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Date: November 17, 2014
Subject: nuEX partners with Lynda

Many nonprofits are working with corporate employers to develop certificates that will lead to employment opportunities for their program participants or a designated population. For example, the [National Academy Foundation created certificates](#) that validate their program participants' learnings, and, in turn, employers (Verizon, HP, AT&T, JPM) recognized this certificate and hired from their talent pool.

[Tech Foundry](#)--a collective of tech startups in Western Massachusetts--asked numerous employers, "What skills do you want potential employees (underemployed, non-college degree, college degree, at-risk youth) to have in niche areas?" Tech Foundry learned that each individual employer had different skill requirements for tech jobs, so they simplified those skill requests into many different badges. Subsequently, they pitched the badge program to companies. Tech Foundry found that individual employers were interested in hiring potential employees with the achieved number of badges they deemed adequate. Imagine if Northeastern credentialed Tech Foundry's badge program. For example, Northeastern professors validated the learning/curriculum behind the badges by creating an overall employer badge quiz; then students who passed the badge skill set test were given Northeastern University certificates. Tech Foundry's badges and certificates would instantly become reputable to employers and the surrounding community.

Imagine if Northeastern credentialed Udemy's MOOCs. For example, Udemy's MOOC learners have the option to take Northeastern made quizzes at end of their MOOC; then those users, who passed the quiz, would receive certificates for completing a Northeastern University-Udemy MOOC. Udemy's competition, Udacity, is creating [nano-degrees](#), which are being accepted by prestigious employers. To me, there exists an opportunity to create new revenue streams by credentialing online learning platforms that have gained a tremendous amount of traction. In my opinion, we should start with Lynda.

nuEX partners with Lynda

nuEX should partner with Lynda (and other credible platforms) and provide quizzes at the end of the modules; then create Northeastern University non-degree skill credentials (access keys or certificates). If Lynda users earn Northeastern University certificates, they can enter into our employer project marketplace (Learnx), but they would have to pay for access and/or certificate.

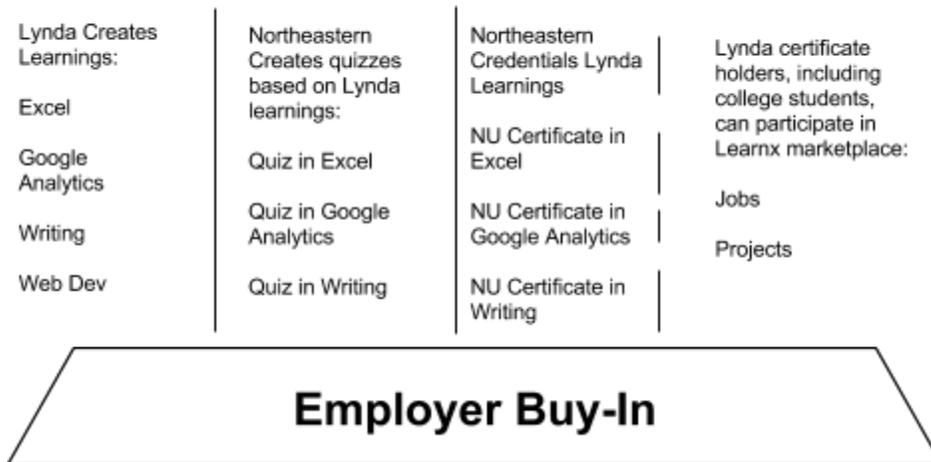
Most universities are not credentialing existing forms of online learning because it's foreign to them. Universities also do not want to risk their brand, instead they are creating their own

online learning modules (i.e. edX). The latter is time consuming and costly. I believe credentialing online learning platforms that have gained a significant amount of traction, like Lynda and Udemy, is a potential market opportunity for Northeastern. Therefore, I recommend testing this hypothesis by credentialing Lynda learnings. Here are some facts driving my opinion:

- Lynda is now gaining a significant amount of traction because of their content library, but it took them 8 years to start gaining traction. Lynda has over 4 million users (as does Udemy).
- Lynda is either licensing or selling the product to multiple universities, especially because all of Northeastern University students now have access.
- Lynda focuses on a plethora of niches; design, web, movie, audio, 3D, business, and photography. It also has basic, intermediate, and advance excel learnings.
- Lynda already has prestigious clients: Adobe, Microsoft, and Full Sail University.

Lynda users with Northeastern University certificates can access our employer marketplace (Learnx); then nuEX would spend less time trying to find customers and creating a content library, but rather developing the project/employer side of the marketplace.

nuEX partners with Lynda to provide credential



Northeastern University’s core competency is co-op, which is why credentialing online learning platform’s MOOCs and providing access keys to an employer marketplace (Learnx) creates a credible perceived value proposition. Northeastern would seemingly have first mover advantage in this market. In this capacity, nuEX would operate as an OEM and accelerate Learnx’s product development all the while creating additional revenue streams for Northeastern University.

Northeastern University’s brand is growing in the Massachusetts-area and beyond, and nuEX should at minimum test the viability of credentialing because this could help Learnx go-to-market much faster by forgoing the content creation platform, creating quizzes and

credentials, and focusing on the project-employer-side of our marketplace. To test this hypothesis: nuEX must secure buy from Lynda, create quizzes, sell corporate human resource departments on Lynda learnings and/or our certificates/brand, and secure internal buy-in from University officials.