

Peeragogy Business Canvas

4th Draft by: Joe

Designed by:

Peeragogy Team

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STATUS# Active

Key Partners

- *Dedicated peeragogues* are worker-members; they “pay” with sweat and “earn” both learning and shared revenues. [“Teachers” in old model.]
- *other orgs* that peeragogy contributors are involved with are involved as affiliates. [“Departments in old model”]
- outreach to a wider *network of peers* ... E.g. “I will post a note about this to my colleagues and see if they can help.”

Key Activities

- build structure that supports learning in various domains and levels
- Maintain high quality through “peer review” and continuous improvement of shared knowledge base
- In particular, focus on high-quality learning for all involved

Key Resources

- dedicated and contributing peeragogues.
 - online communication platform(s) - G+, Github, Gitter, etc.
 - Peeragogy handbook
- Possible:** a Trademark held by an official organization that can be licensed for use in “approved” peeragogy projects and affiliates.

Value Propositions

Learning in dialogue with other practitioners. Do as much or as little as you need. Build equity through contributions. ~~May offer a degree option to those who want to pursue it.~~ Low-overheads means massive savings can be passed along to customers, and that we can reach to markets that traditional education does not serve well. Compared to being a “normal” college student, this is more difficult (or adds further difficulty as an extra-curricular activity) *but* when things are difficult, we learn more and leave with practical skills. Relative to working in isolation, it’s better because we share workload, derive both practical and “intangible” benefits.

Customer Relationships

- As a co-operative organization, members both offer and consume services, including leadership. [“Student life” and “departmental meetings” in old model]
- One of the key relationships is based on helping people deeply investigate what they are trying to learn. [“Advising” in old model]

Channels

- *Direct contact* either with the peeragogy project or some affiliate. [“Sales” in old model]
- *Mediated contact* through book, website, or other sources.

Customer Segments

- *Contributing peeragogues* are members-by-donation; they pay with a combination of cash and work, get voting rights. [“Students” in old model.]
- *Users* may pay something for some concrete offering, e.g. a seminar, course, book, degree, etc., without becoming members [“Clients” in old model]
- *Spin-offs* can create new segments and new business models with new Business Model Canvases as part of the Accelerator; in some cases this may go along with revenue sharing [“New departments” in old model]

Cost Structure

To be determined by individual projects based on their own real costs. For example, if we want to run a University, we will have to consider administration, platform provision, grading, other student services, and so on. But in general we could keep our costs FAR below those of competitors, by involving end-users in the production of value.

Revenue Streams

Book sales, consulting fees, membership fees [“Tuition” in old model]. A legal entity that could receive funds would help revenue flow. A for-profit with a co-operative organization structure would match a revenue-sharing incentive structure. Also relevant for tax purposes. Keep “overheads” as low as possible. A “pay what you can” model for consulting fees may work.