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.

Key Partners



Key Activities



This curriculum will be high quality and aligned to the Common Core State Standards. It will

for all.

personalized learning.

professional growth.

back with the community.

Value Proposition

include freely remixable assets that can be used digitally or in print and are optimized for

curriculum across many states, the cost is reduced

By leveraging one high quality, shareable

Through lower cost, more resources can be

allocated to areas such as teachers and their

As the curriculum is remixed and continually

improved, those enhancements will be shared



Customer Relationships This product requires relationships with a variety

of customers including states, districts, and

Typical contracts for this type of product are for 5-

In this case, other organizations are likely to codevelop and distribute related resources as well.

7 years and include support and related services.

Customer Segments



States (gatekeeper in adoption states)

Districts (main decision maker)

Schools (main users)

- Administration
- Teachers
- Students

Current:

Selected state departments of education **CCSSO**

The Learning Accelerator **Lumen Learning Creative Commons**

SETDA ISKME

SIMRA AASM iNACOL

Contracted publishers

Prospective:

Additional state departments of education Curriculum associations, such as NCTM, NCTE, IRA, and ASCD Intermediate units Districts Other publishers or service providers

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

Getting these resources adopted by a significant number of districts nationwide

Working with partners to achieve implementation goals

Key Resources



K-12 basal curriculum for math and English language arts that is CCSS-aligned (pending)

Professional development resources [publisher of these TBD]

Knowledge of the unique K-12 basal market

Partnerships

Channels



Digital delivery (publisher to customer)

Physical product delivery (optional; publisher and partners to customer for print or technology components)

Face-to-face delivery (publisher and partners to customer for professional development)

and how it operates

CC License



Social Good

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



Revenue Streams



core curriculum - CC BY

Licenses on ancillary products, professional development resources, etc. may vary.

Upfront partnership fees

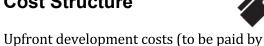
Bundle fees to end customers for a variable product and service bundle which might include:

- Curriculum customization
- Professional development and support
- Repackaging of digital assets for district LMSs
- Ancillary products
- Print on demand

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.

Cost Structure

accompanying document)



Marketing and implementation costs

foundations and other funders; see

- Marketing
- Professional development (development and delivery)
- Support
- Additional products and services

Ongoing operational costs