MOOCs: Opportunity or Threat?

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PHASE 1

PROOF OF CONCEPT
‘M’ For MASSIVE

10,000 enrolments/week

Coursera 4,000,000 enrolments

edX 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

Credentials
This certifies that

has a piece of paper
and in good faith is allowed to do stuff.

Degus
Edgar Degas

John Hancock

une
Financing
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