

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



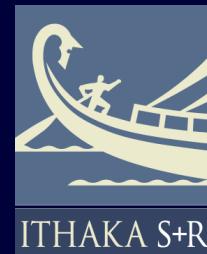
- Strategic consulting, research and training
- Focus on business models, marketing strategy and product development
- Reports, case studies and tools freely available on website
- Customized training and workshops for project teams

BLUESKYTOBLUEPRINT.COM/

BASED ON THE COURSE...



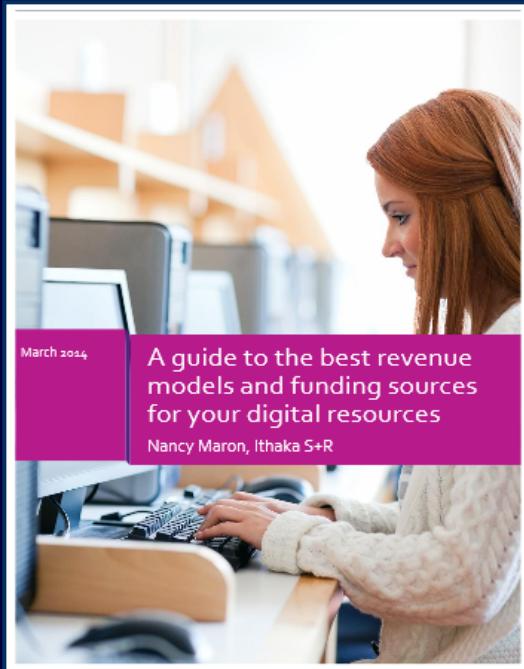
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BEST REVENUE MODELS...



- ▶ 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

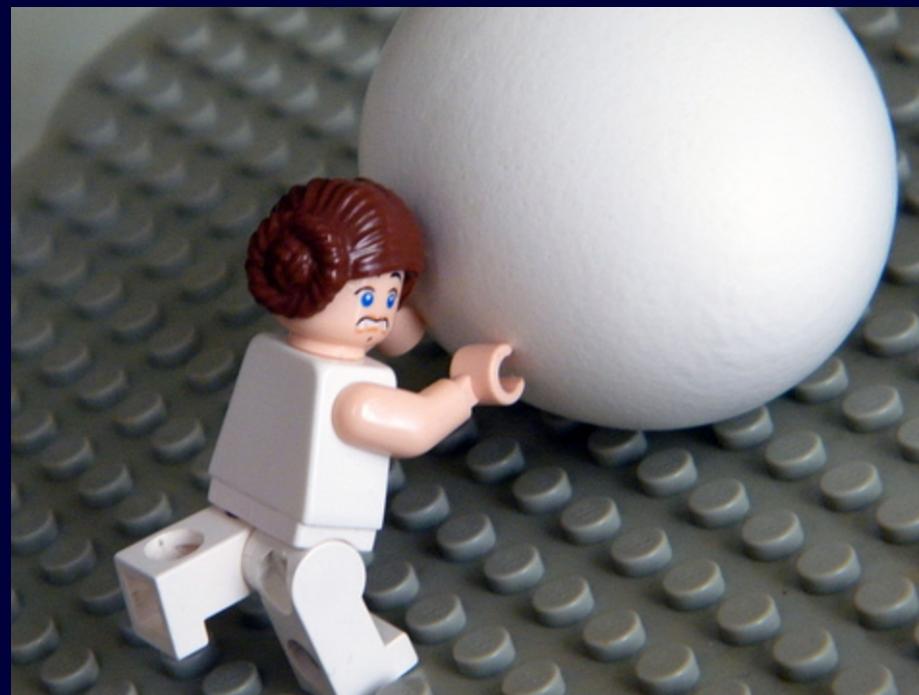
- Introduce a broader definition of “sustainability”
- To share info about the upcoming August workshop
- To answer your questions about both

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- An on-going process (grant proposal will be outdated fast!)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+)



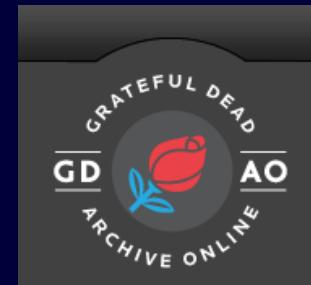
The National Archives

eBird

MSP2
Middle School Portal 2
Math & Science Pathways



Stanford Encyclopedia of Philosophy



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...

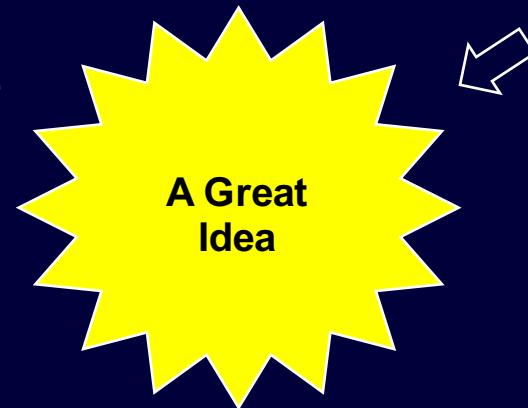
EXTERNAL FACTORS



Audience
(users,
stakeholders)



Environment
(competition)



With project aims clarified, how to achieve them?

EXTERNAL FACTORS



Audience
(users,
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A STRONG
VALUE
PROPOSITION

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EXTERNAL FACTORS



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INTERNAL FACTORS

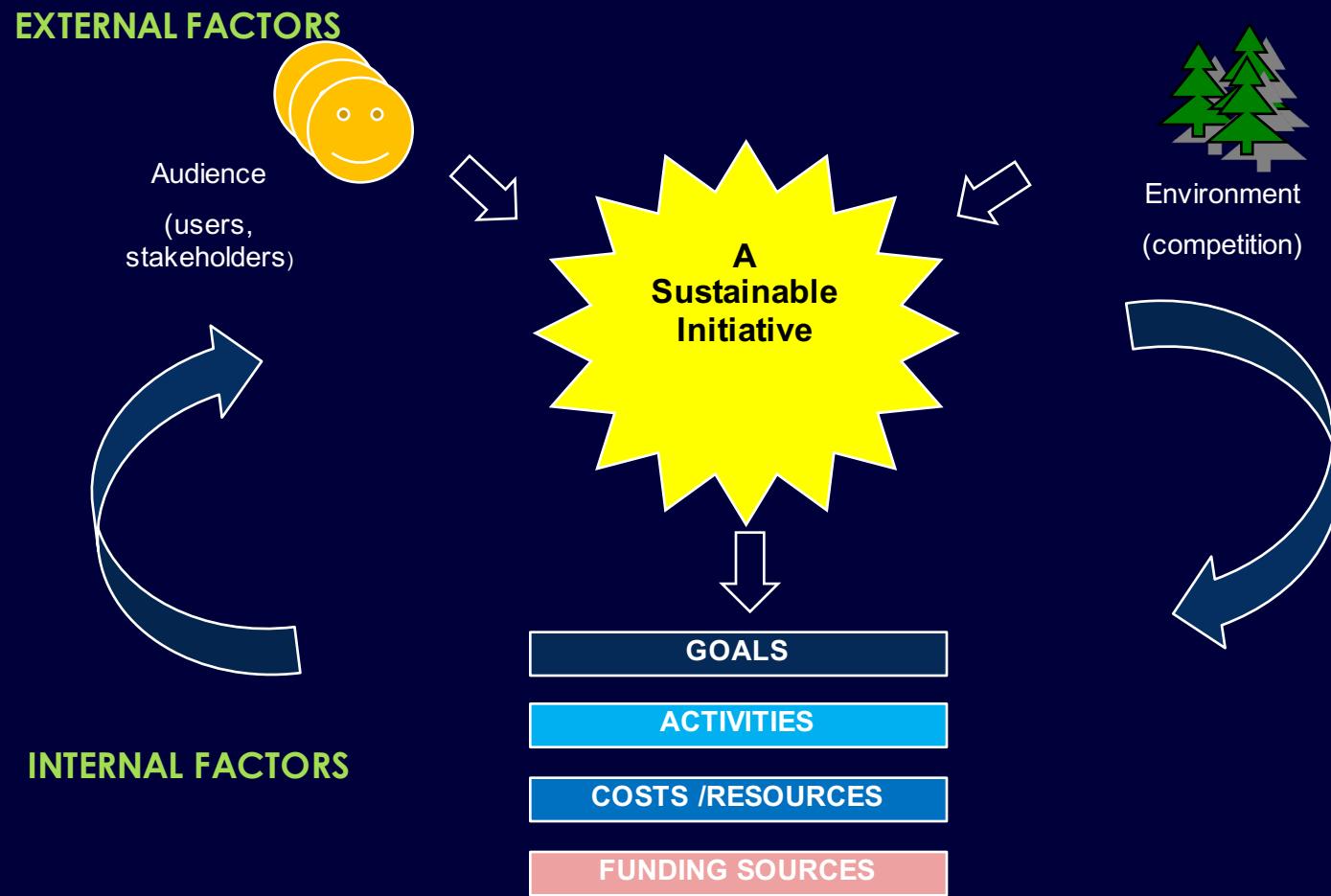
GOALS

ACTIVITIES

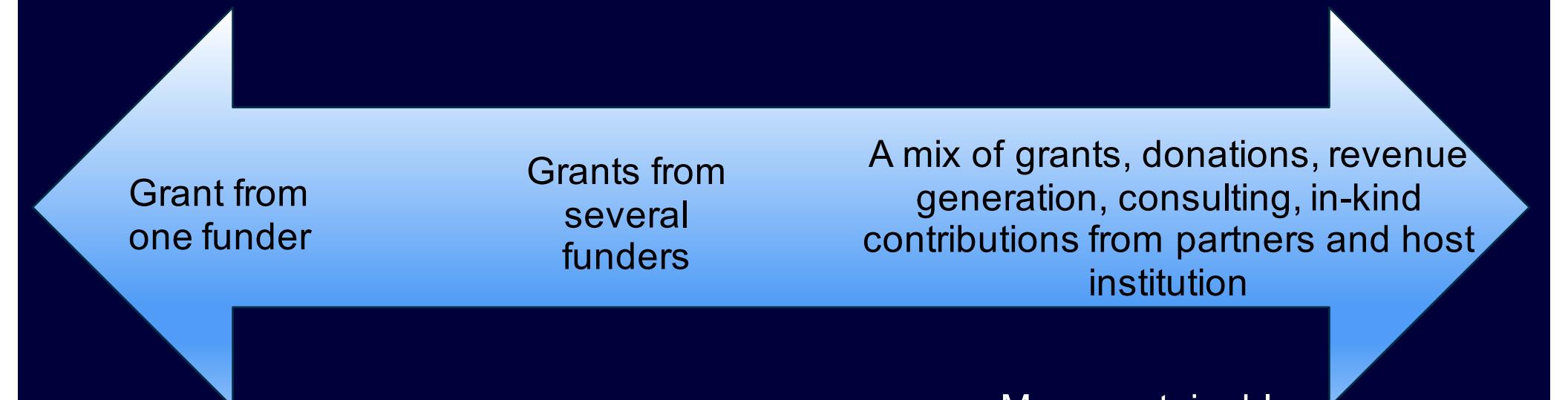
COSTS /RESOURCES

FUNDING SOURCES

A reliable, recurring cycle of investment and value



FUNDING MODELS – A RANGE



Grant from
one funder

Grants from
several
funders

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

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

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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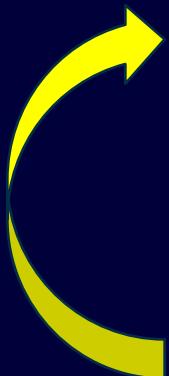
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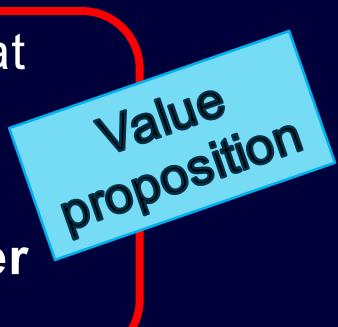
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Value proposition

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

BUSINESS MODEL BOOTCAMP

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