**Business Models in Education**

Resource Sheet

# K12

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| **Model** | **Description** | **Examples** |
| Freemium Consumer | Offer a basic set of features for free with the option for an individual to pay for premium features | [ClassDojo](http://www.classdojo.com/), [Showbie](http://www.showbie.com/), [Quizlet](http://quizlet.com/), [Tynker](http://www.tynker.com/), [Tales2Go](http://www.tales2go.com/) |
| Freemium Institution | Offer a basic set of features for free with the option for an institution or organization to pay for premium features | [Blendspace](https://www.blendspace.com/), [Engrade](https://www.engrade.com/), [Goalbook](https://goalbookapp.com/), [MasteryConnect](https://www.masteryconnect.com/learn-more/pricing.html), [Socrative](http://www.socrative.com/), [Schoolzilla](https://schoolzilla.org/), [Securly](http://www.securly.com/), [Kickboard](http://www.kickboardforteachers.com/), [TenMarks](https://www.tenmarks.com/), [Newsela](https://newsela.com/) |
| School District Sales (Field Sales) | Higher price point, often a bid or Request for Proposal (RFP) process required | [Edline](https://www.edline.net/Index.page) (Now Blackboard Engage), [eSpark](https://esparklearning.com/), [EducationElements](http://www.edelements.com/), [Study Island](http://www.studyisland.com/), [Amplify](http://amplify.com), [BrightBytes](http://brightbytes.net/), [BloomBoard](http://www.bloomboard.com/) |
| School District Sales (Inside Sales) | Lower price point, school leader discretionary spending | [Education City](http://us.educationcity.com/), [JupiterEd](http://jupitered.com/) |
| Direct to Consumer: Families and Educators | Selling directly to families and educators rather than institutions (products for parents, students, educators) | [Sylvan Learning](http://www.sylvanlearning.com/), [MindSnacks](https://www.mindsnacks.com/), [K12 Inc](http://www.k12.com/), [Connections Academy](http://www.connectionsacademy.com/home.aspx), [Various Educational Apps](https://www.commonsensemedia.org/lists/math-apps-and-learning-tools-for-kids), [TeachersPayTeachers](http://www.teacherspayteachers.com/) |
| Channel/Platform Partnership | Leveraging partners’ field sales resources and client relationships, Must be adjacent / value-added product | [Hapara](http://hapara.com/) (Google Apps) |

K12 Discussions:

* [Overview of K12 Edu Business Models](http://edtechhandbook.com/business-models/overview-of-edtech-business-models/)
* [Navigating the K12 Sales Channels](https://www.edsurge.com/n/2014-01-16-navigating-the-k-12-sales-channels)
* [Educelerate: K-12 Sales From the Seller’s Perspective (Video)](http://www.google.com/url?q=http%3A%2F%2Feducelerate.edreach.us%2F2013%2F06%2F10%2Feducelerate-workshop-k-12-sales-from-the-sellers-perspective%2F&sa=D&sntz=1&usg=AFQjCNHZ0yTuFwUiiHA3_Q0Ff704O_vIOg)
* [Educelerate: K-12 Sales From the Buyer’s Perspective (Video)](http://www.google.com/url?q=http%3A%2F%2Feducelerate.edreach.us%2F2013%2F05%2F01%2Feducelerate-x-school-district-sales-from-the-buyers-perspective%2F&sa=D&sntz=1&usg=AFQjCNGczB3l5OnkqG2q6V7oXVzcnMKV8A)
* [When Ed-Tech Startups Fail](http://mfeldstein.com/when-ed-tech-startups-fail/)
* [The Difference Between Freemium vs. a Pilot to Enterprise](https://www.linkedin.com/pulse/difference-between-freemium-vs-pivot-enterprise-anthony-kim)
* [Asia Perspective by Allison Baum](http://frescocapital.com/business-models-in-education/)

# Higher Education

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| **Model** | **Description** | **Examples** |
| University / College Sales | Sales directly to institutions | [2U](http://2u.com/), [Civitas](http://www.civitaslearning.com/), [Embanet](http://embanet.com/), [Knewton](http://www.knewton.com/), [Everfi](http://www.everfi.com/), [Blackboard](http://www.blackboard.com/), [Turnitin](http://turnitin.com/) |
| Direct to Consumer: Parents, Students | Tools and services paid for by parents or students. | [University of Phoenix](http://www.phoenix.edu/), [American Honors](https://americanhonors.org/) ([Quad Learning](http://quadlearninginc.com/)), |
| Test Prep (see below) |  |  |

# Test Prep, Online and Continued Learning

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| **Model** | **Description** | **Examples** |
| Pay Per Session / Course |  | [Udemy](https://www.udemy.com/), [Lynda](http://www.lynda.com/), [Kaplan](http://www.kaptest.com/), [General Assembly](https://generalassemb.ly/), [DevBootcamp](http://devbootcamp.com/), |
| Subscription | Access to all content for a set, recurring fee | [Skillshare](http://www.skillshare.com/), [Grockit](https://grockit.com/), [Code School](https://www.codeschool.com) |
| Pay for Materials | One time fee for unlimited access to a specific set of content | [Princeton Review](http://www.princetonreview.com/), [BenchPrep](https://benchprep.com/) |
| Freemium | Offer a basic set of features for free with the option to pay for premium features (including certification) | [Coursera](https://www.coursera.org/), [edX](https://www.edx.org/) |

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# Non-Profit

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| **Model** | **Description** | **Examples** |
| Large Grants & Donations | Large grants | [Wishbone](https://www.wishbone.org), [4.0 Schools](http://4pt0.org/), [BUILD](http://build.org), [iMentor](http://www.imentor.org/), [Teach for America](http://www.teachforamerica.org/), [Matchbook Learning](http://www.matchbooklearning.com/) |
| Small Donations | Many small donations | [DonorsChoose](http://www.donorschoose.org/) |
| Charter Management Organizations | Mix of public and foundation funding to develop (and often scale) school models | [KIPP](http://www.kipp.org/), [Aspire](http://aspirepublicschools.org/), [Green Dot](https://www.greendot.org/), [Harlem Children’s Zone](http://hcz.org/), [Uncommon Schools](http://www.uncommonschools.org/) |

*Non-Profit Resources:*

* [List of Education Foundations](http://educatedventures.com/Resources/)

*Business Models:*

* [Education Changemakers: Business Models Matter by MaRS](http://www.marsdd.com/news-and-insights/education-changemakers-business-models-matter/)
* [Freemium Pitfalls and Solutions](http://www.forbes.com/sites/brettnelson/2013/07/23/the-freemium-model-top-flaws-and-potent-fixes/)
* [Freemium in Education](http://avc.com/2014/07/freemium-in-education/)
* [Business Model Innovations](http://vizuarna.com/2011/12/21/review-of-the-book-business-model-generation-a-handbook-for-visionaries-game-changers-and-challengers/)
* [Emerging Business Models in Education (MaRS video)](http://youtu.be/vfAVELtpIjA)

*Investment:*

* NSVF: [Funding Trends](http://www.newschools.org/blog/closer-look-2013) / [List of Funders](http://www.newschools.org/wp/wp-content/uploads/K-12_Funders_of_Edtech.pdf)
* [2013 Investment List](https://docs.google.com/spreadsheet/ccc?key=0Ali1bcsfIH7RdGs4MDR4YjJJTFVYcTUwTHI3SXhMVHc&usp=drive_web#gid=3)
* [EdWeek: Investment Infographic](http://www.edweek.org/ew/section/multimedia/35-ventures-into-education.html)
* [Edtech’s Most Active Investors](http://www.google.com/url?q=http%3A%2F%2Feducelerate.edreach.us%2F2014%2F05%2F19%2Fmost-active-investors%2F&sa=D&sntz=1&usg=AFQjCNGWZLd6A0OpIuM75sW1YNR9VcUySg)

*Canvases:*

* [Business Model Canvas](http://www.businessmodelgeneration.com/downloads/business_model_canvas_poster.pdf)
* [How to Use the Business Model Canvas](http://www.businessmodelgeneration.com/downloads/businessmodelgeneration_preview.pdf)
* [Value Proposition Canvas](http://www.businessmodelgeneration.com/downloads/value_proposition_canvas.pdf)
* [Lean Canvas](http://www.startae.com.br/Lean-Canvas-en.pdf)
* [How to Use Lean Canvas](http://leanstack.com/LeanCanvas.pdf) / [Theory Behind Lean Canvas](http://practicetrumpstheory.com/2010/08/businessmodelcanvas/)
* [Stanford’s Social](http://csi.gsb.stanford.edu/sehub-pro-1) [Entrepreneurship](http://www.google.com/url?q=http%3A%2F%2Fcsi.gsb.stanford.edu%2Fsehub-pro-1&sa=D&sntz=1&usg=AFQjCNHHiUzlkhq0sQQ8Bb9TH511uevFkQ) [Canvas](http://csi.gsb.stanford.edu/sehub-pro-1)
* [socialbusinessmodelcanvas.com](http://www.socialbusinessmodelcanvas.com/)

***Have a resource we should be sharing here? email*** [***educationentrepreneurs@up.co***](mailto:educationentrepreneurs@up.co)