Returning value to partners

1 **New audiences & markets**	**2** **New partnerships**	**3** **Platform for innovation**
4 **Course, micro-credentials and degrees**	**5** **Private and blended learning**	**6** **Public education partnerships**

Returning value to partners

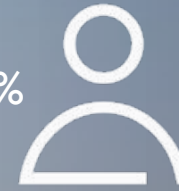|		
1 **New audiences & markets**	**2** **New partnerships**	**3** **Platform for innovation**
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UK 27%

73% International
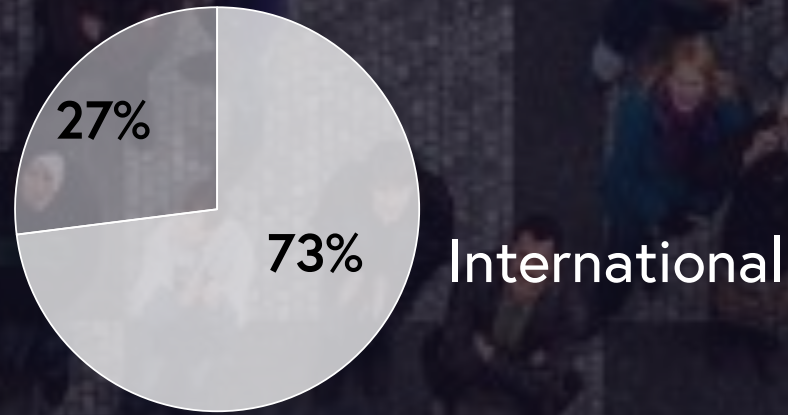
17 million course sign ups
7m registered learners
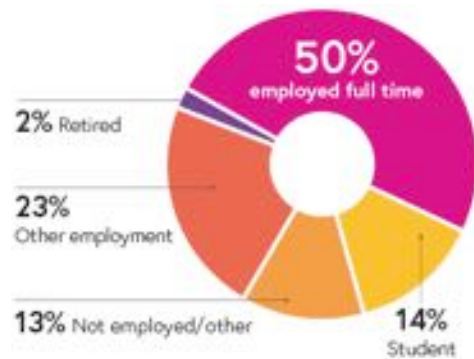from 200+ countries

60% Female

40% Male

25% Under 26

40% 26-45 years

25% 46-65 years

10% Over 65

Not working 6%

Unemployed 3%

Looking for work 9%

Working full time 35%

Retired 13%

Full time student 13%

Self-employed 9%

Working part-time 12%

Lifelong learning

Developing new skills

Changing career

Professional development

Having children

Preparing for university

Retirement
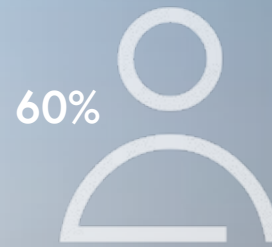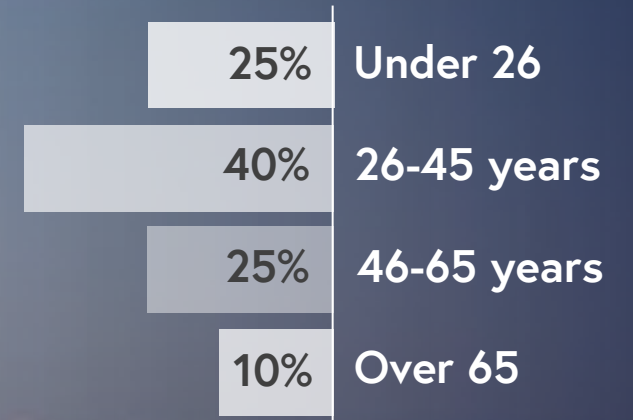
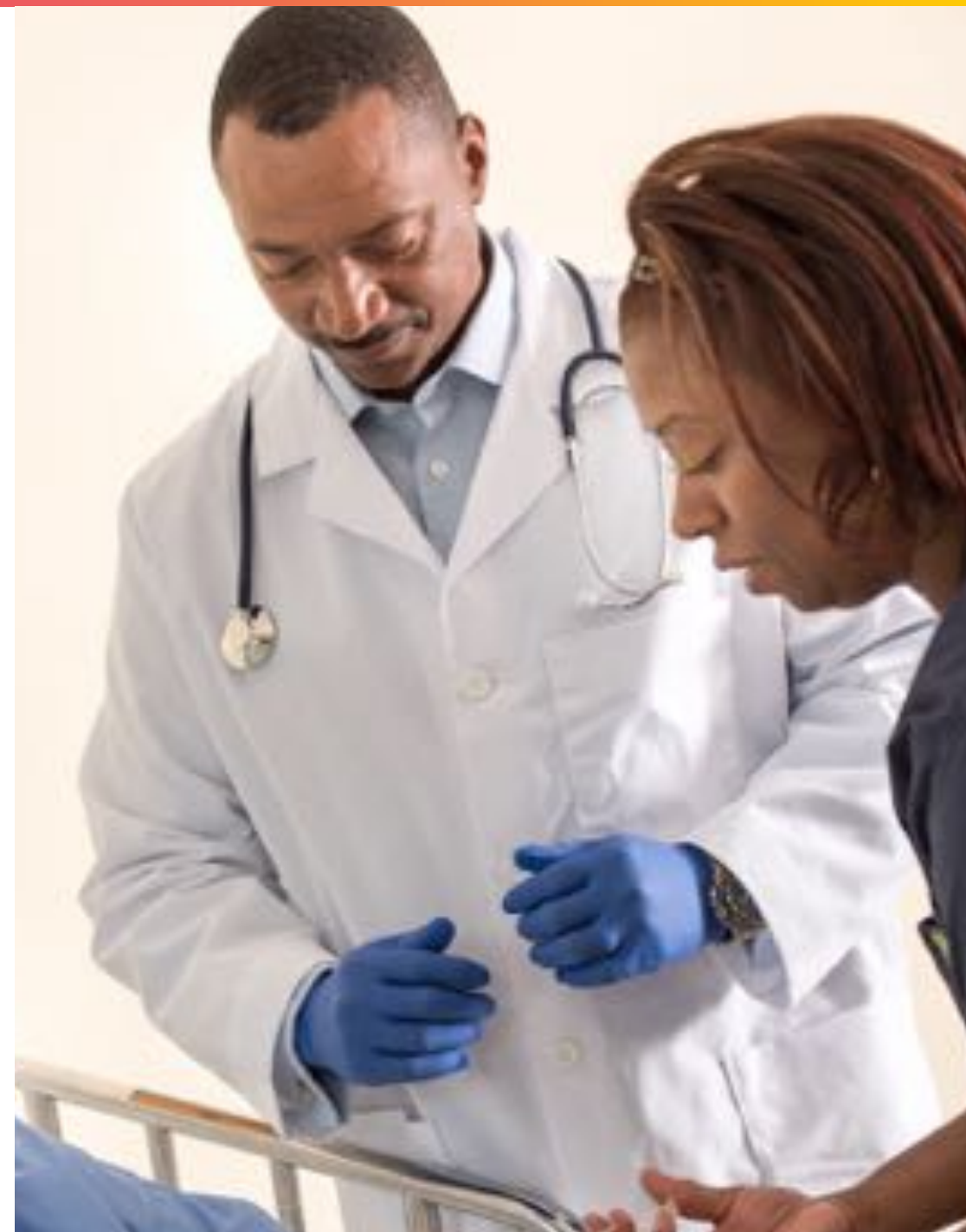# Advancers

Advancers are on their chosen career path. They're **ambitious** and **self-motivated** to do better, progress and not stagnate.

50% employed full time

2% Retired

23% Other employment

13% Not employed/other

14% Student

North America 8%

South America 5%

Europe 30%

Africa 18%

Asia 36%

Oceania 3%

19-25
26-35
36-45
46-55
56+
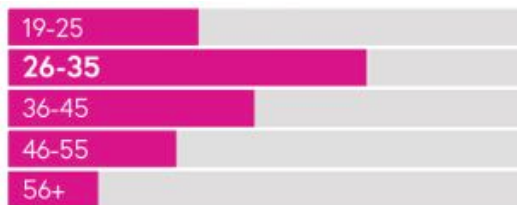
Female 58%   Male   41%

Returning value to partners

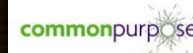|		
1 **New audiences & markets**	**2** **New partnerships**	**3** **Platform for innovation**
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59

UK partners

UNIVERSITY OF ABERDEEN

UNIVERSITY OF BATH

UCL

UNIVERSITY OF EXETER

University of BRISTOL

ROYAL HOLLOWAY UNIVERSITY OF LONDON

WARWICK THE UNIVERSITY OF WARWICK

UNIVERSITY of York

UNIVERSITY OF LIVERPOOL

UNIVERSITY OF DUNDEE

Durham University

University of Glasgow

CARDIFF UNIVERSITY PRIFYSGOL CAERDYDD

UEA University of East Anglia

KING'S College LONDON

Lancaster University

UNIVERSITY OF BIRMINGHAM

Loughborough University

MANCHESTER 1824 The University of Manchester

THE UNIVERSITY of EDINBURGH

The University Of Sheffield.

UNIVERSITY OF LEEDS

The University of Nottingham UNITED KINGDOM · CHINA · MALAYSIA

The Open University

UNIVERSITY OF LEICESTER

University of Reading

UNIVERSITY OF Southampton

Queen's University Belfast

University of Strathclyde Glasgow

Newcastle University

University of Kent

HOUSES OF PARLIAMENT

Raspberry Pi

INTO FILM

BFi Awarding funds from The National Lottery Film Forever

BRITISH LIBRARY

northumbria UNIVERSITY NEWCASTLE Institute of the Humanities

LONDON SCHOOL of HYGIENE &TROPICAL MEDICINE

KLC School of Design

CAMBRIDGE ENGLISH Language Assessment

creative skillset

CIOB ACADEMY

NATIONAL STEM LEARNING CENTRE

St George's University of London

SOAS University of London

D&AD

The British Museum

CANCER RESEARCH UK

BRITISH COUNCIL

NHS Health Education England

Middlesex University London

UCAS

Goldsmiths UNIVERSITY OF LONDON

commonpurpose

NFTS NATIONAL FILM AND TELEVISION SCHOOL

NORWICH UNIVERSITY OF THE ARTS

gdst Girls' Day School Trust

Ambition School Leadership

57 international partners

Partner events

Returning value to partners

1	2	3
New audiences & markets	**New partnerships**	**Platform for innovation**

4	5	6
Course, micro-credentials and degrees	**Private and blended learning**	**Public education partnerships**

An innovative social learning approach with high quality content building on the best of the web.

What would you like to learn?

Simple, delightful, flexible user experience
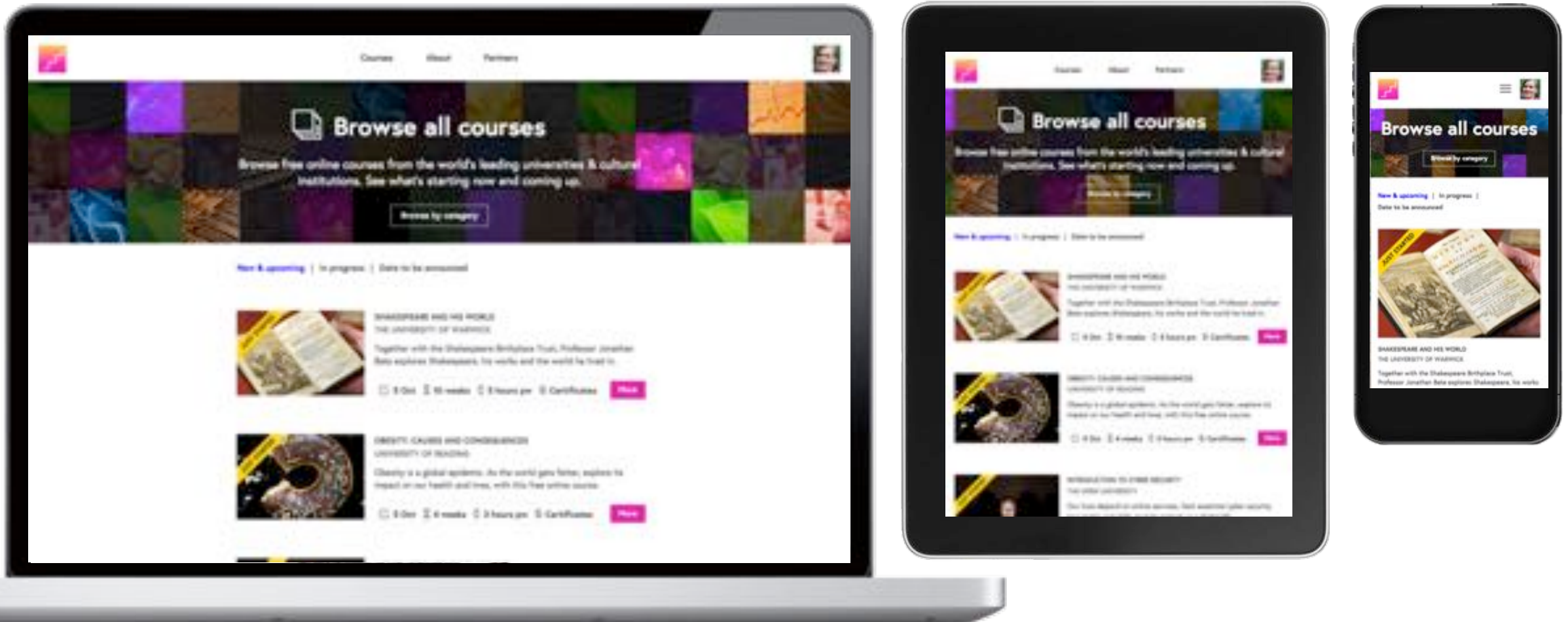
Intuitive and easy course structure & navigation
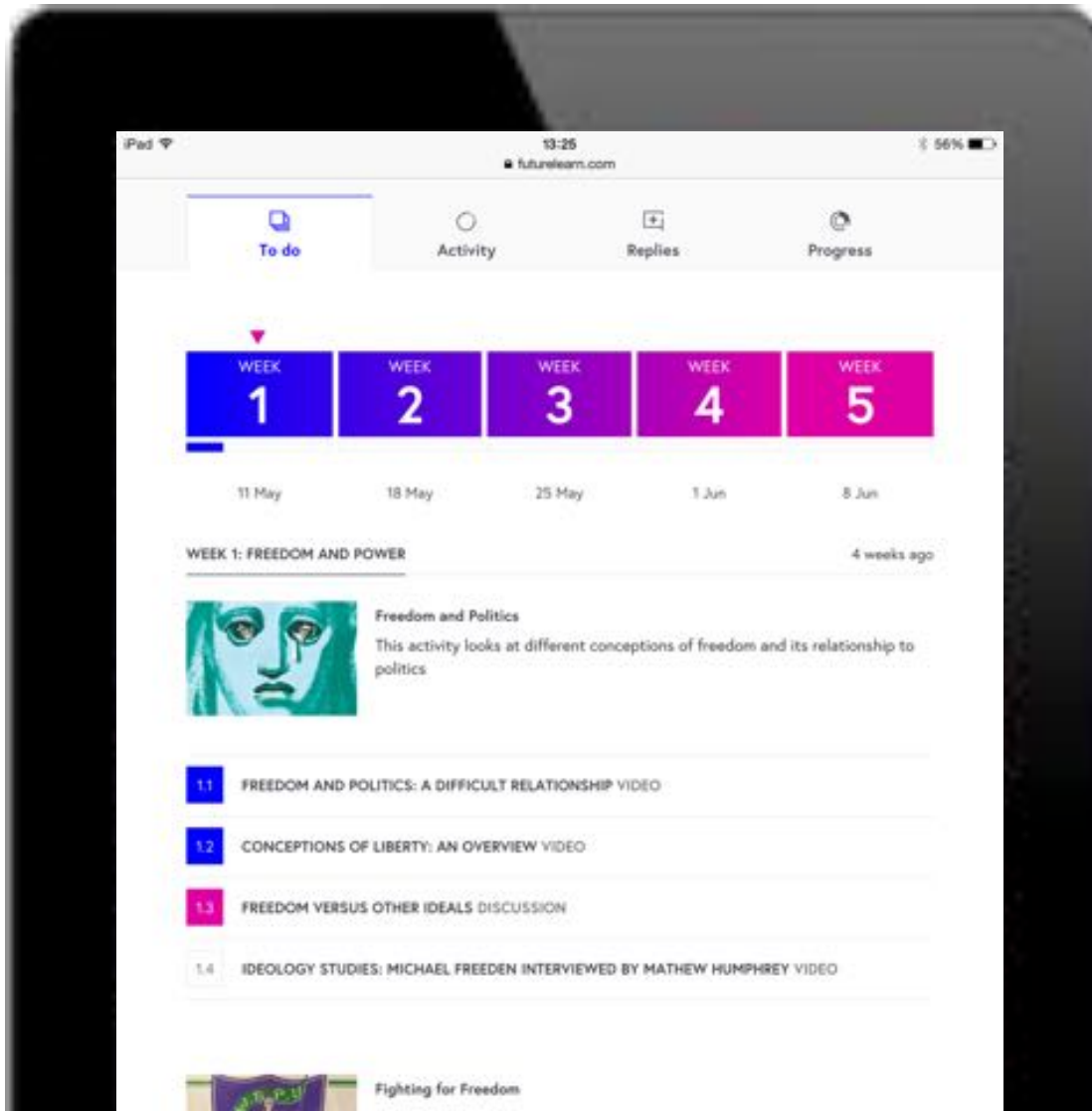
Courses are from 2-8 weeks

Weeks run Mon-Sun and have a title telling you what you're going to learn

Weeks are made up of activities

An activity is a set of steps with a clear learning objective

Activities are made up of steps

A step could be an article, video, discussion, test, quiz, assignment...
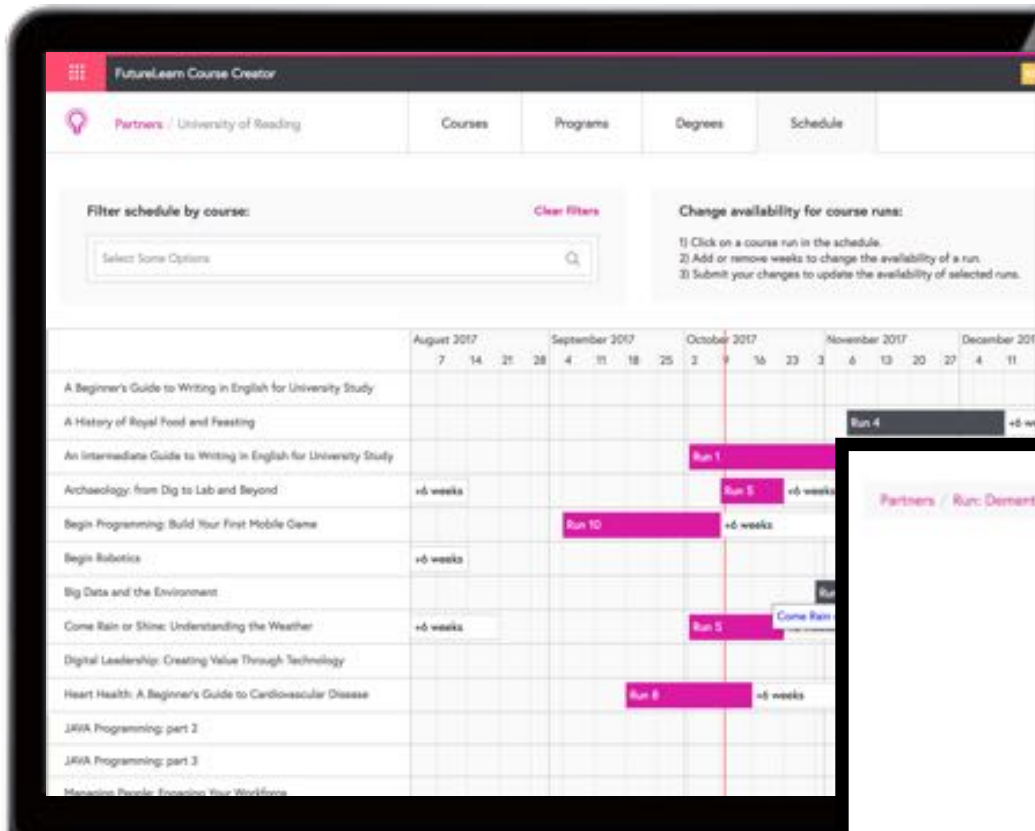
An innovative social learning approach

Replies

Likes

Following
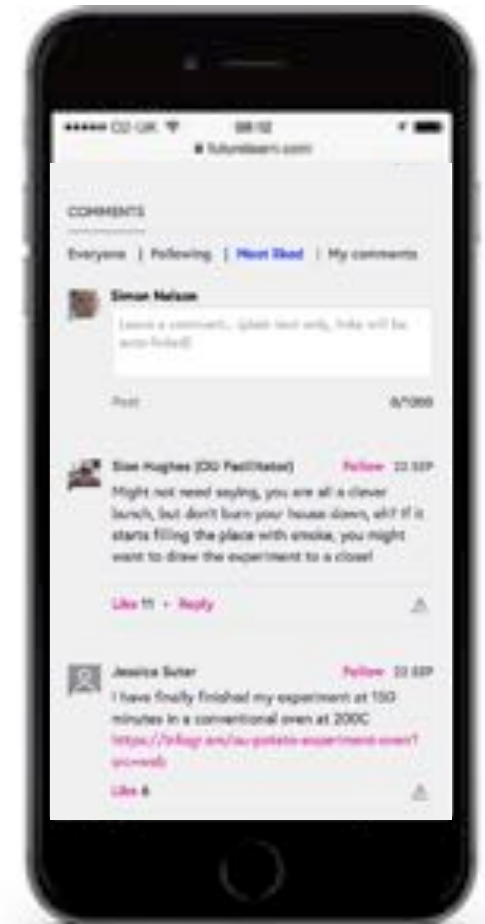
Filtering

Tools & support for scheduling & running courses
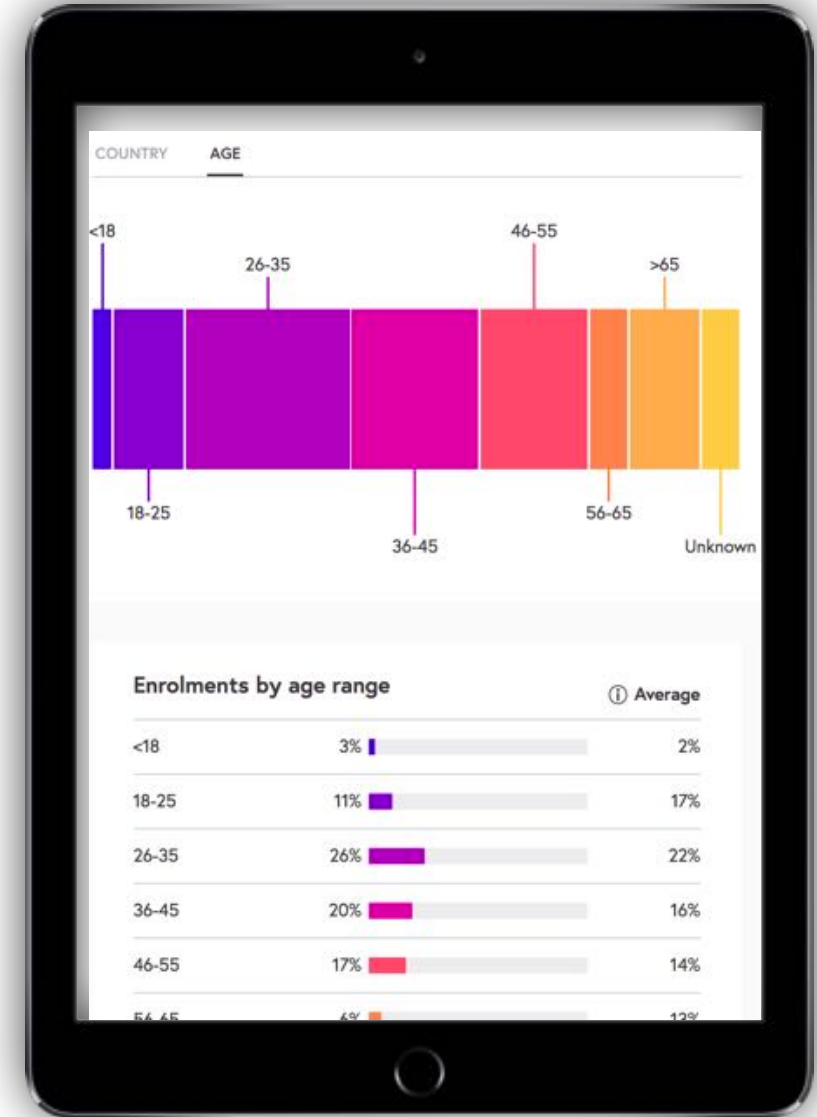
Stats dashboard
& Insights Manager

A set of tools to help you gain insights from your data.

✔ Basic stats dashboards included in course creator

✔ Advanced tools enabling you to create your own charts and support for additional fee

✔ Direct access your own "DataMart" via simple a API for an additional fee

Returning value to partners

1

New audiences & markets

2

New partnerships

3

Platform for innovation

4

Course, micro-credentials and degrees

5

Private and blended learning

6

Public education partnerships

Courses

We use design, technology and partnerships, to create enjoyable, credible and flexible courses and qualifications that improve working lives.

Steps

Complete the course steps week-by-week, on desktop, tablet or mobile

Discussion

Learn with your peers from around the world; discuss topics with each other while educators offer guidance

Tests

Pause and reflect on what you have learnt. Tests count towards your overall mark

Completion

If you've upgraded and met the requirements, you'll receive a certificate to help demonstrate your learning

Content strategy

Business & Management

A portfolio of business courses with broad appeal to mid-tier employees in all sectors, such as those in professional occupations, associated professional and technical roles, and administrative and technical occupations

Digital Skills

A portfolio covering the essential subjects for professionals and aspiring professionals in digital and closely related fields such as cyber security, data science, web and mobile development, product management and design

Healthcare

A portfolio targeting a broad healthcare professional audience of nurses, doctors and dental professionals, who need relevant clinical and non-clinical CPD as defined by their professional registration

Teaching

A portfolio of continuing professional development (CPD) courses for qualified teachers, primarily in the UK, for use as individuals (for CPD or master's credit), or within school-based training

Upgrade	Paid-for	Sponsored NEW
Upgrade to get unlimited access, test access and a certificate	Pay to access course, learn with a small cohort and get a certificate	Unlimited access and access to tests for free *
Paid for by some learners	Paid for by all learners	Paid for by partner
Large cohort	Small cohort	Large cohort
From £29	From £29	Free
Agreed revenue share	Agreed revenue share	£10,000 per year to run

* Digital-only certificates maybe added if there is significant demand

Programs

These flexible online course programs enable you to master a subject in depth – ideal for advancing your career, or preparing for further study. Learn with a leading university or organisation, and you could earn academic credit or professional accreditation.

Complete short courses

+

Pass a final assessment

=

Earn a micro-credential

Take all courses in the program at your own pace. Learn anywhere, anytime, for free – on desktop, tablet or mobile.

Some programs require an online assignment or an in-person exam to demonstrate your understanding.

Receive academic credit from a leading university, accreditation from a professional body or proof of completing the program.

Programs

Professional Qualifications

We support recognised qualifications from professional bodies.

Modular postgraduate degrees

| Program | + | Program | + | Program | + | Program | = | GRADUATE CERTIFICATE |

+ | Program | + | Program | + | Program | + | Program | = | GRADUATE DIPLOMA |

+ | Program | + | Program | + | Program | + | Program | = | MASTERS |
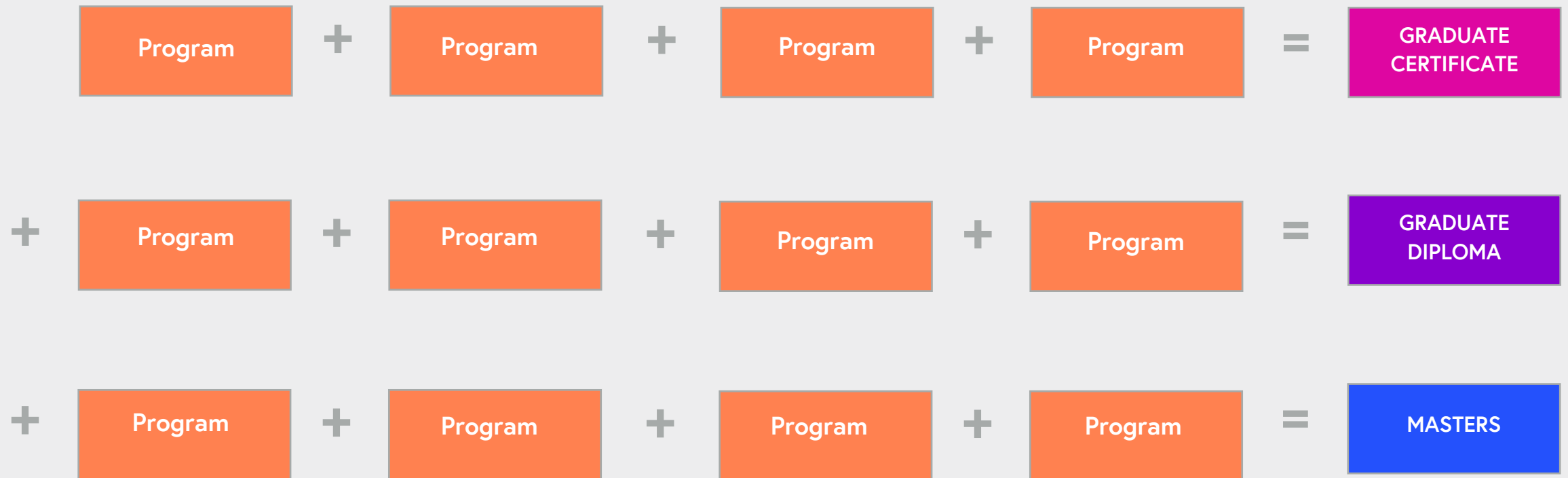
We can also support Masters that require more programs or a research dissertation, built using the same building blocks.

Degrees

Learn flexibly and earn a postgraduate degree from a leading university.
Pay-as-you-go for programs that build to a Graduate Certificate, Graduate Diploma
or a Masters Degree.

COMPLETE PROGRAMS

Complete all programs in the
degree at your own pace.
Learn anywhere, anytime
on desktop, tablet or mobile.

PASS ASSESSMENTS

Each program in a degree will
require an online assignment or an
in-person exam to demonstrate
your understanding.

EARN A DEGREE

Receive a Graduate Certificate,
Diploma or Masters awarded
by a leading university.

Returning value to partners

1 **New audiences and markets**	2 **New partnerships**	3 **Digital innovation**
4 **Short courses & programs for professionals**	5 **Online degrees with open pathways**	6 **Products and services for students and employers**

Bringing the university to the world…

And the world into the university

Bringing the
university to
the world…
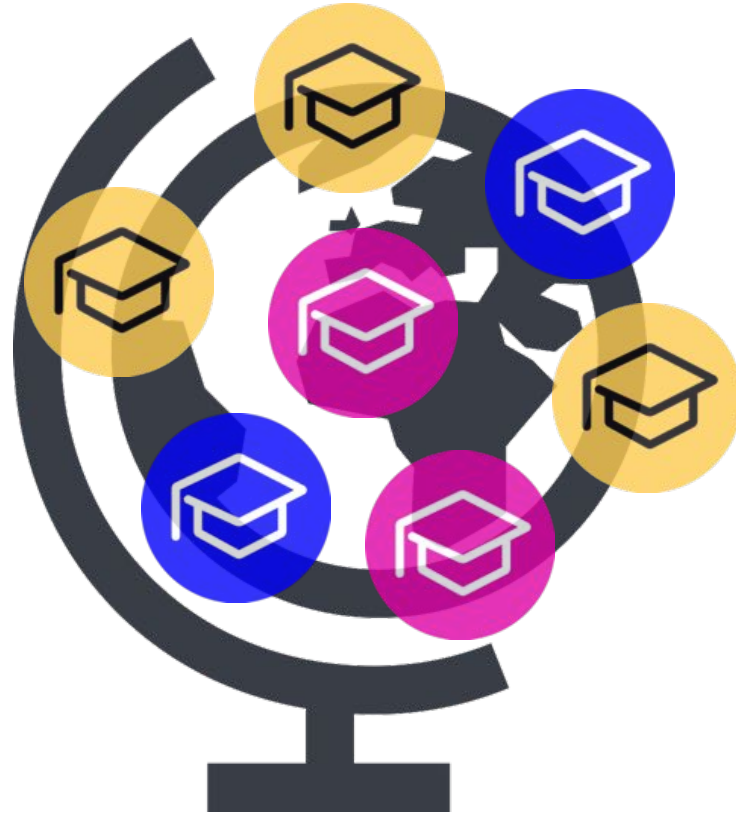
Learning Manager

A new tool to allow you to manage and track cohorts on-campus, for both open and invite-only courses.

✔ Invite students to join your organisation on FutureLearn

✔ Recommend courses and curate pathways, including courses from other universities

✔ Track your learners' progress

✔ Download reports
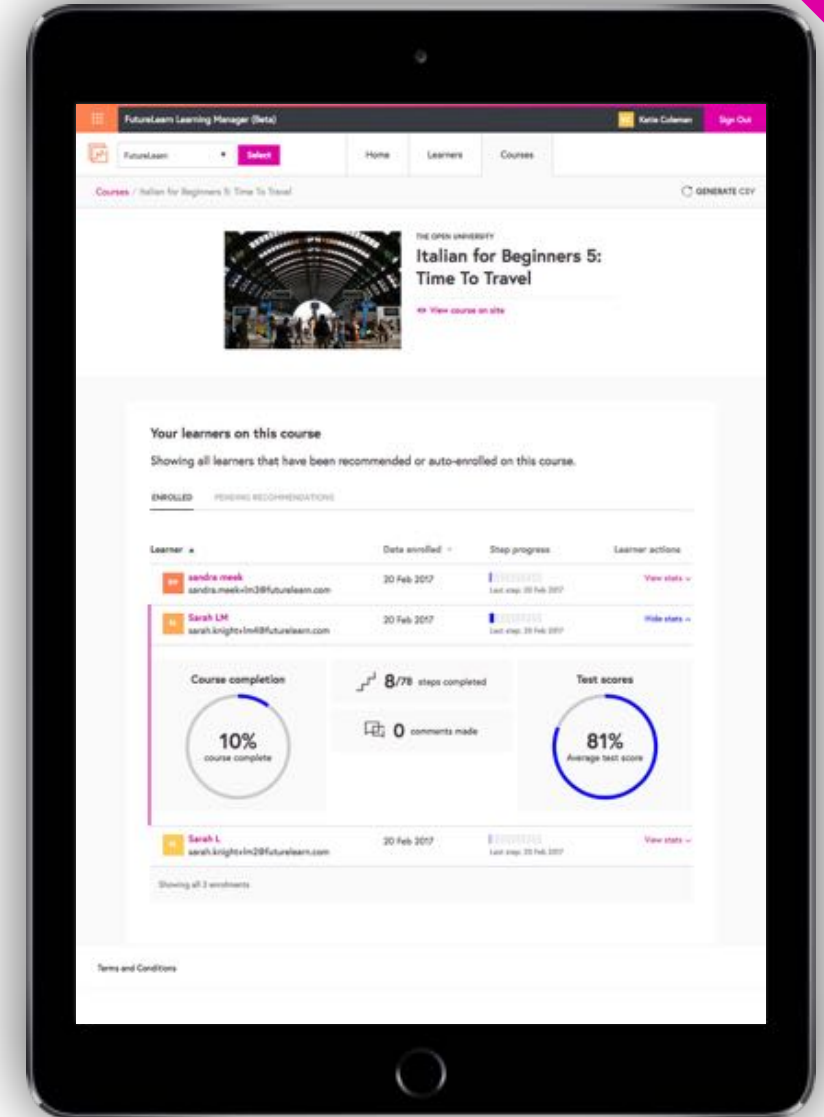
Returning value to partners

1

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Public education partnerships

Our
Impact

TRANSFORMATIONAL

Projects that thrive on discussion, mentorship, group learning – changing minds

Our
Impact

LARGE SCALE

Projects with large numbers of geographically dispersed learners

Our
Impact

WORLD'S BEST EDUCATORS

Projects that benefit
from access to
FutureLearn partners,
and their courses

Showcasing UK higher education all over the world

Giving access to the best of UK education to hundreds of thousands of learners from ODA countries.

British Council

60,000 learners in ODA countries to redeem free 'digital' upgrades on any course made by a UK HEI

- Free upgrades for 60,000 learners
- Engaged learning in 124 countries
- Clear route for student recruitment

BRITISH COUNCIL · STUDY UK · DISCOVER YOU GREAT BRITAIN & NORTHERN IRELAND

Learn online with UK universities

Helping identify the UK's next cyber security experts

There's a great demand for cyber-experts, but it is a challenge for most schools to identify and nurture talent.

Cyber schools programme

£20m programme to train 6,000 teenagers in cyber security

- DCMS project
- Training for successful applicants, and wider initiatives for teachers and families

Deliverables

- Courses created by FL partner(s) aimed at students, teachers and families
- Upgrades for learners taking FutureLearn courses

Impact on learners

Ebola in Context:
Understanding
Transmission,
Response and Control

How has the Ebola outbreak become a humanitarian emergency? Learn about the science behind the crisis.

"It increased our level of knowledge about the mode of transmission of infectious diseases."

MSF Group

SIERRA LEONE

Spheir Demonstration Project: PADILEIA

THE INTERNATIONAL RESPONSE TO THE SYRIAN HIGHER EDUCATION CRISIS

Deliver Accredited Micro-Credentials and Pathways to Degrees to Thousands of Syrian Refugees

kiron

King's College London

Future Learn

AUB
American University of Beirut

OUR PURPOSE

Help everyone fulfil their potential in a changing world, by transforming access to education.