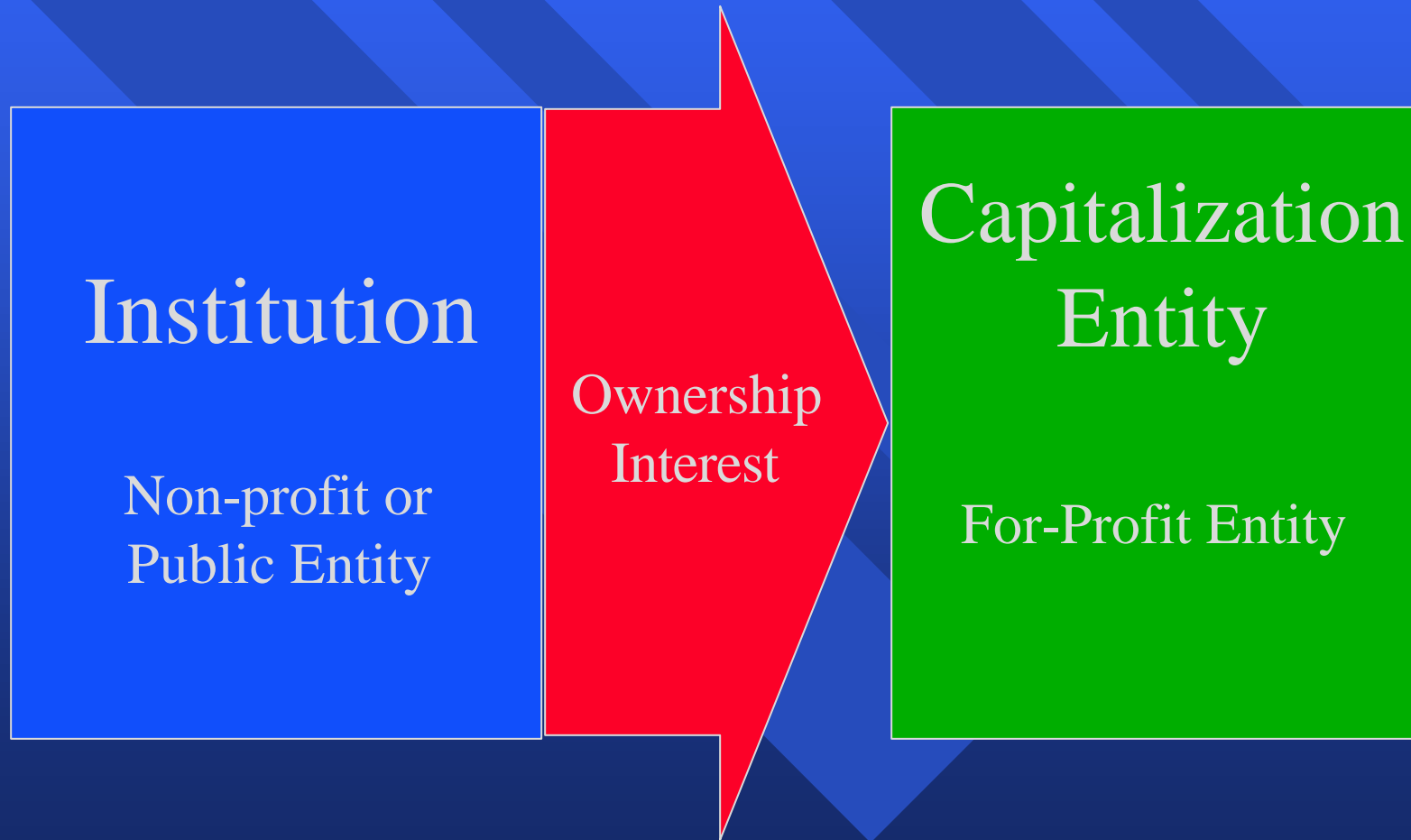


**Models for Capital
Creation
in
Technology-Mediated
Learning**

Standard Model



Fundamental Premises

- **Academic control remains with the Institution.**
- **The capitalization entity cannot exercise control over the Institution.**
- **The structure does not affect either accreditation or state authorization.**

Rights of the Capitalizaation Entity

- The Institution's intellectual property rules do *not* necessarily apply to the capitalization entity.
- The capitalization entity can engage in non-credit, non-degree instructional services.
- The capitalization entity can engage in the creation of credit and non-credit courseware.

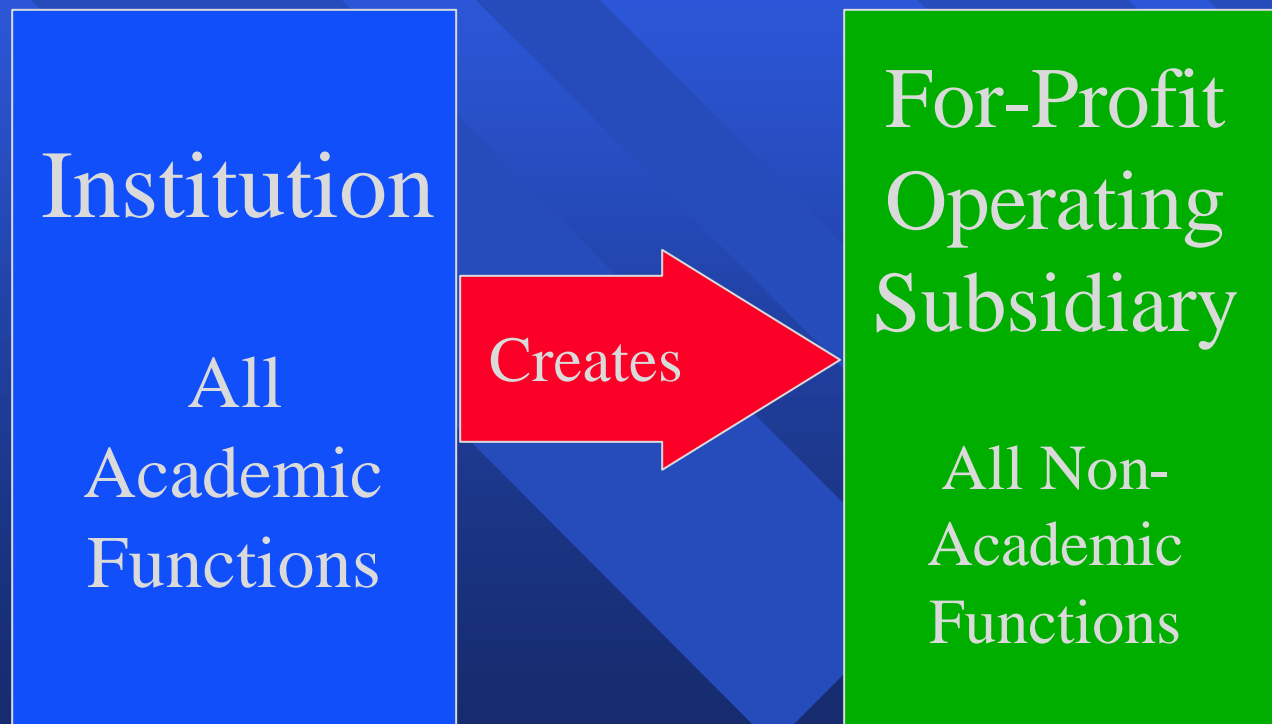
Economic Benefits to the Institution

- Income stream from credit enrollments.
- Royalty stream from use of *brand* (i.e. institution's name and logo).
- License revenue from use of courseware.
- Share of net profits of capitalization entity.
- Share in equity appreciation in capitalization entity.

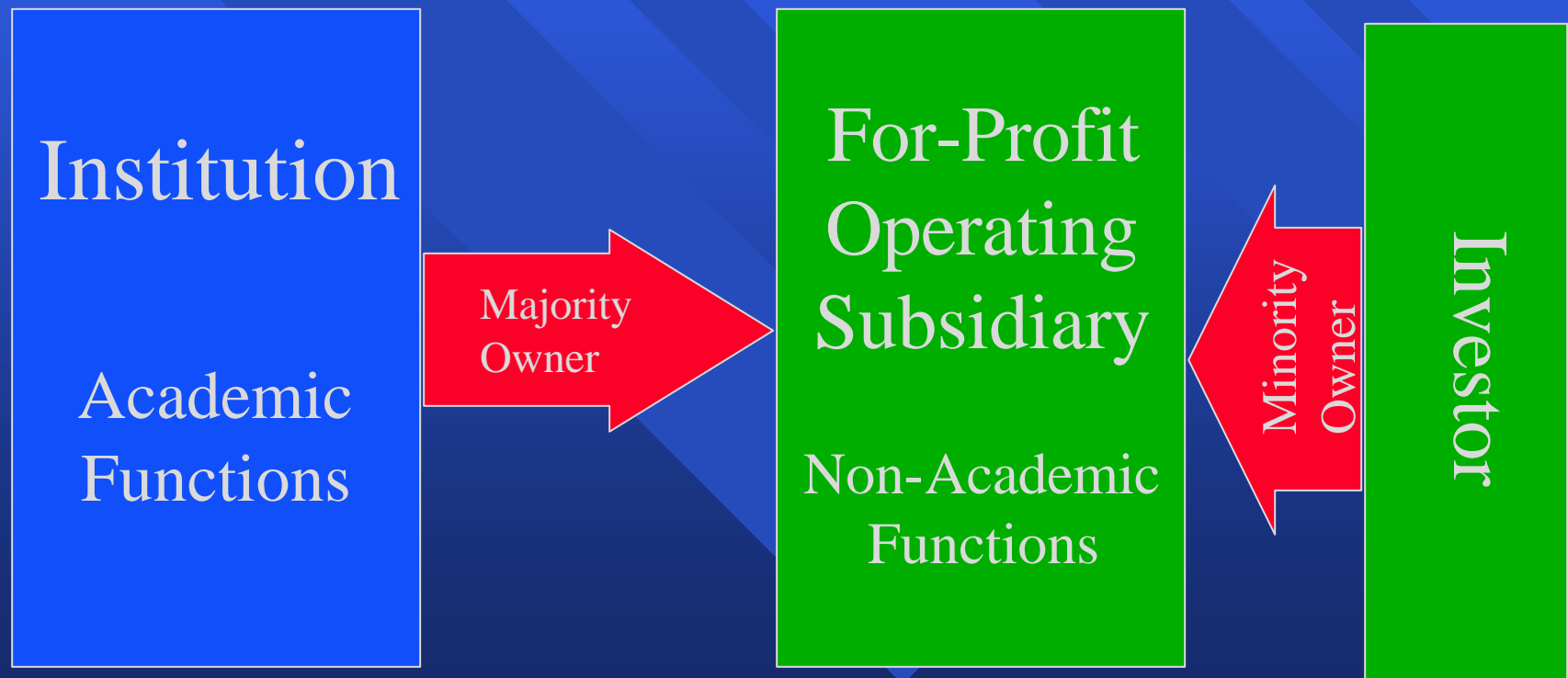
The Bifurcation Model

Institution

The Bifurcation Model



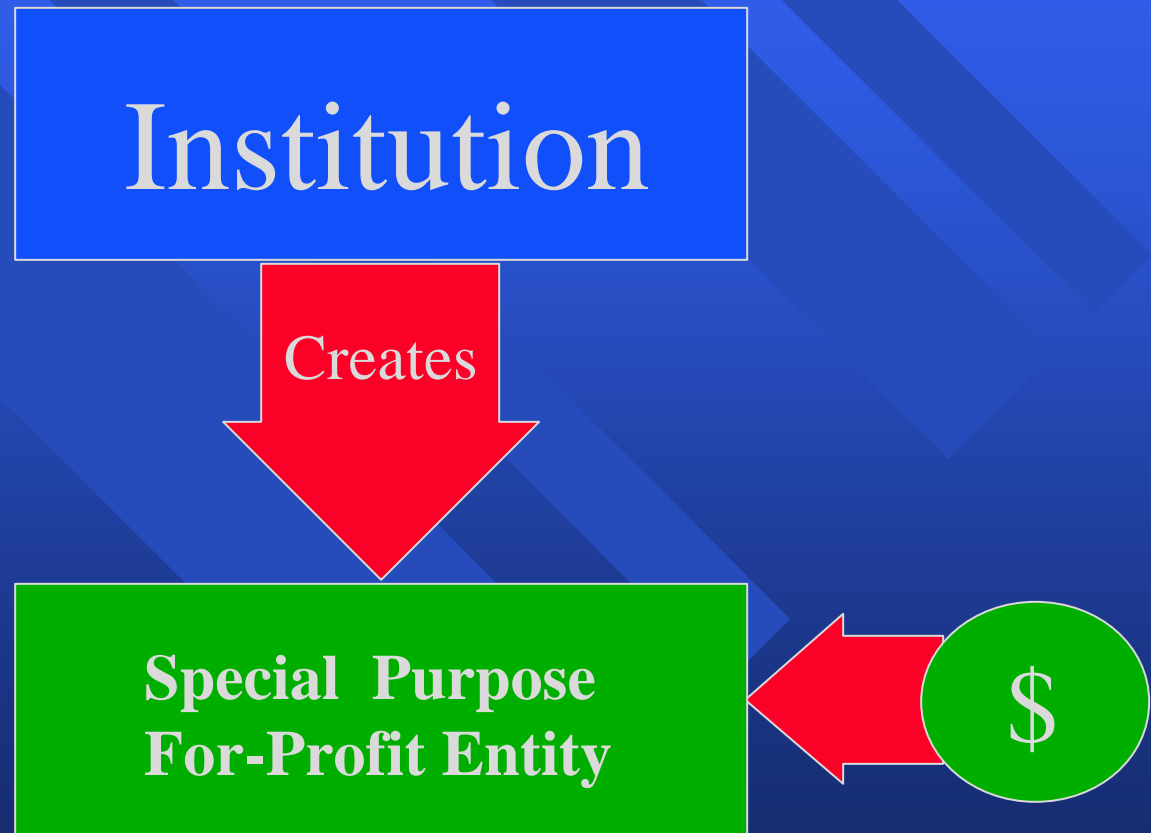
The Bifurcation Model



The Operating Subsidiary Model

Institution

The Operating Subsidiary Model

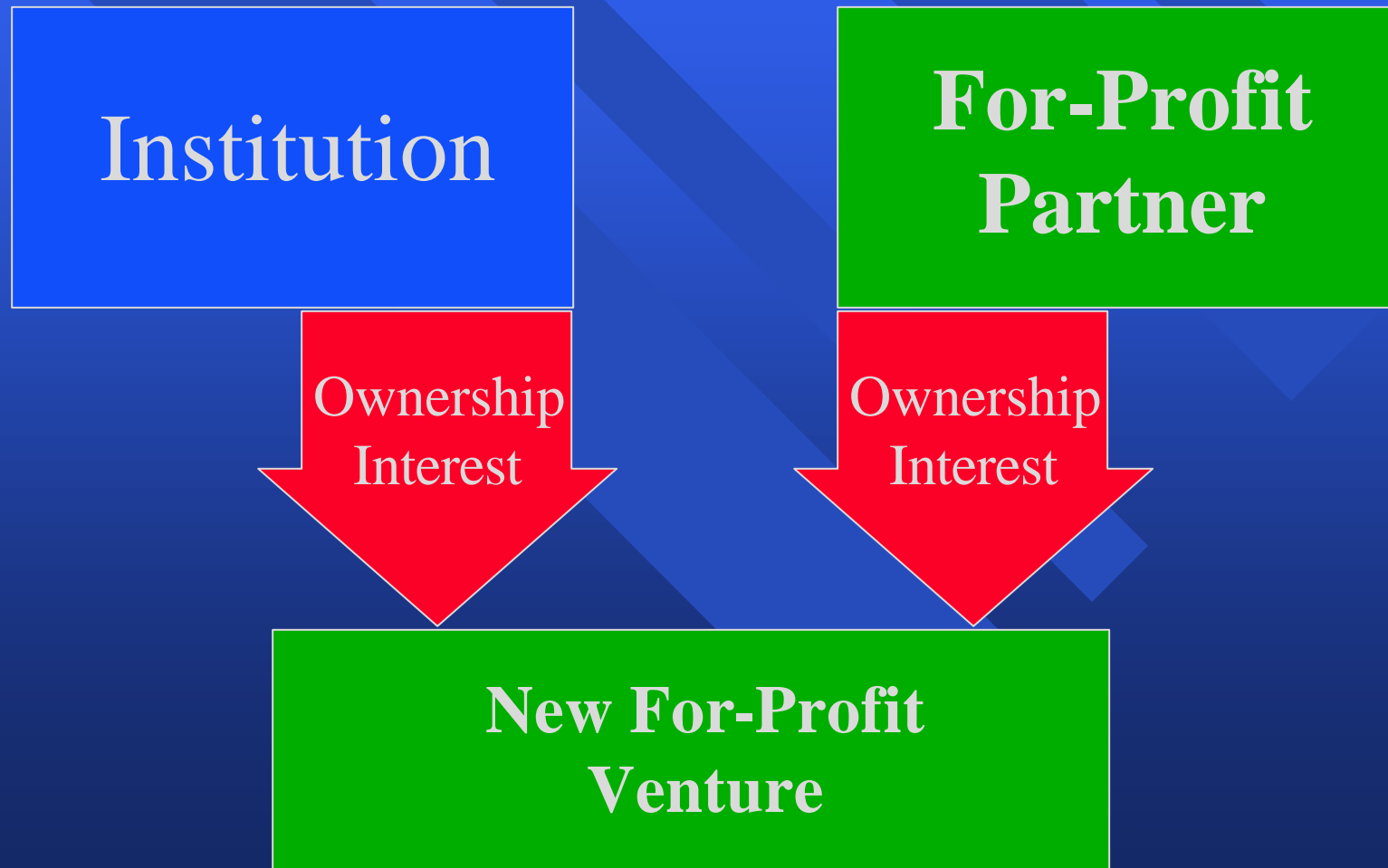


The Joint Venture Model

Institution

For-Profit
Partner

The Joint Venture Model



The Common Enterprise Model

Institution
A

Institution
B

The Common Enterprise Model

Institution
A

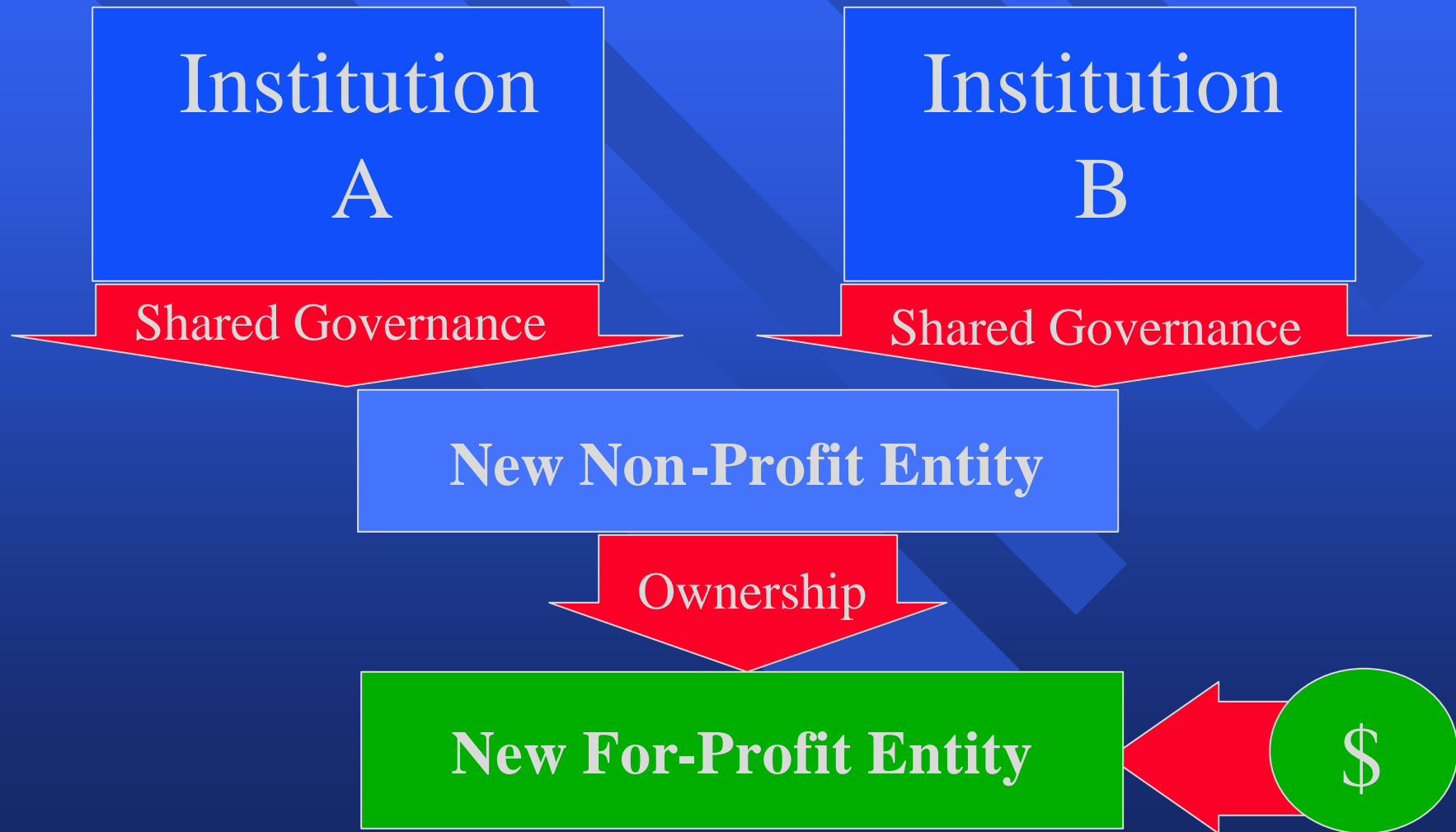
Shared Governance

Institution
B

Shared Governance

New Non-Profit Entity

The Common Enterprise Model



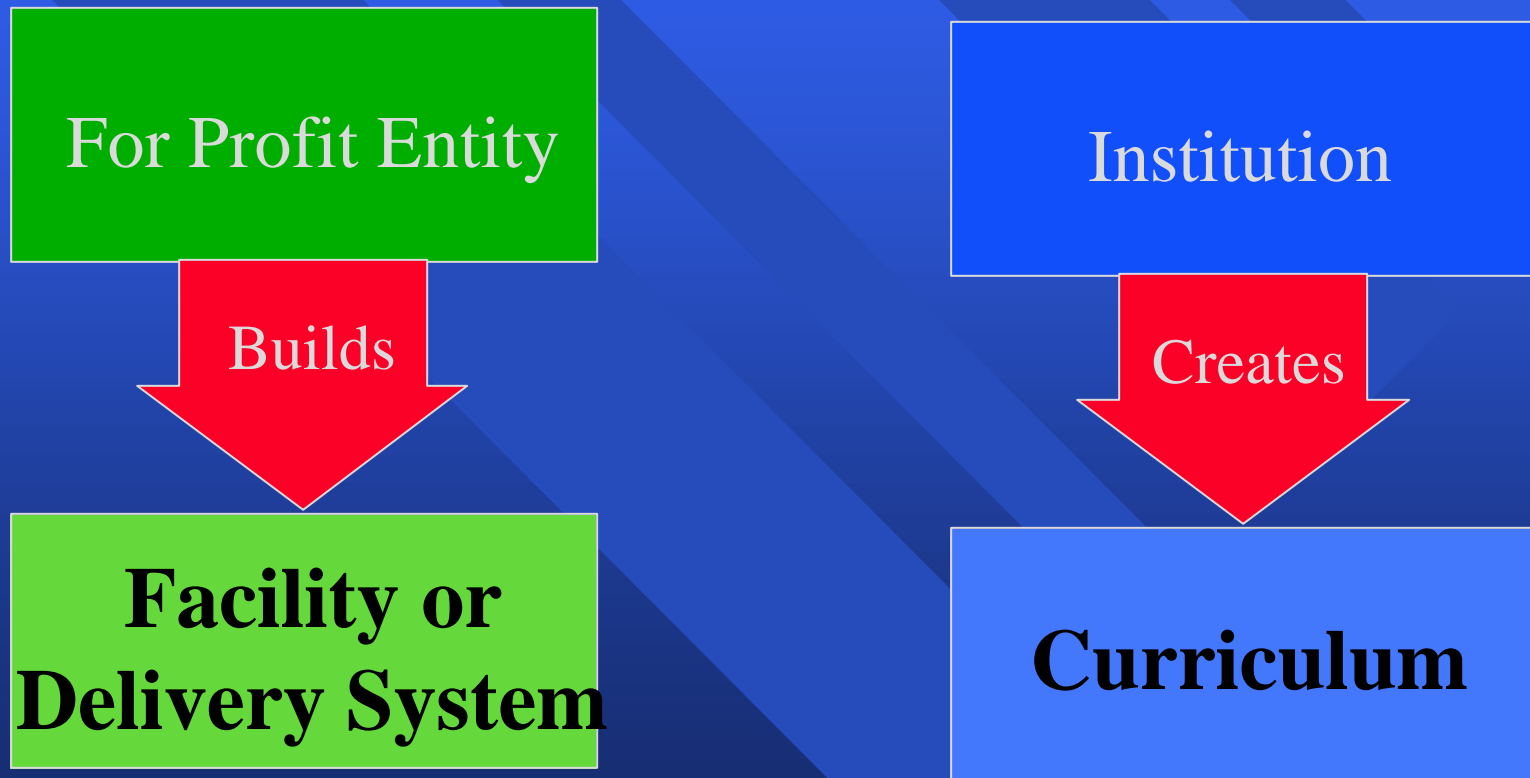
Services Model #1

For Profit Entity

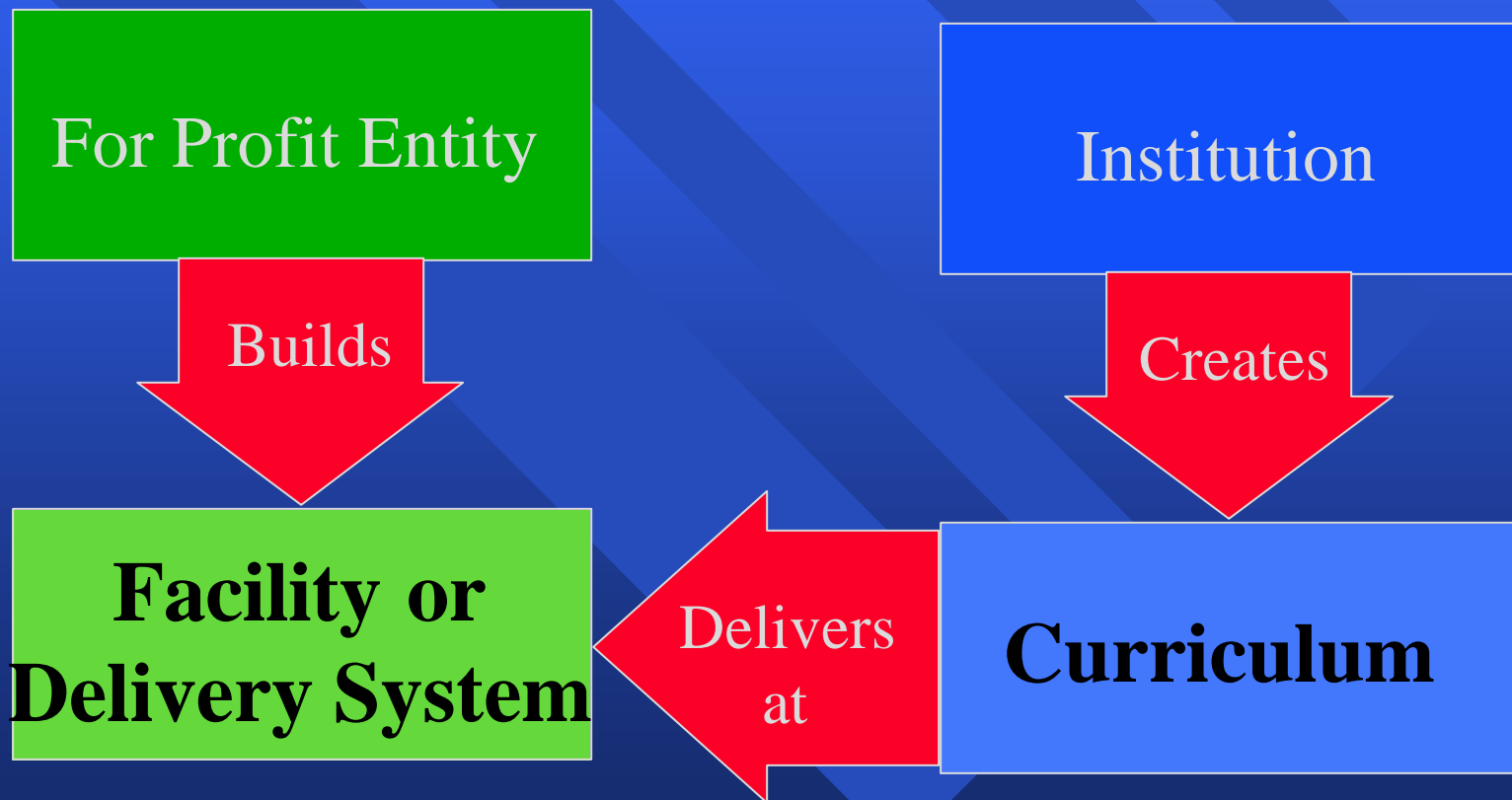
Builds

Facility

Services Model #1



Services Model #1



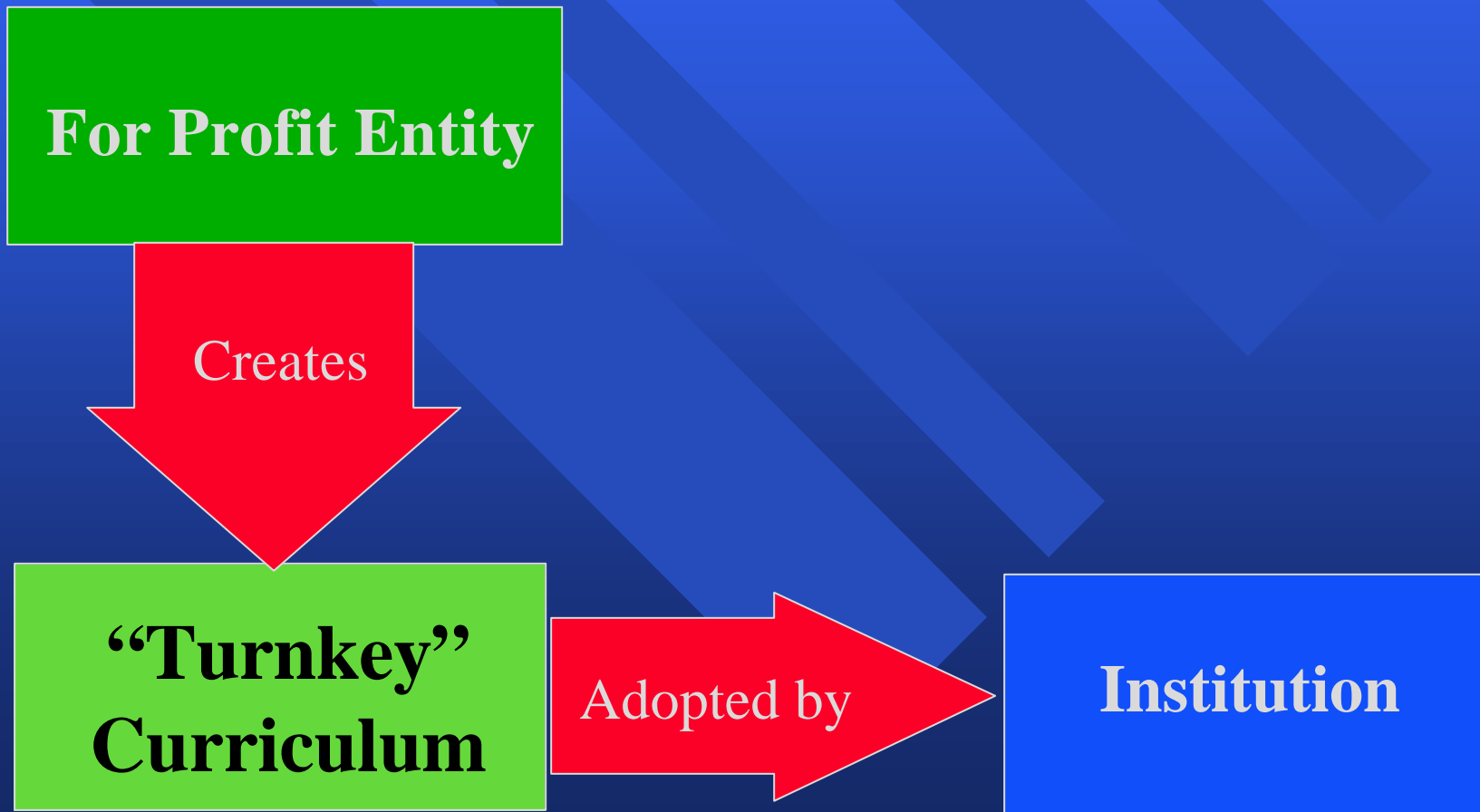
Services Model #2

For Profit Entity

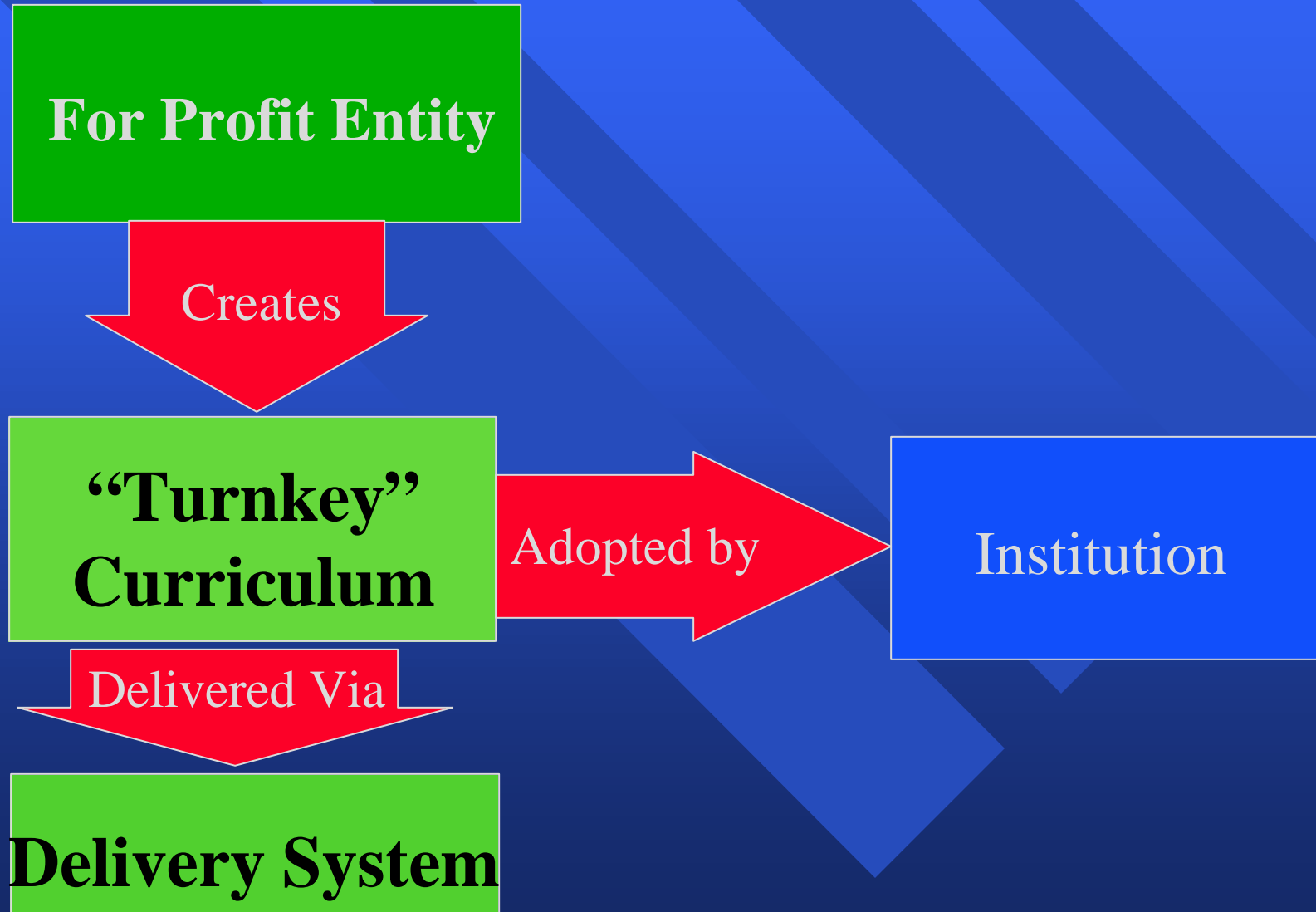
Creates

**“Turnkey”
Curriculum**

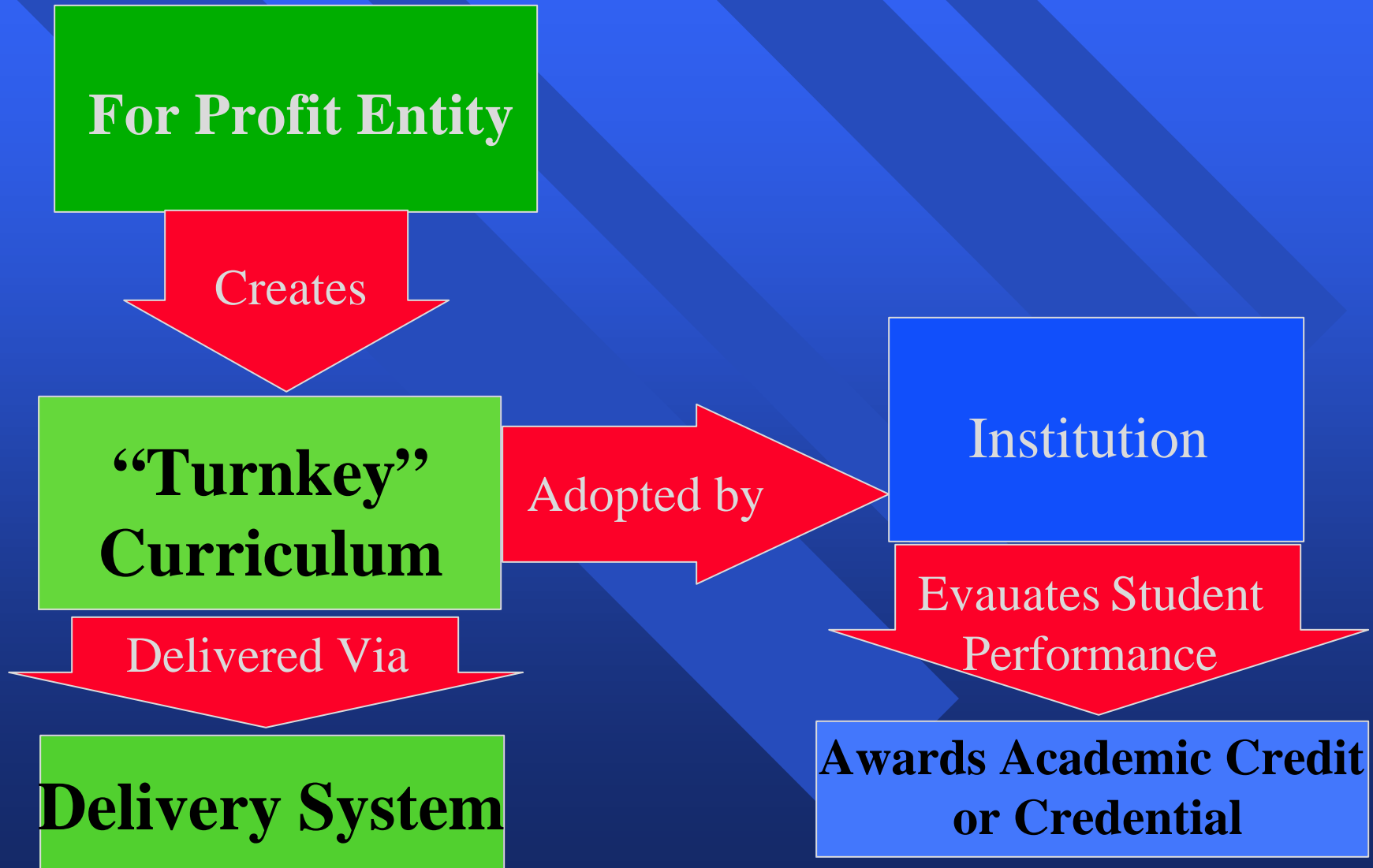
Services Model #2



Services Model #2



Services Model #2



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