Disrupting Class:
How Disruptive Innovation Will Change the Way the World Learns

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education|evolving

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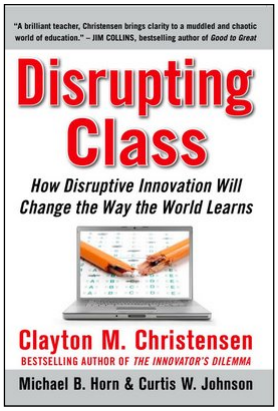

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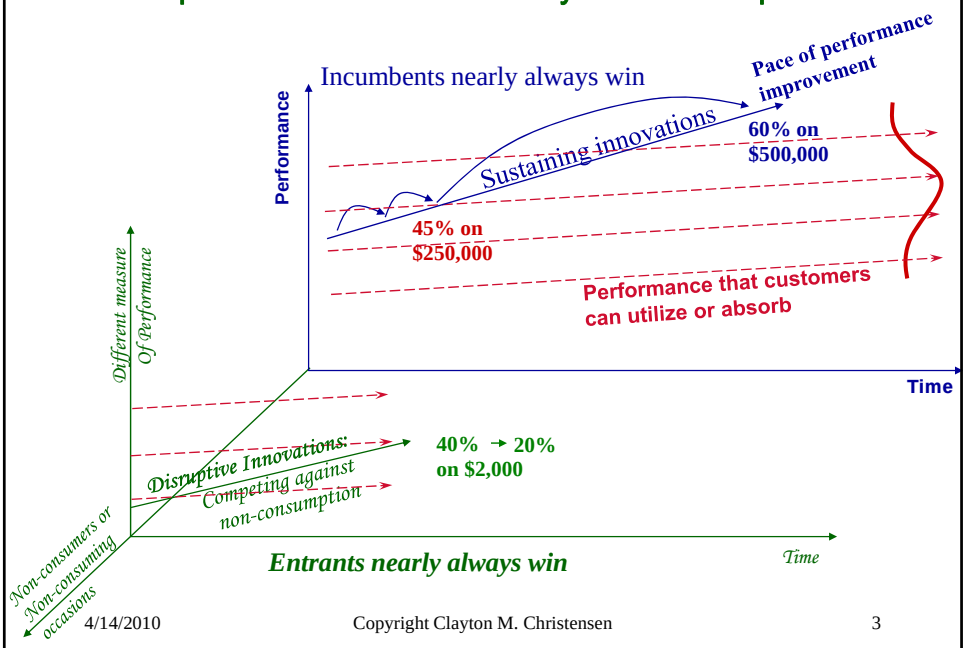
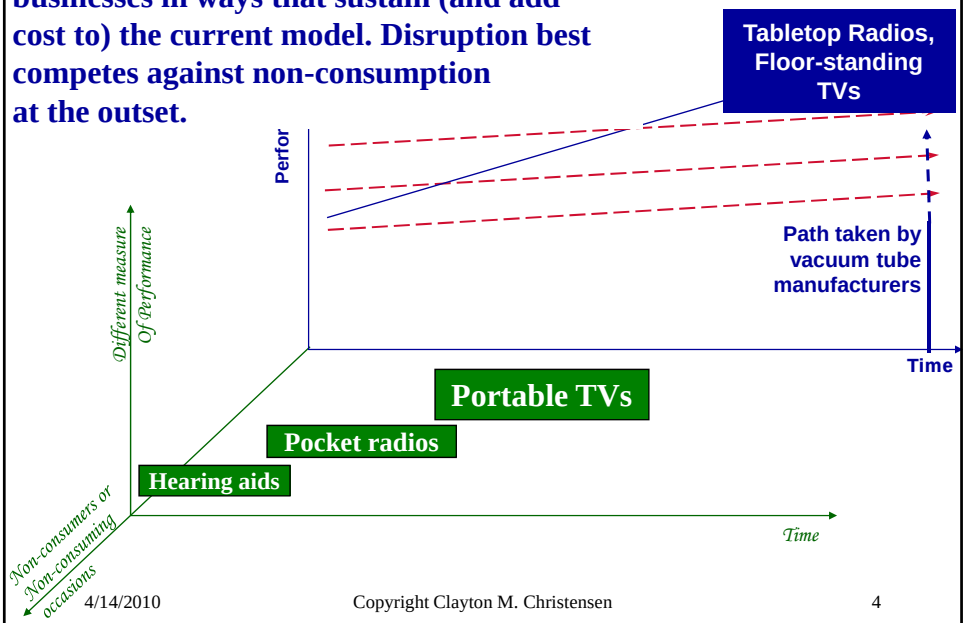
Disruptive Innovations create asymmetric competition



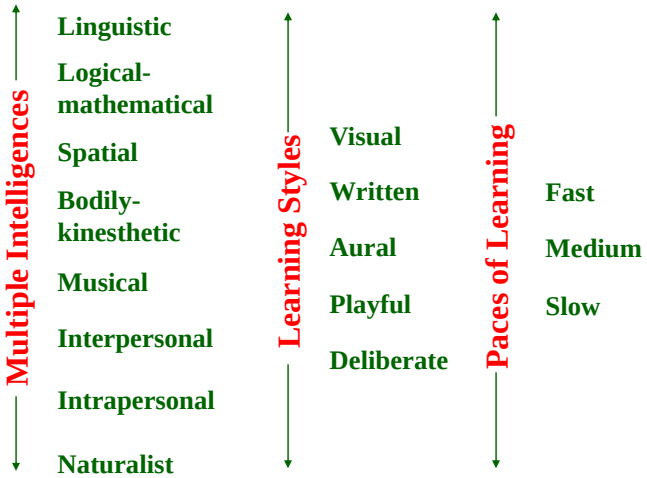
Technology can only be deployed in existing businesses in ways that sustain (and add cost to) the current model. Disruption best competes against non-consumption at the outset.



K12 business model ripe for disruption

Worn Out Assumptions	Emerging Realities
Knowledge scarce, hard to access	Knowledge readily available
Subjects – courses – sequence	Multi-dimensional learning
Improvement by command	Crucial role of motivation
Students learn same way/same time	Kids more different than ever
Standardization – batch processing	Radical personalization

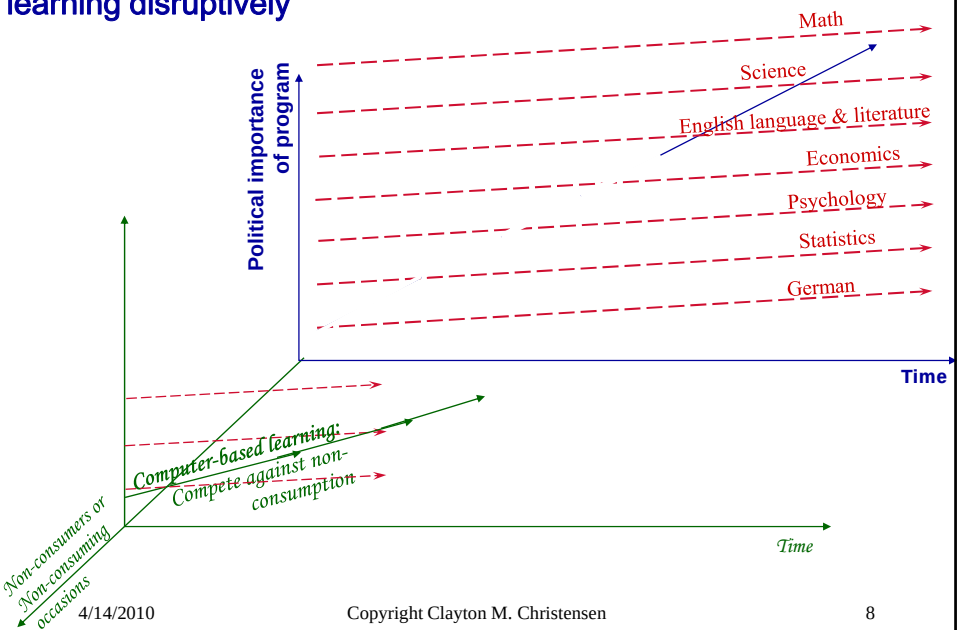
We all learn differently



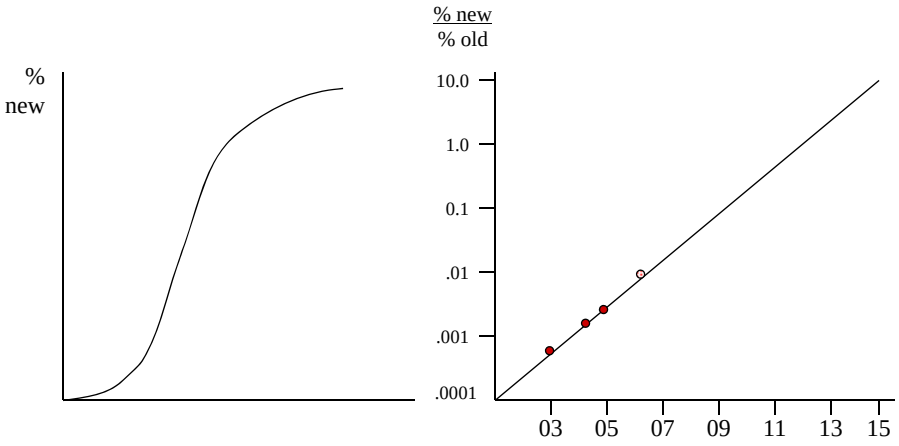
Prime examples of non-consumption

- Credit recovery
- Drop-outs
- AP Courses
- Home-schooled and homebound students
- Small, rural, and urban schools
- Tutoring
- Pre-K

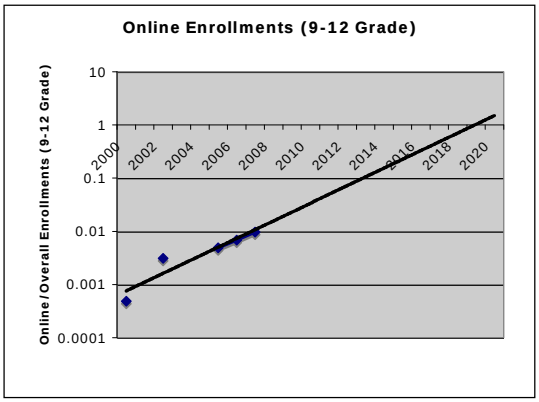
Perfect opportunity to implement computer-based learning disruptively



The substitution of one thing for another always follows an S-curve pattern



Online learning gaining adoption



Enrollments up from 45,000 in 2000 to 1,000,000 in 2007