












Overall Open Environment Business Fits In?    This business model is designed for publishers of K-12 basal curriculum, such as the K-12 OER Collaborative.				
<div>Key Partners</div> <div></div> <div>Current:<div>Selected state departments of education CCSSO The Learning Accelerator Lumen Learning Creative Commons SETDA ISKME SIMRA AASM iNACOL Contracted publishers</div></div> <div>Prospective:<div>Additional state departments of education Curriculum associations, such as NCTM, NCTE, IRA, and ASCD Intermediate units Districts Other publishers or service providers</div></div>	<div>Key Activities</div> <div></div> <div>Producing and providing freely available and open licensed core curriculum for K-12 math and English language arts that is high quality and aligned to the Common Core State Standards</div> <div>Getting these resources adopted by a significant number of districts nationwide</div> <div>Working with partners to achieve implementation goals</div>	<div>Value Proposition</div> <div></div> <div>This curriculum will be high quality and aligned to the Common Core State Standards. It will include freely remixable assets that can be used digitally or in print and are optimized for personalized learning.</div> <div>By leveraging one high quality, shareable curriculum across many states, the cost is reduced for all.</div> <div>Through lower cost, more resources can be allocated to areas such as teachers and their professional growth.</div> <div>As the curriculum is remixed and continually improved, those enhancements will be shared back with the community.</div>	<div>Customer Relationships</div> <div></div> <div>This product requires relationships with a variety of customers including states, districts, and schools.</div> <div>Typical contracts for this type of product are for 5-7 years and include support and related services.</div> <div>In this case, other organizations are likely to co-develop and distribute related resources as well.</div>	<div>Customer Segments</div> <div></div> <div>States (gatekeeper in adoption states)</div> <div>Districts (main decision maker)</div> <div>Schools (main users)<div><div>- Administration</div><div>- Teachers</div><div>- Students</div></div></div>
	<div>Key Resources</div> <div></div> <div>K-12 basal curriculum for math and English language arts that is CCSS-aligned (pending)</div> <div>Professional development resources [publisher of these TBD]</div> <div>Knowledge of the unique K-12 basal market and how it operates</div> <div>Partnerships</div>		<div>Channels</div> <div></div> <div>Digital delivery (publisher to customer)</div> <div>Physical product delivery (optional; publisher and partners to customer for print or technology components)</div> <div>Face-to-face delivery (publisher and partners to customer for professional development)</div>	
<div>Cost Structure</div> <div></div> <div>Upfront development costs (to be paid by foundations and other funders; see accompanying document)</div> <div>Marketing and implementation costs<ul style="list-style-type: none"><li>Marketing</li><li>Sales</li><li>Professional development (development and delivery)</li><li>Support</li><li>Additional products and services</li></ul>Ongoing operational costs</div>	<div>CC License</div> <div></div> <div>core curriculum - CC BY</div> <div>Licenses on ancillary products, professional development resources, etc. may vary.</div>	<div>Social Good</div> <div></div> <div>Freely available and remixable core curriculum for K-12 students, which saves public fund and offers the opportunity to redirect public funds into other areas</div>	<div>Revenue Streams</div> <div></div> <div>Upfront partnership fees</div> <div>Bundle fees to end customers for a variable product and service bundle which might include:<ul style="list-style-type: none"><li>Curriculum customization</li><li>Professional development and support</li><li>Repackaging of digital assets for district LMSs</li><li>Ancillary products</li><li>Print on demand</li></ul>School customers currently pay a significant price for these products and services. Using open resources, a roughly comparable bundle could be delivered for less than half the cost or a more downscaled bundle for less, depending on their needs and desires.</div>	