

'Successes and Challenges for open IP business models'

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While open approaches to software and content need not be revenue free, open business models are still evolving, and many lessons about their benefits and challenges are only starting to become clear. This presentation will compare traditional and open business models for educational software and content based on the presenter's real world experience leading both types of businesses during the past decade. It will also discuss similar examples from around the world, and seek to draw out key lessons for open software and open content business models in relation to innovation, scale, sustainability and investment.