

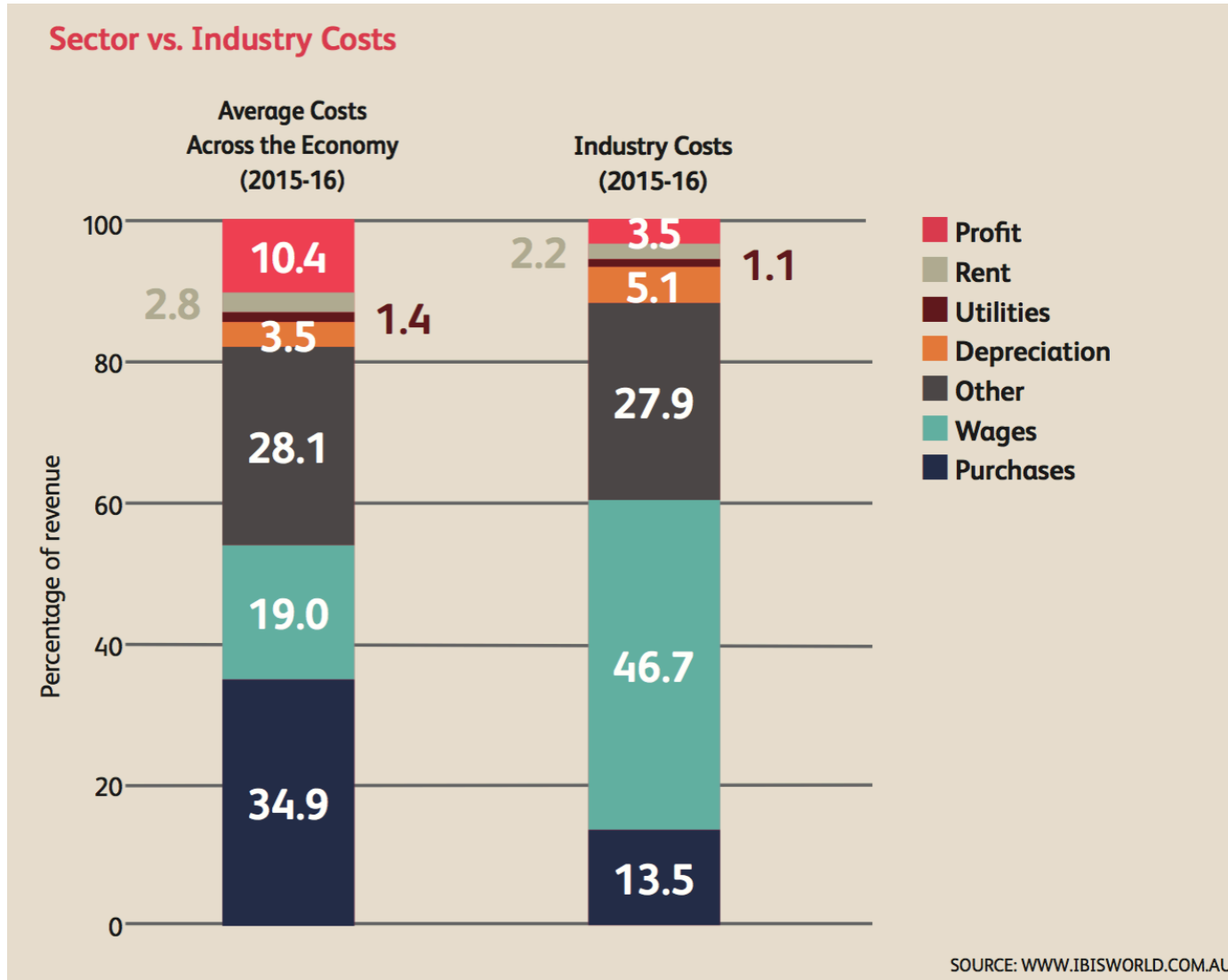


openlearning

[www.openlearning.com](http://www.openlearning.com)

Education is expensive and that the price keeps going up, but why is that so?

# COST OF EDUCATION



- Setup (fixed costs)
  - Purchases, depreciation, technology, marketing
- Delivery (fixed costs)
  - Wages, technology, rent, utilities, purchases
- Completion (marginal costs)
  - Wages

Has online learning reduced the  
cost of education?



## NO, ACCREDITED EDUCATION IS STILL EXPENSIVE



Bachelor of Business – \$26,304 (online)

Swinburne University • Curtin University • RMIT University • University of South Australia



Masters of Counseling at Northwestern University in the U.S. – \$132,000 (online)



Bachelor of Business – \$31,320 (on-campus)

Bachelor of Business – \$31,320 (online)

Delivering high-quality accredited education cost-effectively is one of society's greatest challenges.

We've solved this problem by designing a new model for delivering accredited education.

We provide the technology, learning philosophy and a business model that changes the economics of education.

## OUTCOME-BASED EDUCATION

Free to learn, pay to certify.



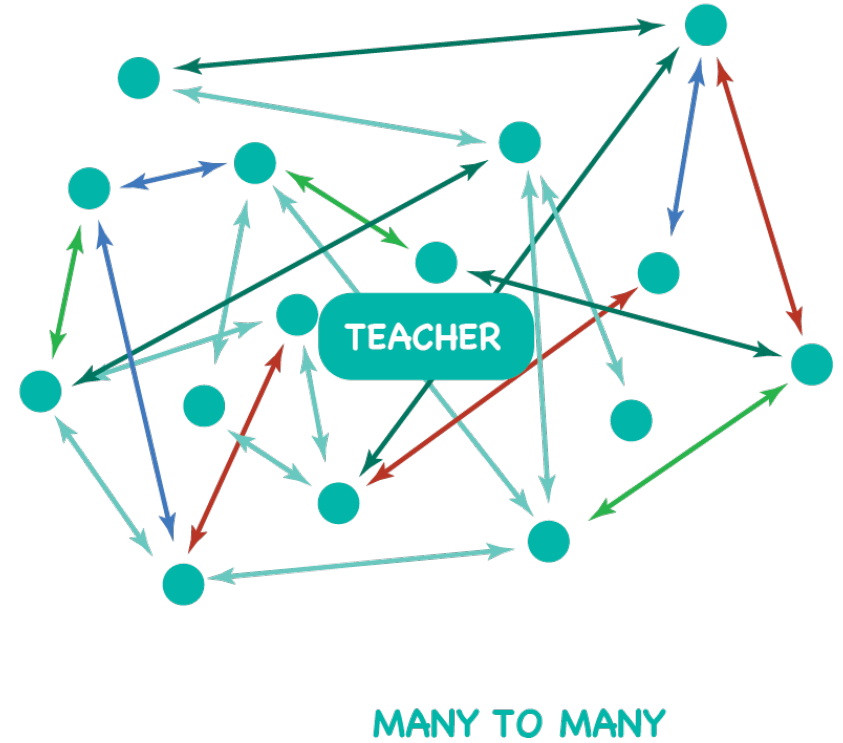
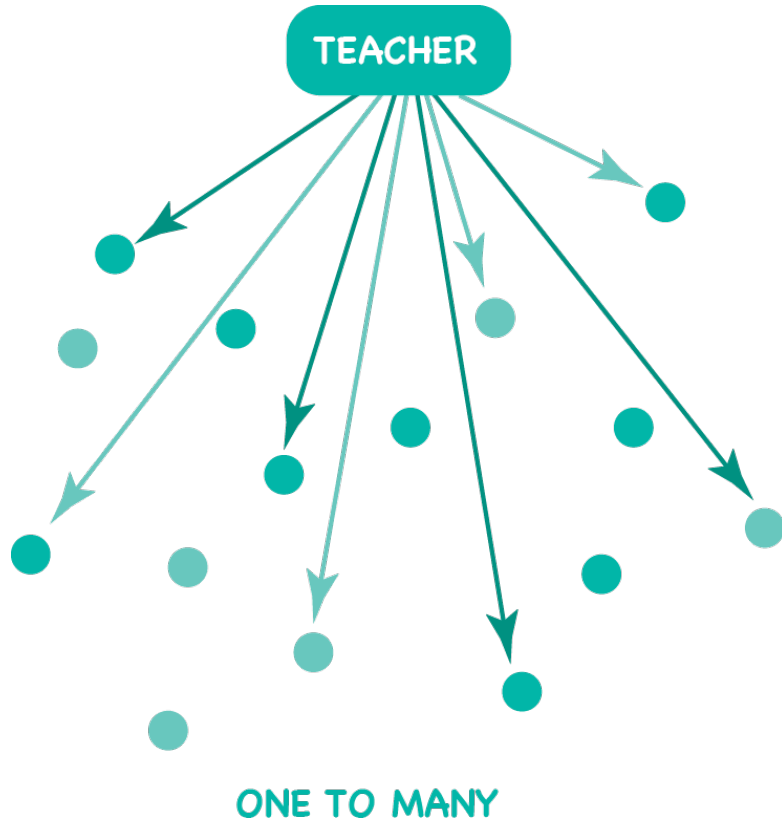
Students can take an  
entire accredited  
course for free



Only pay at the end if  
you want a certificate,  
OL keeps 15%

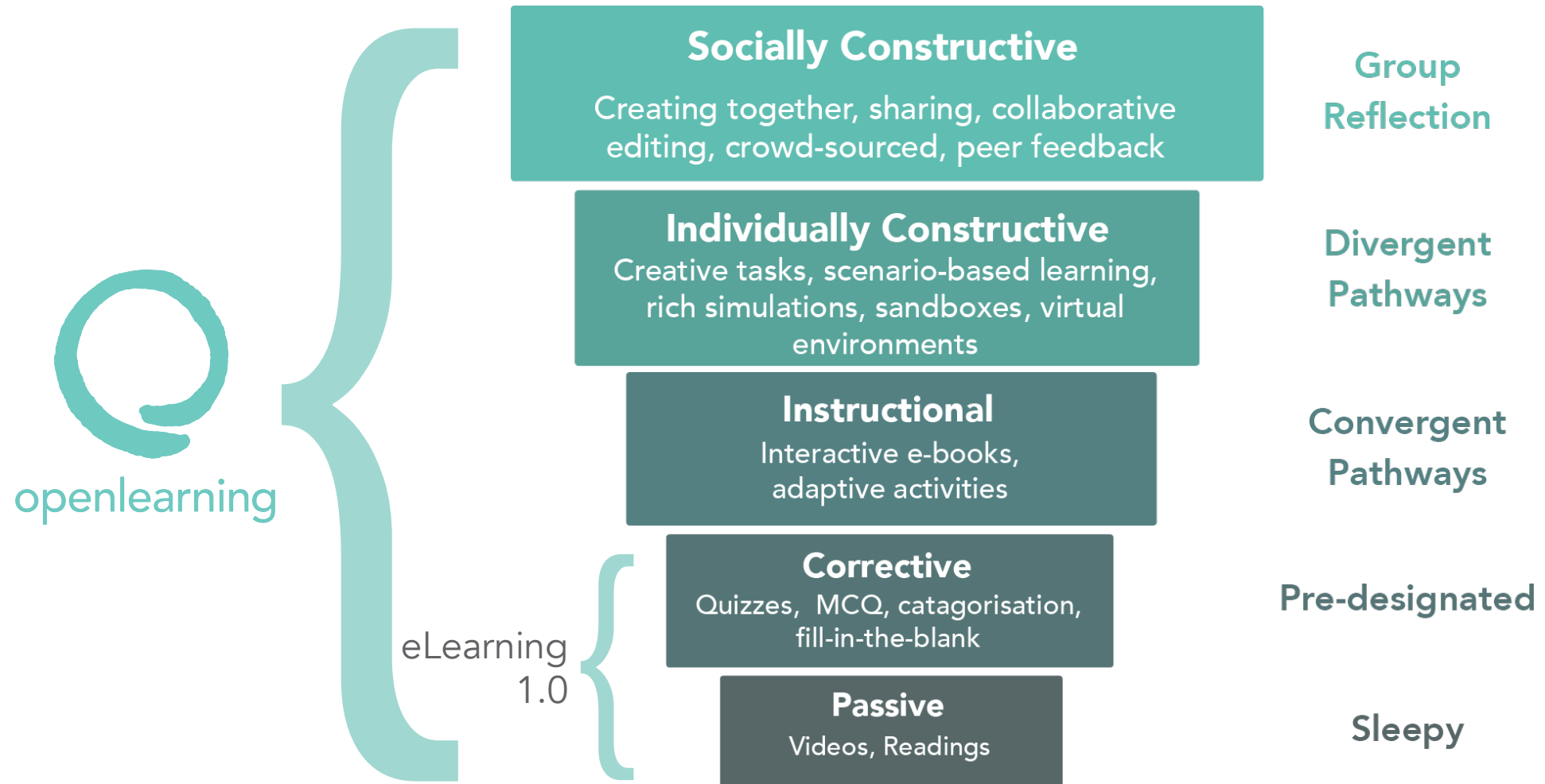
How can learning be free?

# EDUCATION IS CHANGING



# STUDENT LEARNING FRAMEWORK

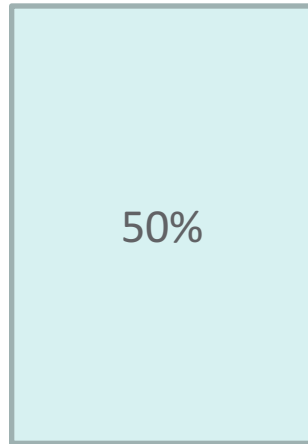
OpenLearning enables a full spectrum of online learning activities that can engage and inspire students through a scalable, replicable method for creating effective online courses.



## PER STUDENT COSTS

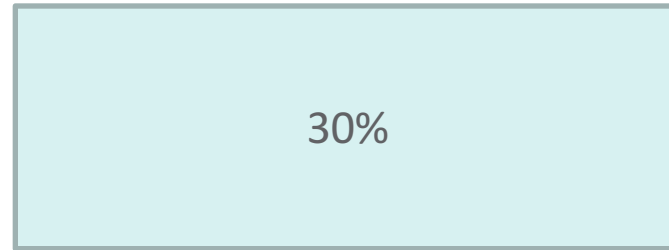
**Traditional  
Education  
Provider**

Enrolment



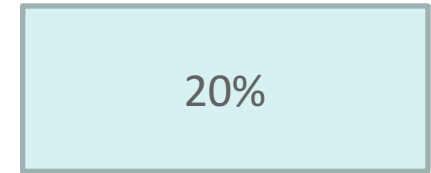
50%

Learning



30%

Certification



20%

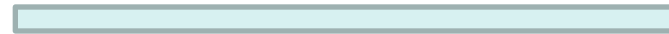


openlearning

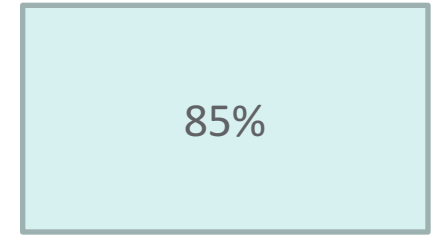
5%



10%



85%





OpenLearning is the first platform to successfully implement this learning framework for accredited online education.

# LEARNING TECHNOLOGY

## Course Authoring

## Course Discovery

## Course Delivery

# CERTIFICATION TECHNOLOGY

## Analytics

Getting Started!

Completed: 1/5

Activity	Progress
<a href="#">Welcome to the course!</a>	<div><div></div></div> 1/4
<a href="#">Creative design challenge</a>	<div><div></div></div> 1/4
<a href="#">Where we're headed: Course outline</a>	<div><div></div></div> Not started
<a href="#">The Design Project</a>	<div><div></div></div> 2/5
<a href="#">Design Project: beginning brainstorm</a>	<div><div></div></div> Completed

How do people learn best?

Completed: 0/10

Activity	Progress
<a href="#">Unlock your hidden talents</a>	<div><div></div></div> Not started
<a href="#">Share (and improve!) a learning experience</a>	<div><div></div></div> Not started

## Assessment

Assessment Overview

Filter by group: Wed - 17:00 Lab

Student Reports

Student	Mid Term Report
<a href="#">Sarah Sahyoun</a>	<div><div></div></div> Ready to
<a href="#">Danny Chen</a>	<div><div></div></div> 6/7 Criter
<a href="#">Melinda Garcia</a>	<div><div></div></div> Ready to
<a href="#">Teow Boon Bin</a>	<div><div></div></div> Ready to
<a href="#">Sarah Sahyoun</a>	<div><div></div></div> Ready to
<a href="#">Danny Chen</a>	<div><div></div></div> Ready to
<a href="#">Melinda Garcia</a>	<div><div></div></div> Ready to
<a href="#">Teow Boon Bin</a>	<div><div></div></div> 2/7
<a href="#">Melinda Garcia</a>	<div><div></div></div> Ready to
<a href="#">Teow Boon Bin</a>	<div><div></div></div> Assessment

Release Re

## Certification

Complete Your Purchase

**Customer Centric Solution**  
 BSBCUS401 - Coordinate implement

Credit Card

Name on card

Name on card

Card Number

Card number

Expiration Date

MM / YYYY

CW

CW

Country


Select your country

# B2C

## DIRECT TO CONSUMER (TEACHER/STUDENT)

Easily create a course

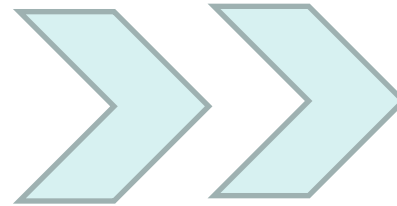
Teach the way your students want to learn



Music101

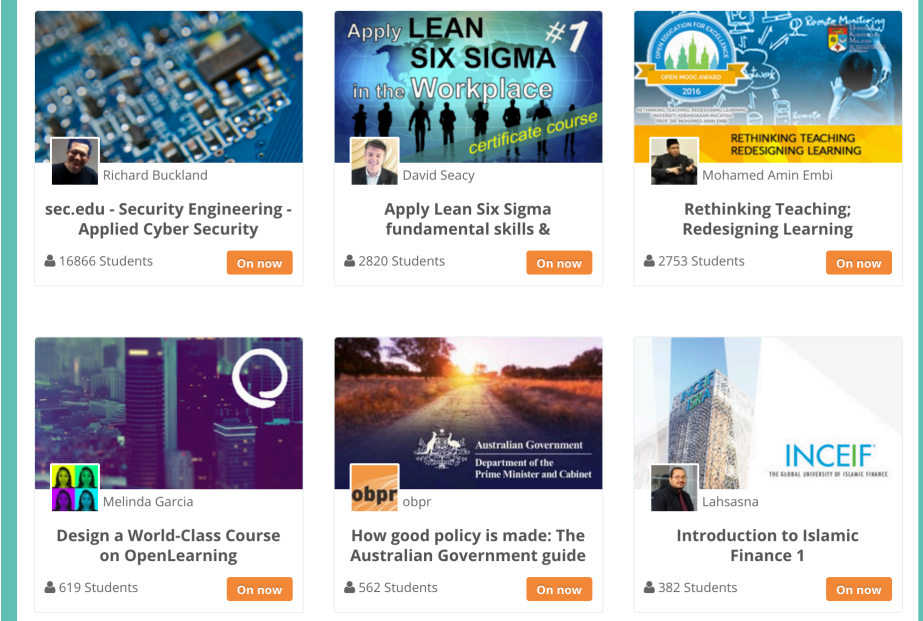
[openlearning.com/courses/music101](https://openlearning.com/courses/music101) ✓

Create my course »



Free training &  
support

Easily promote your course



Course Title	Instructor	Students	Status
sec.edu - Security Engineering - Applied Cyber Security	Richard Buckland	16866	On now
Apply Lean Six Sigma in the Workplace certificate course	David Seacy	2820	On now
Rethinking Teaching: Redesigning Learning	Mohamed Amin Embi	2753	On now
Design a World-Class Course on OpenLearning	Melinda Garcia	619	On now
How good policy is made: The Australian Government guide	obpr	562	On now
Introduction to Islamic Finance 1	Lahsasna	382	On now

# B2E

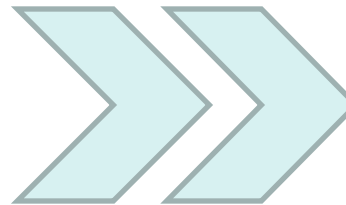
## DIRECT TO ENTERPRISE (HIGHER-ED PROVIDER)

### Apply to partner

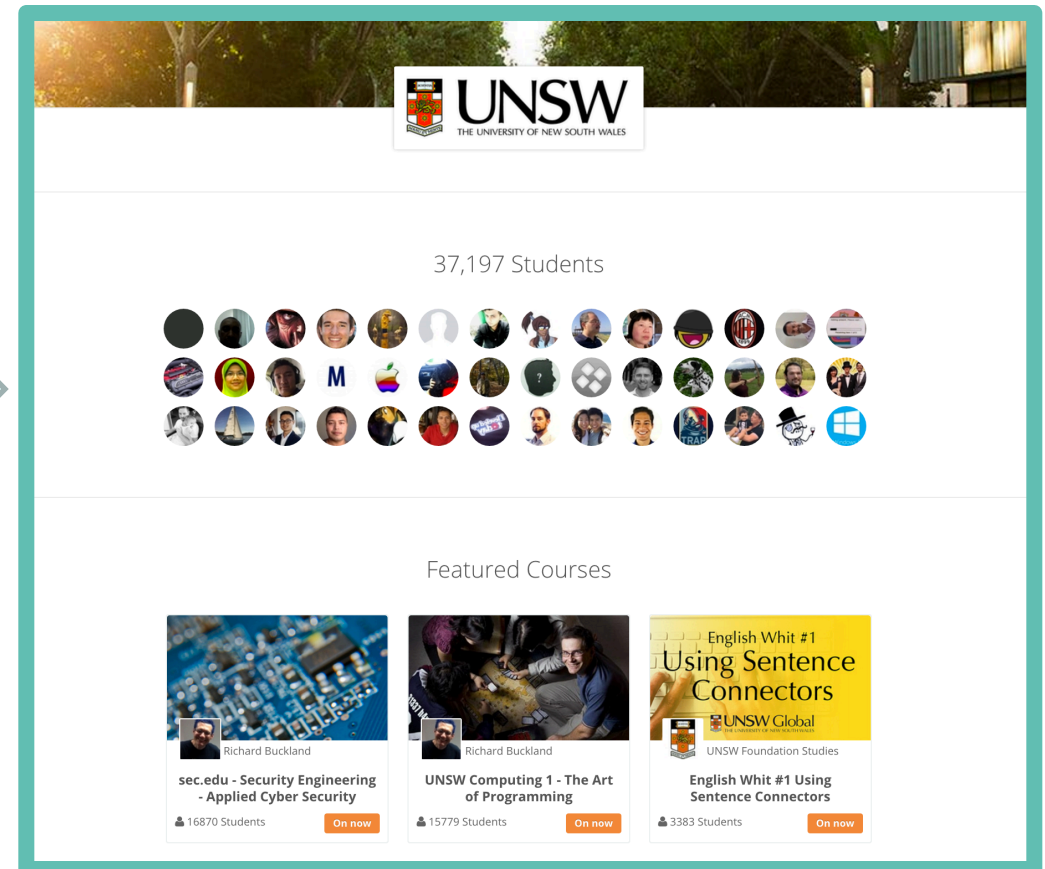
#### Apply for an institution portal

Showcase your university, college or organisation to the world with a custom branded portal on OpenLearning. Institutions are easy to set up, **free to use** and help you reach more students.

Submit Application

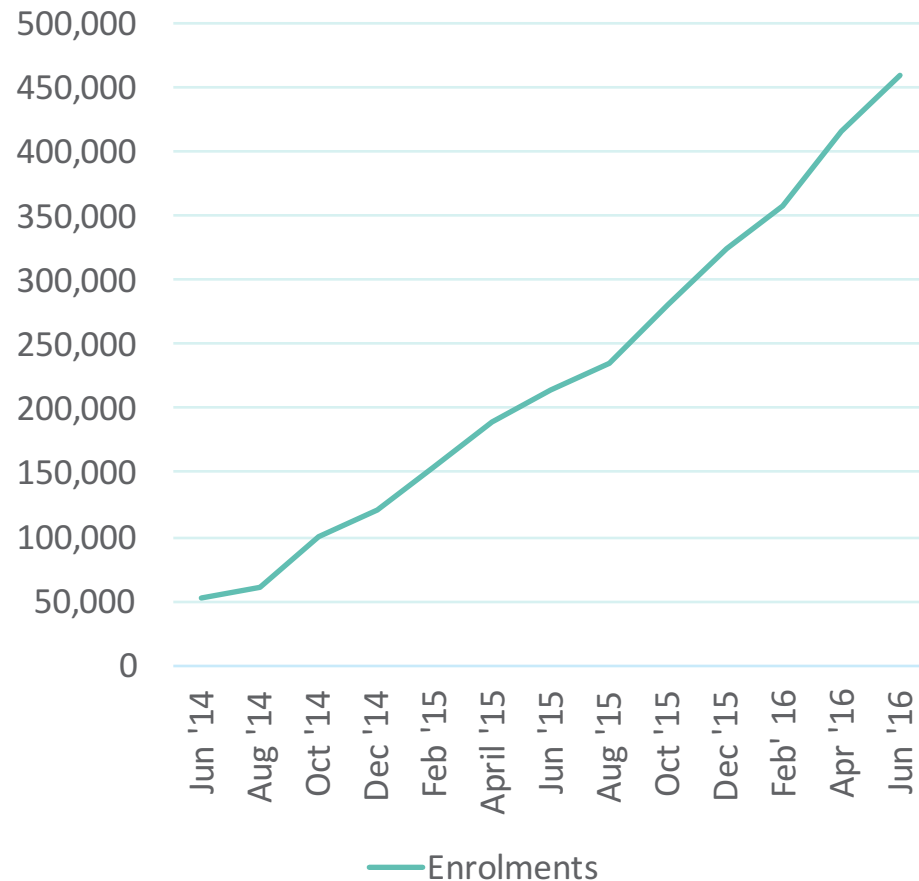


### Branded education portal

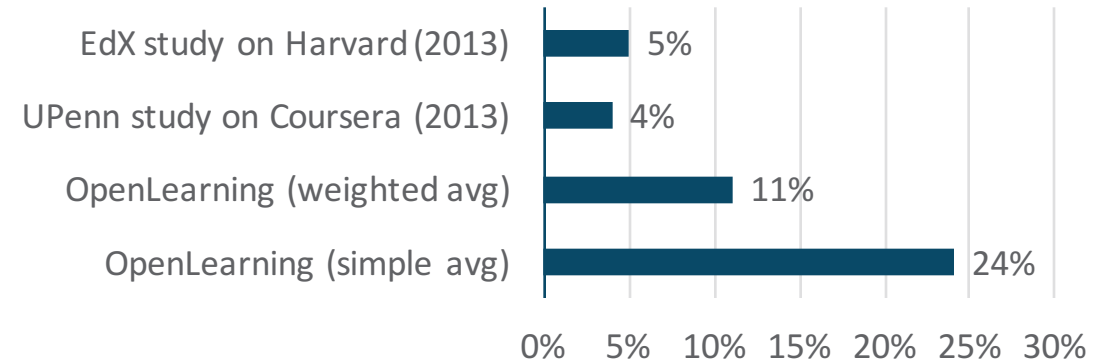


# OVER 460,000 STUDENTS, GROWING AT >200% CAGR

Student enrolments (June 2016)



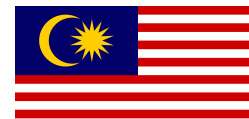
Course completion rates<sup>1</sup>



## Key Markets



- 50,000+ higher education and PD users in Australia
- Close partnership with UNSW
- Contracts with Federal Government departments



- 200,000+ higher education students in Malaysia
- National MOOC platform for 20 public universities
- Partnership with the largest media conglomerate



# Experience Online Learning. The Social Way :)

Find your course



Explore over 62 courses, learn with 148,494 students



MINISTRY OF HIGHER EDUCATION

SOARING  
UPWARDS  
MALAYSIAN HIGHER EDUCATION



UKM MOOC

**Kesepaduan & Hubungan Etnik di Malaysia**

48172 Students



PUTRAMOOC

**Tamadun Islam dan Tamadun Asia (TITAS)**

47883 Students



UITM MOOC

**Introduction to Entrepreneurship**

22131 Students




UNIMAS-MOOC

**ICT Competency**

12569 Students

# Accredited Qualifications





 delivers qualifications that focus on connecting ideas to real-life experiences, workplace skills and personal development. Join a course for free and only pay if you want an Australian accredited certification.



Certificate IV

## Leadership & Management

Take your career to the next level and develop effective leadership and management skills to guide and support a team to success.





-  BSB42015
-  Free to learn  
\$1500 to certify
-  Delivered online
-  Self-paced, 12UOC

[FIND OUT MORE](#)

Certificate IV

## Small Business Management

Kick-start a career in small business and start learning the basic frameworks and skills to manage, sustain and improve existing and potential new businesses.

-  BSB42515
-  Free to learn  
\$1250 to certify
-  Delivered online
-  Self-paced, 10UOC

[FIND OUT MORE](#)



## COMPETITIVE POSITIONING

Learning Management  
Systems



Charge for Software

Unaccredited Learning  
Platforms/Providers



Charge for Content

Accredited Learning  
Platforms/Providers



Charge for Certification

Only OpenLearning enables a 'free to learn, pay to certify' model

# OPENLEARNING EXECUTIVE TEAM

Driven by experience in education, business and technology



Adam Brimo  
Founder & CEO



Brooke Hahn  
Chief Learning Officer



David Collien  
Founder & CTO



Andrew Wilshire  
Head of Partnerships



Richard Buckland  
Founder & Education Visionary



Frank Beaumont  
Non-Executive Director



Clive Mayhew  
Non-Executive Chairman



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