

SUSTAINING DIGITAL RESOURCES

THE BUSINESS MODEL BOOTCAMP
FOR LEADERS OF DIGITAL PROJECTS IN THE ACADEMIC AND
CULTURAL SECTORS

Nancy Maron, BlueSky to BluePrint

May 20, 2016



- Strategic consulting, research and training
- Focus on business models, marketing strategy and product development
- Reports, case studies and tools freely available on website
- Customized training and workshops for project teams

BLUESKYTOBLUEPRINT.COM/

BASED ON THE COURSE...



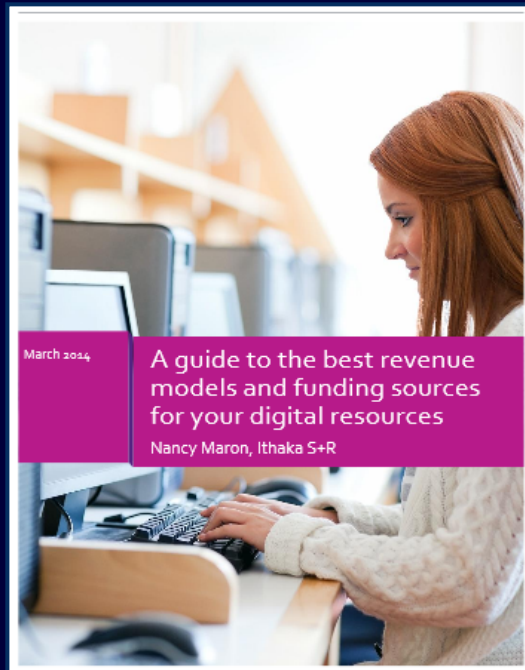
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BEST REVENUE MODELS...



- Includes briefs on each model with real-world examples and tips on how to decide if the model is for you.

http://www.sr.ithaka.org/wp-content/uploads/2015/08/Jisc_Report_032614.pdf

GOALS OF TODAY'S WEBINAR

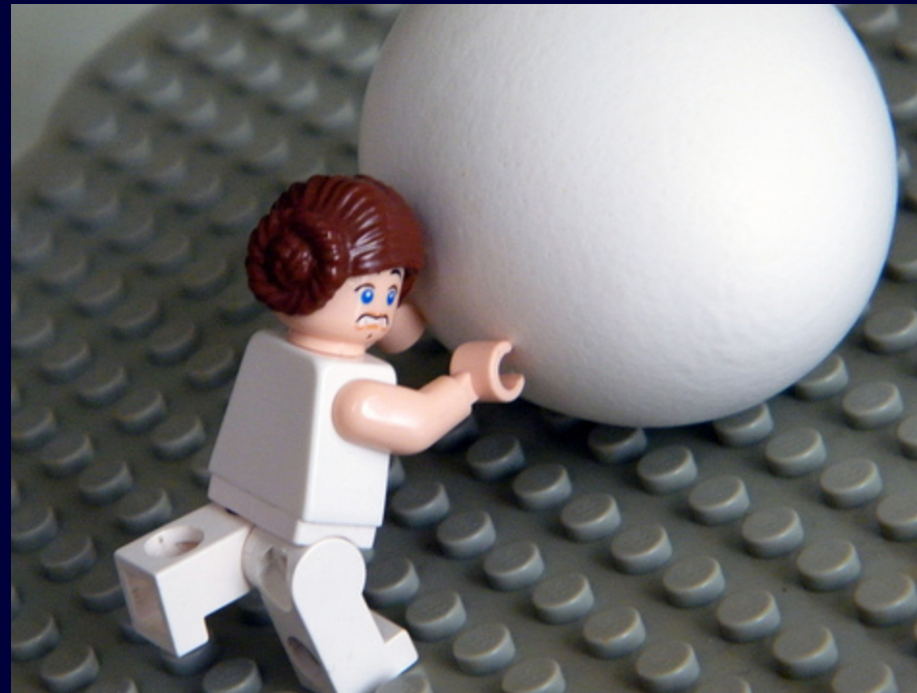
- Introduce a broader definition of “sustainability”
- To share info about the upcoming August workshop
- To answer your questions about both

WHEN TO START THINKING ABOUT SUSTAINABILITY

- EARLY (now!)
- Better to sketch out ideas very early and change them later
- An on-going process (grant proposal will be outdated fast!)
- Valuable for early stage thinking; critical for those with projects already underway

WHY LOOK BEYOND THE GRANT?

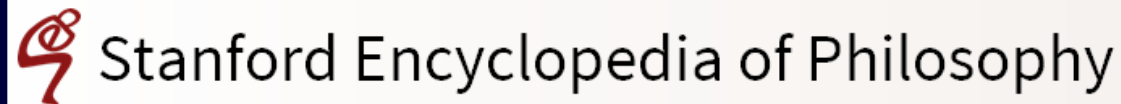
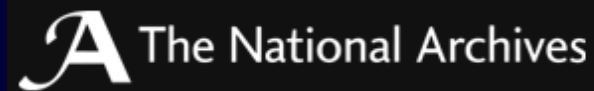
- Funders face the Sisyphean task of launching new innovations... that keep coming back for more support
- PIs, too, realize that funding may not last forever.
- How might PI's take a more entrepreneurial approach?



Flickr. Dani_Girl

<https://www.flickr.com/photos/postcardsfromthemothership/3385880850/sizes/m/>

CASE STUDIES IN SUSTAINABILITY (20+)



SUSTAINABILITY DEPENDS ON...

- What long-term impact do you want your initiative to have?
- Which elements need long-term support, and which do not?
- For those that are intended to continue, what will an ongoing, reliable, and recurring funding model look like?



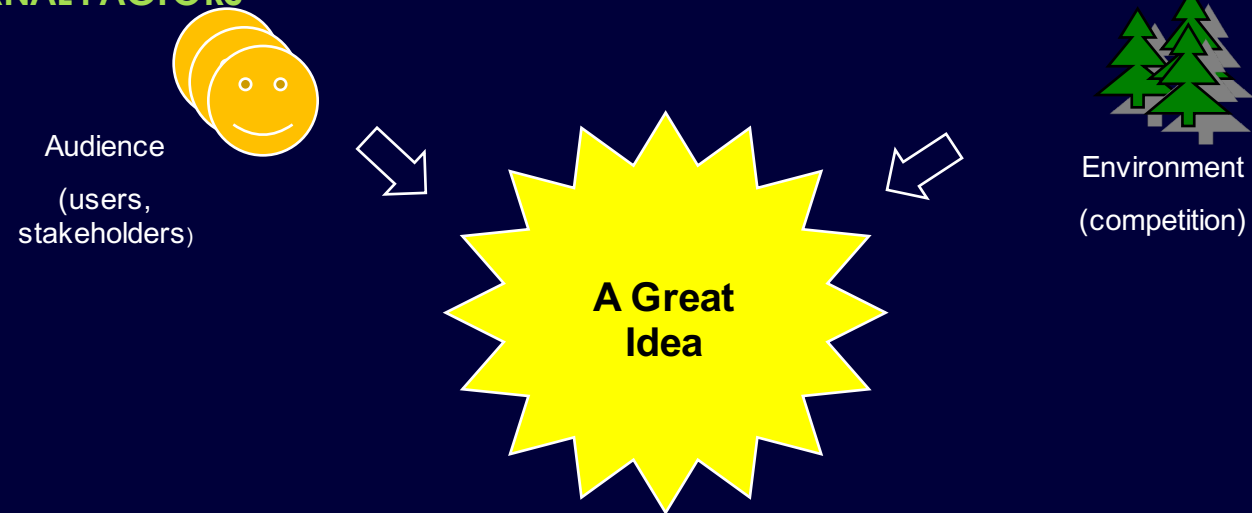
Jerzy Durczak, "Dead End" Flickr. Some rights reserved.
https://www.flickr.com/photos/jurek_durczak/6660149543/sizes/l

First, there is...



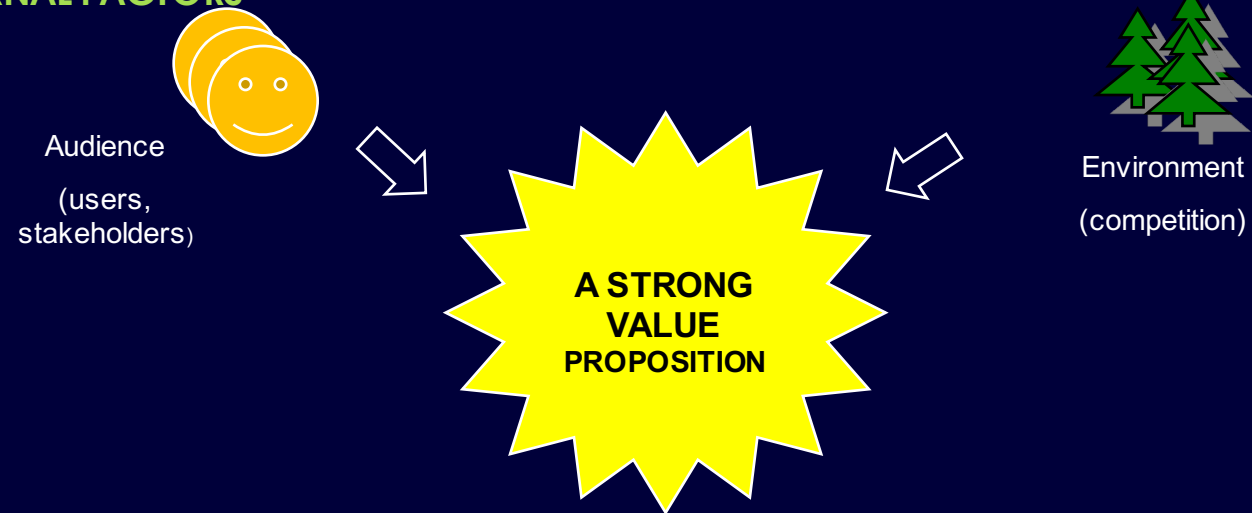
There are forces that may help you refine that idea...

EXTERNAL FACTORS



With project aims clarified, how to achieve them?

EXTERNAL FACTORS



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EXTERNAL FACTORS



INTERNAL FACTORS



A reliable, recurring cycle of investment and value

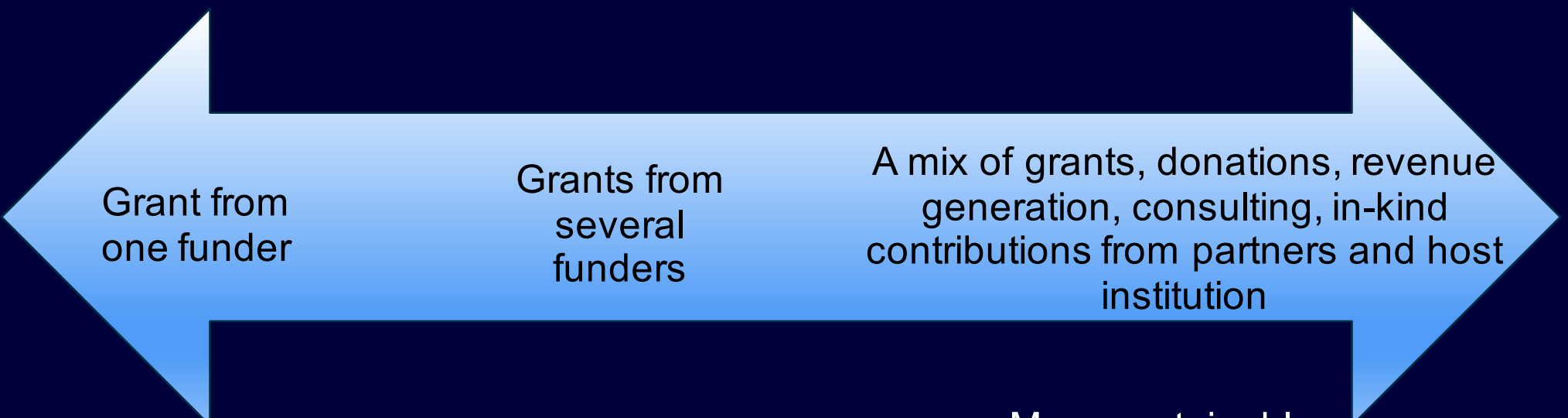
EXTERNAL FACTORS



INTERNAL FACTORS



FUNDING MODELS – A RANGE



Grant from
one funder

Riskier. Dependent on
one “customer” –the
funder.

Grants from
several
funders

A mix of grants, donations, revenue
generation, consulting, in-kind
contributions from partners and host
institution

More sustainable:
Recurring sources of
support. Success tied to
user need and demand

KEY STEPS TO SUSTAINABILITY

- **Define your long-range goals** for the project/center. **What do you really want to sustain?**

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Value proposition

BUSINESS MODEL BOOTCAMP

AUGUST 8-10 -- CHICAGO

[HTTP://BLUESKYTOBLUEPRINT.COM/](http://blueskytoblueprint.com/)

- Intensive in-person workshop
 - Work with teams and individuals from academia, libraries and other settings
 - Develop hypothesis for business strategy, and plans for testing it
-
- **Apply by June 30:** blueskytoblueprint.com



BUSINESS MODEL BOOTCAMP: TOPICS

AUGUST 8-10 @NORTHWESTERN

- Intro to Sustainability
- Goal Setting and Metrics
- Value Proposition
- The External Environment
- Understanding Audience
- Cost Management/Budgeting
- Funding Models

BUSINESS MODEL BOOTCAMP: APPROACH

AUGUST 8-10 @NORTHWESTERN

- Your time is spent learning new ideas and immediately applying them to **your** project
 - Mornings introduce new topics
 - Afternoons are for small group work with your team and others
- Teams are encouraged to apply

BUSINESS MODEL BOOTCAMP: PARTICIPANTS

AUGUST 8-10 @NORTHWESTERN

Just some of the institutions and initiatives of our past participants...

- nanoHUB, Purdue University
- University of Virginia Press
- Johns Hopkins University
- Cornell University
- Open Folklore Project
- Indiana University
- Museum of Fine Arts, Houston
- Rice University
- California Digital Library
- American Institute for Conservation
- Duke University
- University of Manitoba
- Federal Reserve Bank of St Louis
- University of New Mexico
- DataONE
- Center for Digital Antiquity
- University of Pennsylvania
- Simon Fraser University
- Michigan State
- VertNet
- UC Berkeley
- San Diego Supercomputer Center, UCSD
- Purdue University
- Metropolitan New York Library Council
- HABRI Central

SUSTAINING DIGITAL RESOURCES: BUSINESS MODEL BOOTCAMP

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AUGUST 8-10 -- CHICAGO

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August 8-10
@
Northwestern

- Intensive in-person workshop
- Create or refine the sustainability strategy of your innovative initiative
- Identify and test assumptions concerning goals, audience, competition, costs, revenue, and other forms of non-financial support.
- Teams are strongly encouraged! Participants are often from libraries, publishers, historical societies, scholarly societies and more.
- **Apply at** blueskytoblueprint.com