

Lifelong
Learning
Programme



iPortal

Integrated Platform with Online Resources
for Teaching of All Languages

Exploitation Plan



Index

Introduction	3
Work Package 9	3
Sustainability	4
Further Development	5
Marketing	7
Appendix A Intellectual Property Agreement	9

Introduction

The purpose of this document is to formulate an overall plan of exploitation of the products developed by the iPortal consortium. The plan identifies the strategies to ensure the ongoing availability and usage of the iPortal platform, how it will be sustained and how it will be further developed. For the purposes of this plan, references to iPortal include all three strands of the platform: the resource base and e-learning systems, the virtual classroom and the virtual environment. The exploitation plan is one of the deliverables of WP9 of the work plan and sets out in more detail how the outcomes of WP9 will be developed. WP9 needs to be seen in conjunction with WP11 Dissemination as there are some overlapping elements and to a great extent, WP9 builds on the work achieved in WP11.

WP9

This work package sets out five sets of deliverables to be achieved as part of the exploitation strategy. These are:

- The on-going development of the databases with potential users of iPortal. These will be used by partners to continue to promote, develop and market iPortal.
- Workshops in each partner country to promote the use of iPortal
- Running trial language courses in each of the partner countries
- Developing agreements with language education centres and providers to use iPortal
- Developing an agreement for determining the property rights of iPortal among project partners

This plan incorporates these deliverables into three main strands.

- Sustainability
- Further Development
- Marketing

Sustainability

As an online platform, the first strand of sustainability is ensuring that it continues to be maintained and available online. Through the project funding, F21 has purchased servers to host the iPortal platform. F21 will continue to use these servers to host and maintain the iPortal after the end of the funding period and for a minimum of five years. The aim is to develop the platform partly on a commercial basis, which will provide funding for its longer-term maintenance and ultimate upgrading.

The virtual environment strand of iPortal is hosted by a third party and has been leased during the course of the project. Although this leasing technically ends at the end of the project, F21 has made arrangements with the leasing company, which guarantees on-going access to the iPortal island until at least August 2016. By this time, income generated by the commercial strand of the iPortal marketing will be allocated to this as a priority to ensure longer-term access to the iPortal island.

The aim is to promote the product beyond the existing consortium and users, and the ways in which this will be achieved are set out in the marketing strategy.

Established and new users will continue to have free access to the platform and the resources that have been developed through the project. For those who have already used it during the funding period, partners will continue to offer free advice and support.

In the later part of the project, P2 developed an online marketing campaign to promote the project and partners will continue to follow up responses to that campaign after the end of the funding period.

Part of the longer-term sustainability strategy is to ensure that there is clarity over ownership of intellectual property. As an EU funded KA2 project, the ownership of the iPortal and its resources belongs collectively to the partnership. As there will be a commercial strand to the iPortal after the end of the period, the use of intellectual property, including that of future developments, together with the distribution of any income generated needs to be established. Partners have therefore set up an intellectual property agreement for this purpose

Further Development

There are various ways in which the iPortal can be developed after the Language project finishes and these are areas that partners will explore through the marketing and once income is generated.

Language Learning

The iPortal platform has been developed as a language learning tool and it currently hosts language learning resources in English, German, Spanish, Polish, Turkish and Bulgarian. There are also some additional resources that have been developed in French. The exemplar resources are available for absolute beginners (called CEFR level A0) to B1 on the CEFR scale. The language resources can be developed further in three ways.

- Firstly additional resources can be provided for different topics in the existing languages at the existing levels.
- Secondly additional resources can be developed at higher levels of the CEFR scale.
- Thirdly resources can be developed in additional languages.

In order to facilitate this, the iPortal has developed a Resource Centre. This is where teachers of any language from anywhere in the world can upload resources to share and download resources that have been made freely available. This facility will remain free to all users and partners expect that it will develop its own dynamic to build up a large repository of language learning resources. This has already started through the introduction of some French resources. Promoting this strand of the iPortal will be a key part of the marketing plan.

Our targets by the end of the first two years of further expansion and promotion are that 100 additional teachers and 2000 additional learners will be reached by expanding the existing language provision at the existing levels.

50 additional teachers and 1000 additional learners will be reached by developing the language provision at higher levels of the CEFR scale

100 additional teachers and 2000 additional learners will be reached by developing additional languages

Our targets by the end of the first two years of further expansion and promotion are that 100 additional teachers and 2000 additional learners will be reached by expanding the existing language provision at the existing levels.

50 additional teachers and 1000 additional learners will be reached by developing the language provision at higher levels of the CEFR scale

100 additional teachers and 2000 additional learners will be reached by developing additional languages

An e-learning platform

The iPortal platform has many elements to it, which are of great use to learning providers looking to develop online teaching and learning. The platform has administrative and communication structures, generic resource development systems, tools for assessment and recording, and the virtual classroom. These are all resources that can be used for any form of e-learning and are not language specific. A further development strand is therefore using the iPortal for subjects other than languages.

Our targets by the end of the first two years of expansion into new subject areas are that 100 additional teachers and 2000 additional learners will be reached.

In using the iPortal as a general administrative tool, the target is to have up to 1000 teachers using it and up to 10000 learners subscribed by the end of the second year.

The Virtual Environment

The iPortal island has been designed with language learning specifically in mind and the venues are intended for use primarily in transactional language learning at CEFR levels A1-B1. The learning island can however be developed further by adding other venues for language learning or by adapting the venues to facilitate the learning of other subjects.

Technical Developments

Subject to further project funding and/or income generation, F21 aims to undertake the following technical developments over the next three years:

- Launching of a Rating system
- Improvement of the User Dashboard
- Adoption of advanced methodologies, like suggestopedy and desuggestopedy
- Integration of new statutes such as assistant teachers, passive accounts etc.
- Provision of improved accessibility for people with different disabilities – transition from Flash to HTML 5, to make the Internet radio interface accessible for screen readers of visually impaired people, etc.
- Integration of adaptive learning tools and adaptive tests
- Up-grade of the basic infrastructure with priority to the NAS and the extension of RAM of the main servers
- Establishment and management of mirror servers
- Development of a billing system
- Provision of support for additional tools for language and other courses

Marketing

The existing resources and the platform are free to use and available on open licence.

However, there are certain ways in which the iPortal platform will be developed on a commercial basis. There are no set fees in recognition of the different levels of budgets in different countries and the variable needs of different users. All fees are negotiable. So for example a University wanting to use the iPortal as its e-learning platform will pay a different level of fee to an independent teacher delivering online courses.

Training: Should a new establishment wish to have support and training in the use of iPortal, either face-to-face or online, it will be provided at a commercial rate which will be subject to negotiation between the partner concerned and the establishment wanting to receive the training.

New Language Learning Sites: For teachers or language centres who wish to use iPortal to deliver their own courses by distance learning, a fee will be chargeable for the hosting of their course. This will be negotiated on an individual basis.

Use of the e-learning systems: For institutions wanting to use the platform to host their own e-learning, a negotiated fee will be payable. This fee will depend on the number of different modules used.

Delivery of other online courses: A fee will be chargeable for the hosting courses in subjects other than languages. This will be negotiated on an individual basis.

Transfer of the system to client servers: A negotiated fee will be payable for the transfer to a client's own servers.

Fees will also be payable by users wanting to use the platform for:

- online simultaneous translation or interpretation and written translations
- research purposes
- hosting of online events for third parties
- delivering online PR such as press conferences, events or simulations
- other uses of the platform or the 3D simulator

Additionally income will be generated through the use of advertisements on the site.

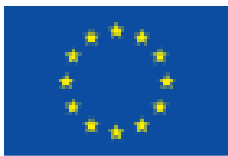
Through the marketing strategy our targets are to reach 250 teachers undertaking additional training, either face to face or online in each year.

Management of the Commercial Elements

F21 will manage and coordinate the overall commercial strand of the iPortal and will seek to engage other partners where relevant, for example if there is a need for training in Poland, F21 will approach the Polish partner in the first instance. This partner would then negotiate the fee and receive the income in line with the Intellectual Property Agreement (IPA).

The marketing channels will be established and exploited by F21.

Other income from the commercial strands will be received by F21, subject to the IPA, and used for the ongoing maintenance of the iPortal, its further development and F21's own costs.



Lifelong
Learning
Programme



iPortal

Integrated Platform with Online Resources for Teaching of All Languages

Intellectual Property Agreement



Agreement for the Use and Further Development of iPortal after 31/12/2105

between

**Future 21st Century Foundation
English Unlimited Sp. z.o.o.
Aksaray University
edEUcation ltd
Iniciativas de Proyectos de Formaciòn
Wisamar Bildungsgesellschaft Gemeinnuetzige GmbH**

The iPortal platform and associated resources were developed as a result of funding provided by the EU under the Lifelong Learning Programme. The project was undertaken jointly by the six partners above, and the ownership of the outcomes, namely the platform, the virtual classroom, the contents of the virtual environment, and the associated resources is held jointly by the consortium, which is also the copyright holder. This ownership continues after the end of the project.

The intellectual property rights and copyright arrangements were set out in the initial partnership agreement. This intellectual property agreement supersedes that original agreement and comes into effect on 1st January 2016.

As outlined in the initial partnership agreement, drawn up at the start of the project, the collective products from the iPortal project will be made available for free and this will be done through open licence.

In accordance with the exploitation plan, partners agree to other partners adapting and reusing parts of the collective material without seeking further permission.

Where the materials are developed for commercial purposes, the income generated will go to the individual partner responsible for the development or the commercial contract negotiated. Where services are provided, the income generated will go to the individual partner responsible for the development or the commercial contract.

Where such provision is developed jointly by partners, a separate negotiation over the breakdown of the income generated will be negotiated.

Recognition is given to the fact that F21 will be undertaking the technical maintenance of the site and ensuring that the leasing of the iPortal island continues. F21 will therefore take the lead in management of commercial concerns and receive any additional revenues generated, for example through advertising.

Should a partner wish to relinquish their ownership and rights to iPortal after the end of the project (namely on receipt of full and final payment of the final grant), their rights will be transferred to F21.