



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

1) Pilot

a) Plug & play technology platform for testing

b) Readily available online courses from existing catalog

< \$20k

Launch online
as a stand-
alone offering

2) Stabilize

a) Market feasibility study and program selection

b) Course development

c) launch of Online Courses to new students

< \$100k

Add more
products &
channels

3) Scale

a) Course catalog expansion

b) Investments in tech - feature additions

c) Establishing as category / product leader

TBD

Investment by Phase