

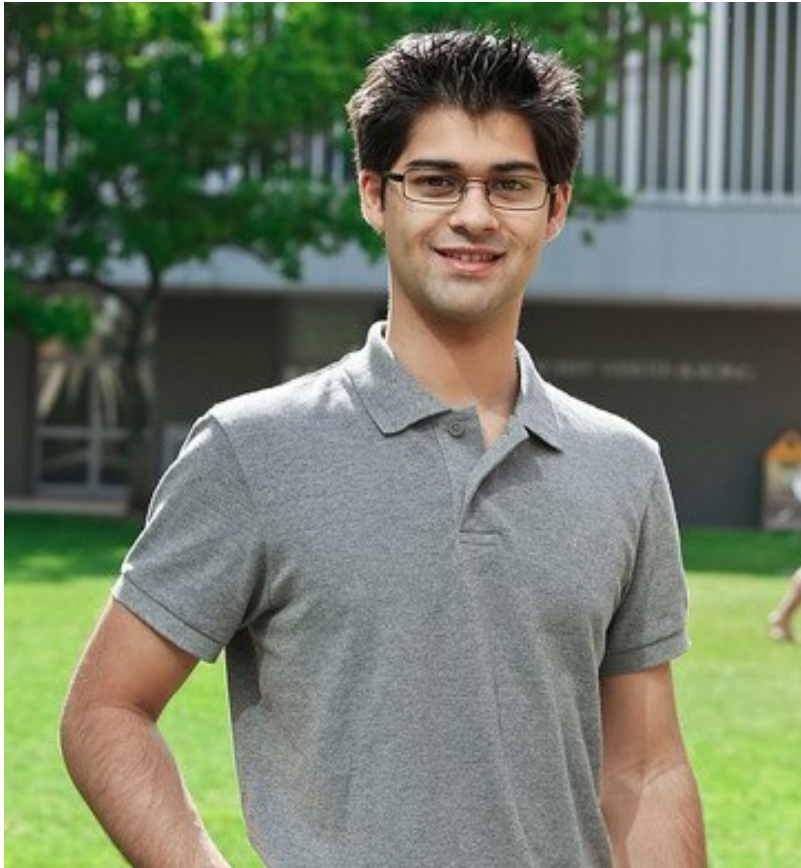


openlearning

www.openlearning.com

Adam Brimo

About Adam Brimo



- Grew up in the US (Connecticut)
- Software Engineering/Arts at UNSW
- Engineer at Macquarie Bank and Westpac Institutional Bank
- Started vodafail.com
- UNSW Alumni Award Winner & 2011 Choice Magazine Consumer Activist of the Year
- Founded OpenLearning in 2012

We make online learning fun
and effective by fostering
communities around courses.

Problem

Online education is boring and ineffective

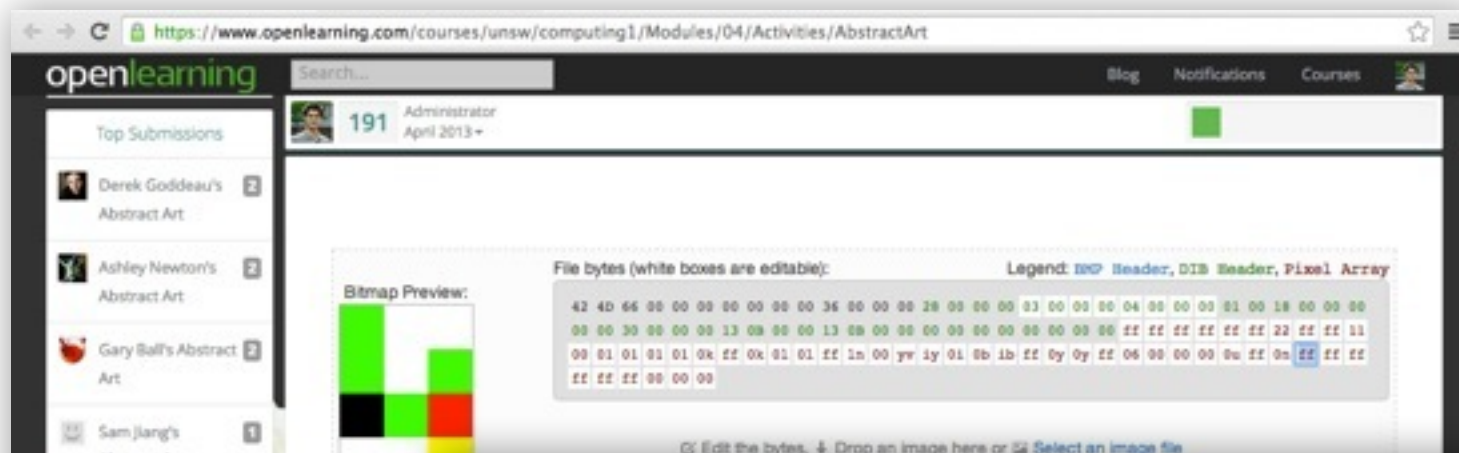


Currently consists of:

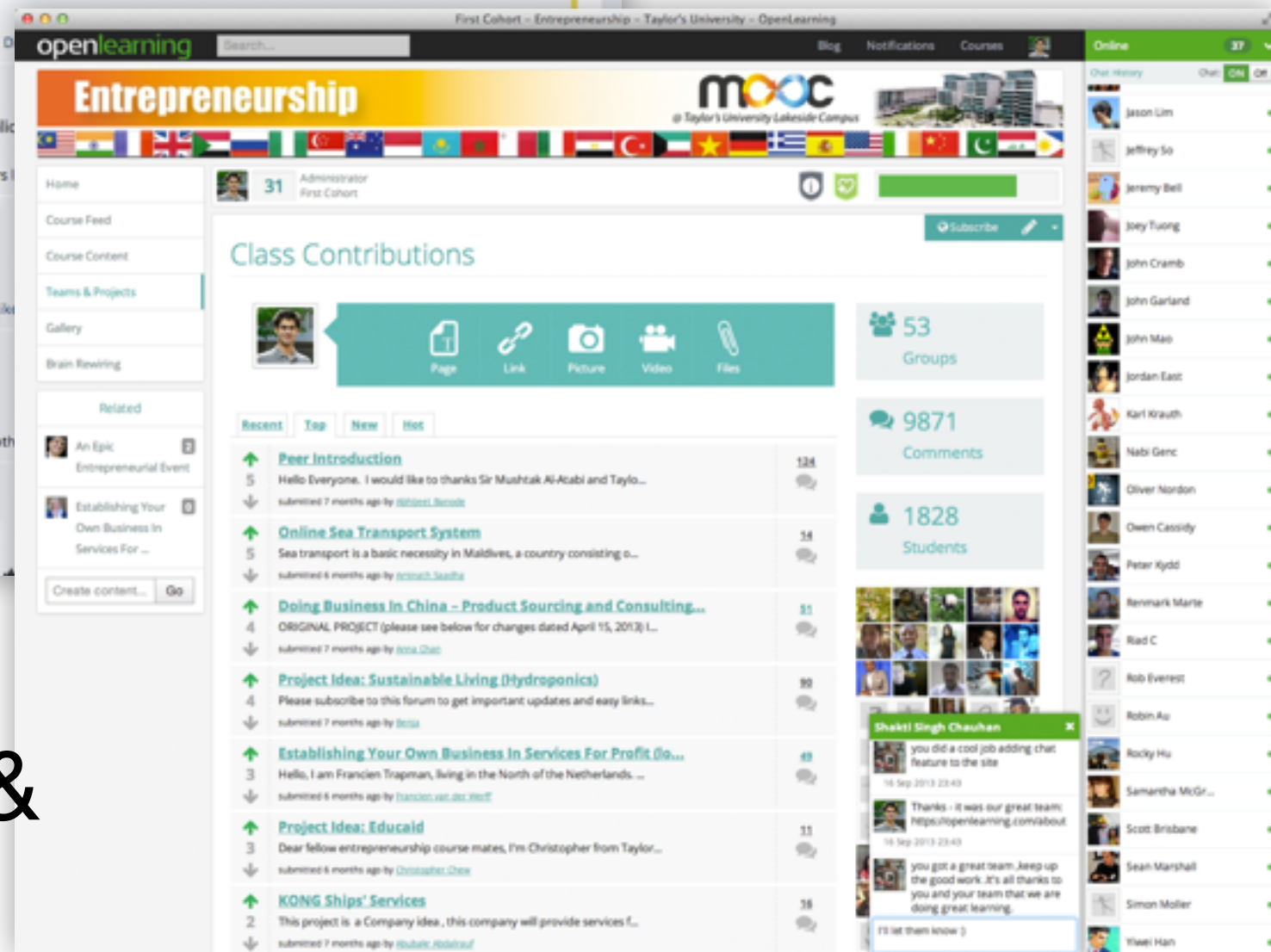
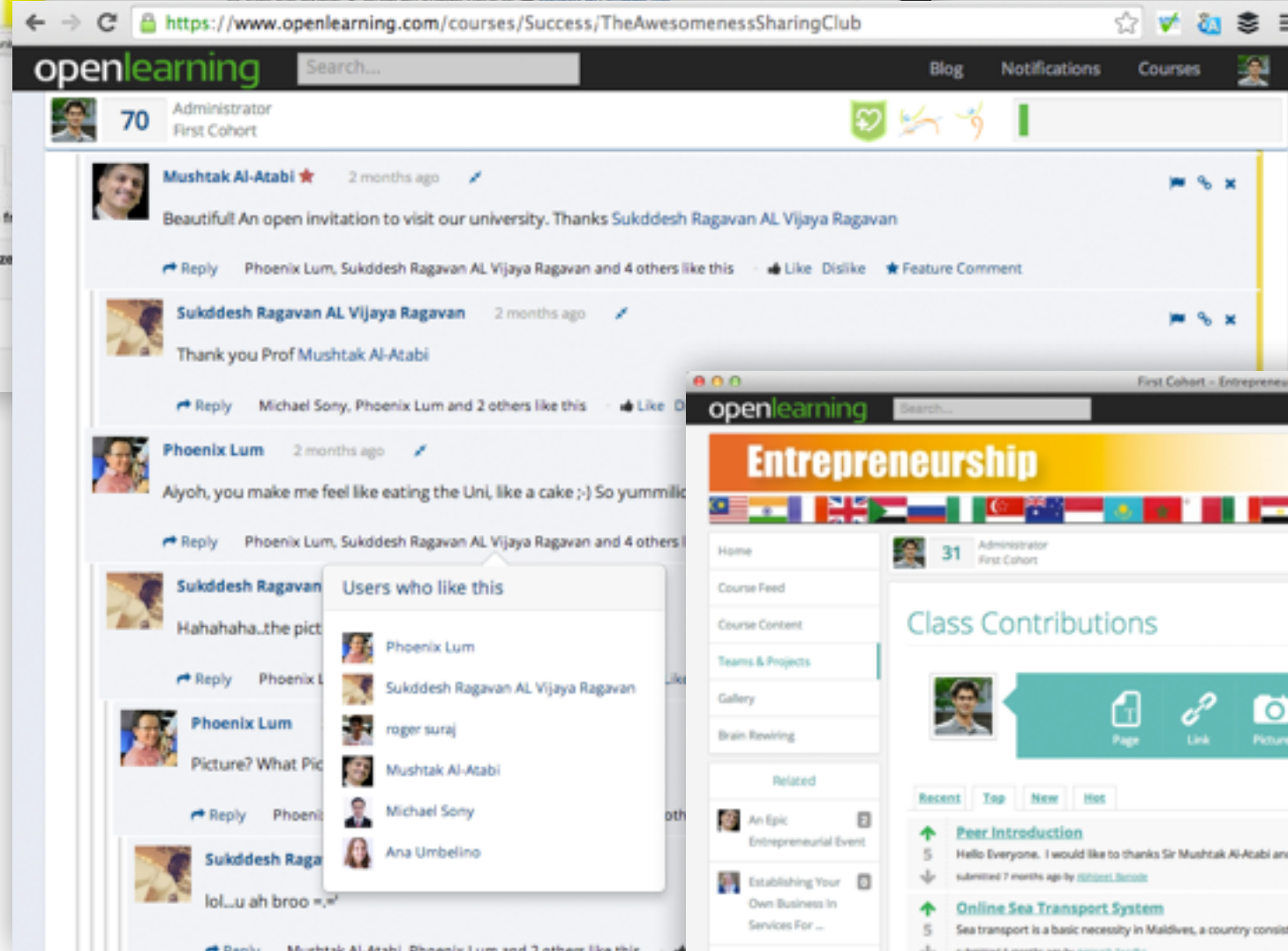
1. Read a document
2. Watch a video
3. Do a quiz
4. Fall asleep

For 15 years, people have taken the most boring part of classes (lectures and quizzes) and put them online.

Not surprisingly, engagement is low. Less than 0.2 interactions per student across Coursera, Udemy, EdX, Moodle, Blackboard, Desire2Learn, Canvas etc.



30 times more
student
interaction!



5 times more
ways to share &
help others

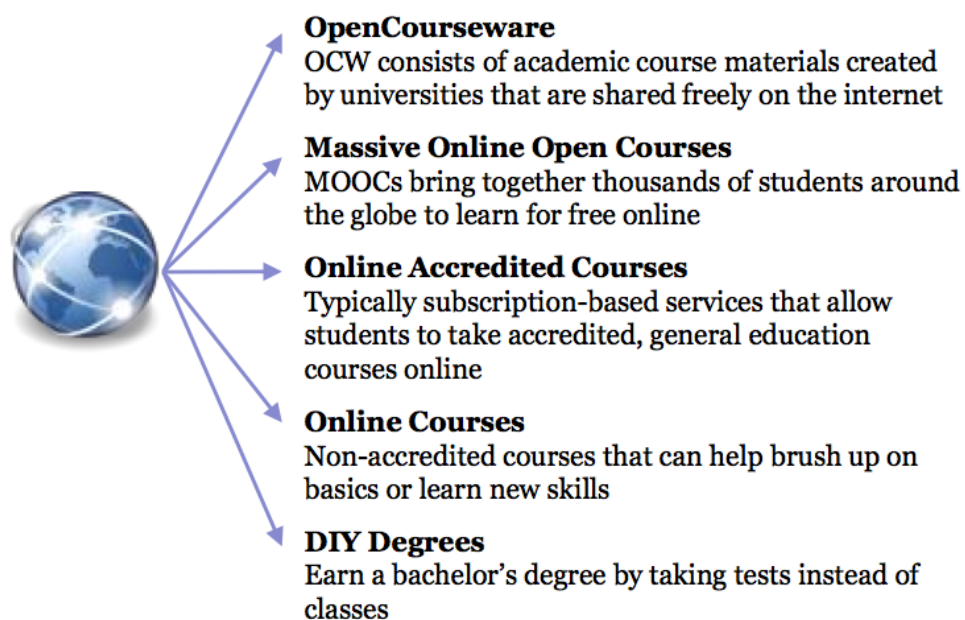
Disrupting Education

New Business Models Disrupt Higher Education Learning



The Evolution of Education

Pressure on government education budgets and rising costs of higher education are driving the necessity for cheaper alternatives for education. Various models that address the online market are detailed below:



Benefits:

- ✓ Cheaper alternatives provide access to large student audiences
- ✓ User-defined service
- ✓ High quality resources raise global standards

Limitations:

- ✗ Recognition of qualifications and credentials
- ✗ One size fits all approach
- ✗ Not suitable for all students

Competitive Landscape

Providers	# of Courses	Courses Covered	Cost
coursera	207	College courses	Free
udacity	19	University level courses	Free
edX	9	University level courses	Free
udemy	5,015	Courses can be made by anyone, including academic courses	Free – \$29+
KHANACADEMY	3,600	K-12, SAT prep, GMAT prep and college level topics	Free
BenchPrep	200	High school, college, SAT, GRE, MCAT, professional courses	\$20+ pcm
THE GREAT COURSES	390	High school, college and professional courses	\$20-\$200+
straighterline	42	College prep and college courses	\$99 pcm +\$49 per course

Other Players

10gen Education

MRUNIVERSITY

ACADEMIC EARTH

UNIVERSITY OF THE PEOPLE

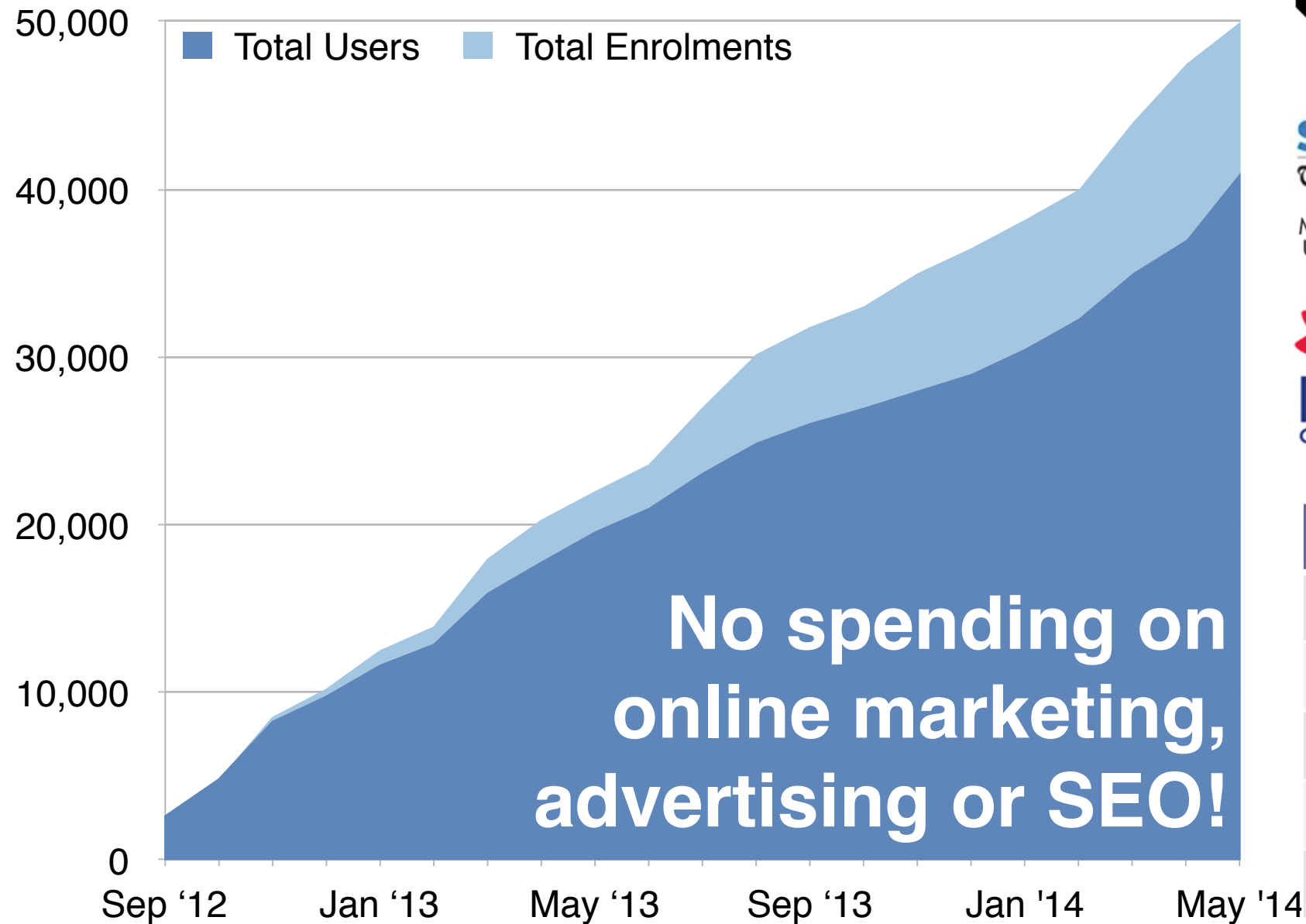
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canvas

OPEN HPI

Venture Lab

Traction



Country	Students
1. Australia	35%
2. United States	11%
3. Malaysia	9%
4. India	6%
5. China	5%

300+
total
classes

50k+
total
enrolments

30x
more student
interaction

200+
accessed worldwide
countries

Team



Adam Brimo

Co-founder & CEO

UNSW BE/BA;
Vodafone;
Macquarie Bank



Richard Buckland

Co-founder

UNSW AProf Comp
Sci; ICT Teacher of
the Year



David Collien

Co-founder & VP Eng

UNSW Comp Science
PhD; NICTA
Researcher; Robocup



Melody Wang

UX Expert

UNSW BSc (Comp
Sci) honours, iOS
Developer



Sarah Sahyoun

Marketing Manager

UNSW Commerce
(marketing)/BA; SAAS
experience



Danny Chen

Software Engineer

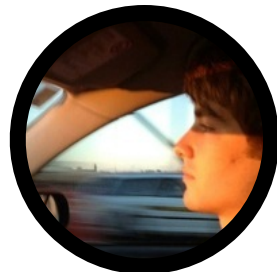
UNSW BE (Software);
10 years experience;
start-up experience



Cecilia Ren

Marketing Assistant

China/SEA focused;
Sydney Uni Masters
Intl Health



Daniel Playfair Cal

Software Engineer

UNSW Computer
Science



Rebecca Eames

Copywriter

Sydney Uni BA



openlearning

Delighting students worldwide.

Students from Taylor's University MOOC 'Success'