, *2013 Community College Fact Sheet*
2. <http://www.learninghouse.com/files/documents/resources/Online%20College%20Students%202012.pdf>
3. GAO, 'College Textbooks: Enhanced Offerings Appear to Drive Price Increases', August 16, 2005

Facts and data supporting value proposition

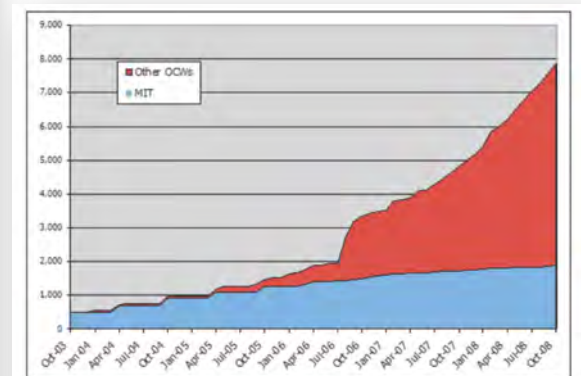
WHY OPEN TEXTBOOKS AND OER ARE KEY TO SOLVING AFFORDABILITY AND ENABLING NEW LEARNING PARADIGMS

Table 2. Characteristics of Open and Traditional Textbooks

Open Textbook	Traditional Textbook
Dynamic	Static
Customizable	Non-customizable
Open content, post-publication peer review	Closed content, pre-publication peer review
Personalized for local conditions	Standardized content
Targeted in-depth material	Generic material
Timely	Dated
Integrate research findings into curriculum quickly	Unlikely so
Addresses multiple learning styles	Assumes a uniform learning style
Low-cost or Free	Costly

Note: This table is compiled from information provided by Henry (2004) and available at <http://cnx.org/content/m15226/latest/>

OER IS THE FASTEST GROWING TYPE OF LEARNING CONTENT



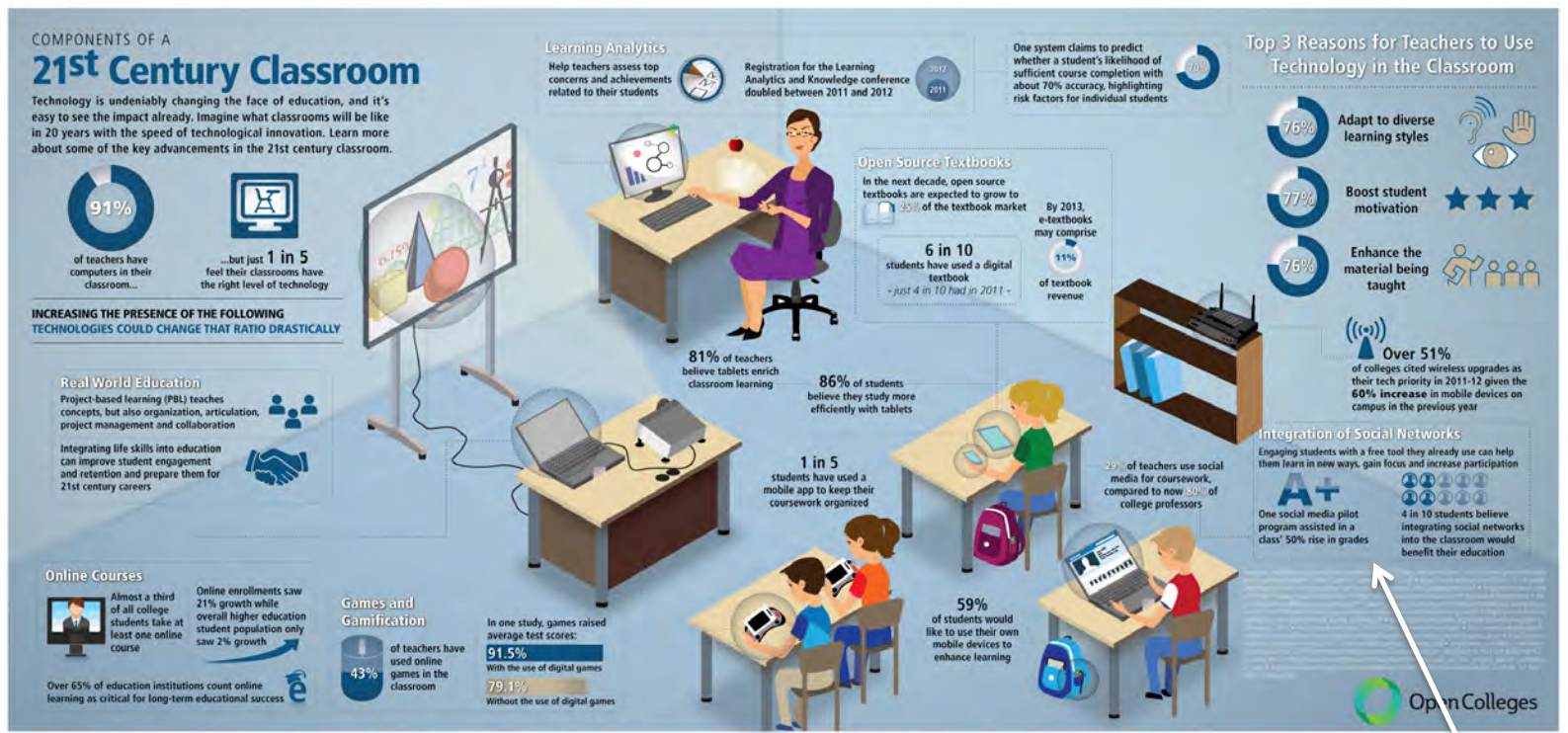
Source: Fons et al. (2008)

https://open.umich.edu/wiki/images/4/4a/Dscribe_presentation.pdf

“Digital textbooks are a promising solution to lower costs, but they need to be done the right way. This study finds that digital textbooks need meet three main criteria in order to maximize their potential: they must be affordable, printable, and accessible.” **E-textbooks are NOT meeting these criteria, while Open Textbooks are.** (<http://www.studentpirgs.org/reports/course-correction>)

Facts and data supporting product design

THE POWER OF OPEN



Teachers are the focus: Specifically, providing tools to facilitate assembly of digital curricula, adoption of affordable course materials, and increased student engagement.

