

makes Intelligent Practice free to all kids by selling the nonpersonal data Intelligent Practice collects.

Siyavula is a for-profit business but one with a social mission. Their shareholders' agreement lists lots of requirements around openness for Siyavula, including stipulations that content always be put under an open license and that they can't charge for something that people volunteered to do for them. They believe each individual should have access to the resources and support they need to achieve the education they deserve. Having educational resources openly licensed with Creative Commons means they can fulfill their social mission, on top of which they can build revenue-generating services to sustain the ongoing operation of Siyavula. In terms of open business models, Mark and Siyavula may have been around the block a few times, but both he and the company are stronger for it.

Web links

- 1 www.gnu.org/licenses/fdl
- 2 www.capetowndeclaration.org
- 3 cnx.org
- 4 www.siyavula.com/products-primary-school.html