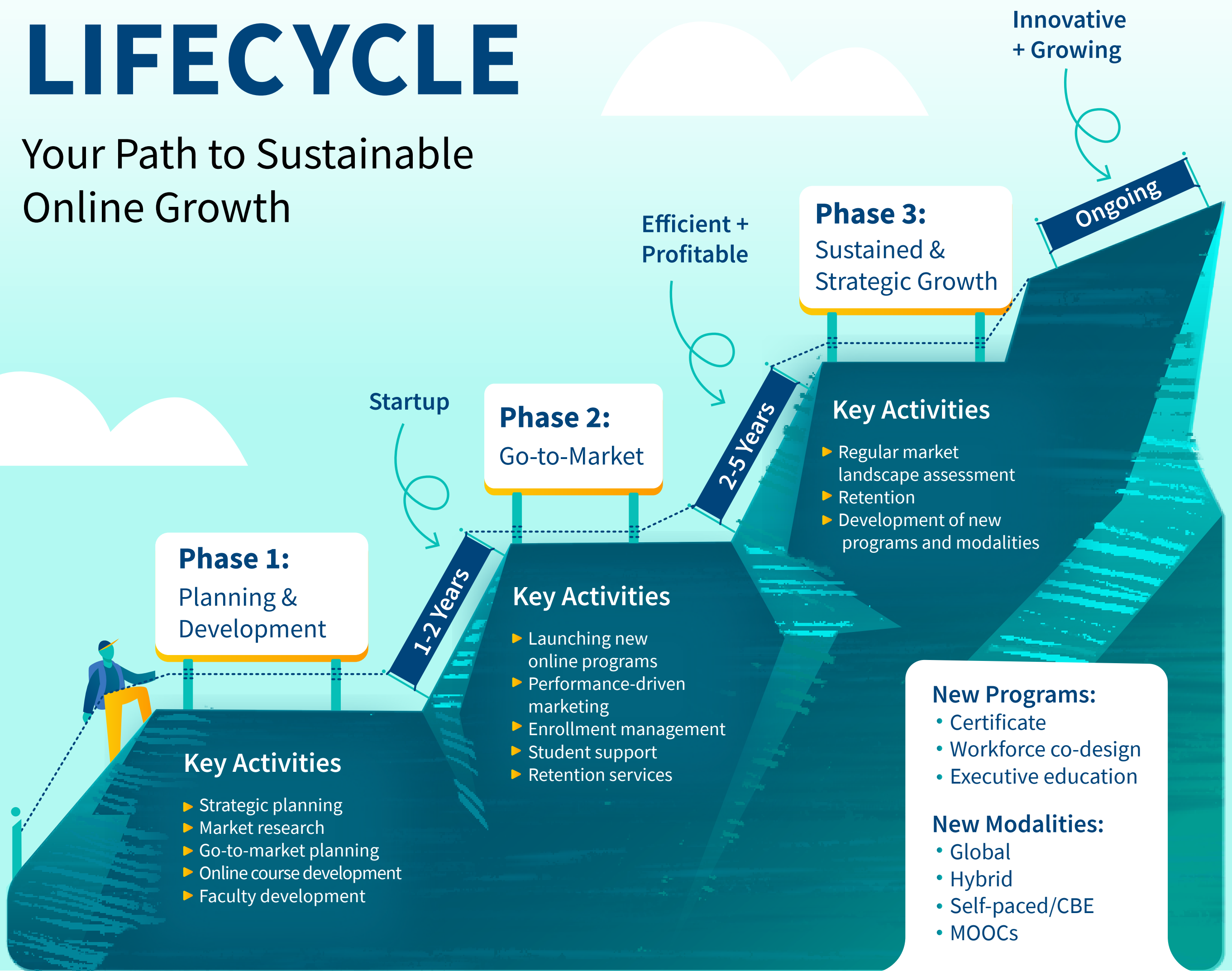


OPX LIFECYCLE

Your Path to Sustainable
Online Growth



PHASE 1:

STARTUP

Creating and executing on a strategic plan based on market landscape research and institutional capabilities to build out new online programs at an institution or school within a larger university.

Business model: start up, heavy initial investment

PHASE 2:

SCALING & GROWTH

Building a pipeline of enrollment through the launch of new online programs and promotion of programs to new audiences outside of the institution's traditional population.

Business model: ongoing investment with predictable ROI; creating efficiencies and becoming profitable

PHASE 3:

INDUSTRY LEADER

Leveraging brand awareness in the online space and predictable revenue and enrollment to pivot and adjust to the changing higher education landscape to meet prospective student needs.

Business model: investing in innovation and growth in new areas

Learn more at blackboard.com/opx