Going Online

SmartOn's lean approach to take your Higher Education Institute Online

Going Online involves a variety of considerations around strategy, resourcing, technology and capital.

We will help you craft the winning model that's unique to your institute

A phased approach focused on quality & capital efficiency

Testing Organizational Readiness

Launch online as a stand-alone offering

Add more products & channels

1) Pilot

a) Plug & play technology platform for testing

b) Readily available online courses from existing catalog

2) Stabilize

a) Market feasibility study and program selection

b) Course development

c) launch of Online Courses to new students

3) Scale

a) Course catalog expansion

b) Investments in tech - feature additions

c) Establishing as category / product leader

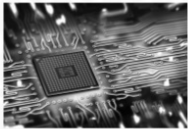| < $20k	< $100k	TBD

Investment by Phase

SmartOn's Role by Phase

A collaborative model where we help you build your internal capabilities

	Pilot	Stabilize	Scale
Technology	Whitelabel platform; tech support	Custom configurations; tech support	Handover / help outsource
Content	Courses form our existing catalog	Courseware development - global staffing model	Handover / help outsource
Marketing	Marketing, counseling and enrollments	Marketing and counseling	Handover / help outsource
Support	Academic + Non Academic + Tech support	Non Academic + Tech support	Handover / help outsource
Timelines	—————— 6-months —————	12-18 months —————	24-months

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