Delivering Course Materials in a Transitional Market

The economic model for the physical bookstore is broken

- Students seek low cost third-party online alternatives
- The financial aid tether to the school bookstore is weakening
- Physical stores add little value for digital distribution

Digital alternatives emerge to compete against traditional content sources

- Foundation and Government backed OER’s
  - Department of Labor, Connexions
- Newly emerging publisher models
  - Flatworld Knowledge and Textbook Media
About Us

We provide Online Bookstores & Marketplaces to Academic Institutions around the country.

Founder & President- Brian Jacobs
- Former academic; Visiting professor at Cornell; Visiting Fellow at Cornell and Yale
- Published author (Cambridge University Press)
- Holds a Ph.D. from Cornell University

- 11-year-old ed. tech. company; process orders for hundreds of thousands of books annually
- Host of a proprietary peer-to-peer marketplace; 1,000,000 registered members
- Deep supply chain for retail new and used books; partnered with all major vendors
- A+ rating, BBB; Tested daily by McAfee Secure; PCI compliant

OnDC Award 2009:
“Recognized for game-changing technology and positive impact on public sector”
Our innovative online textbook program offers:

1. Economic value to your institution
2. An intuitive online interface for:
   - Students
   - Administrators
   - Faculty
3. An integrated marketplace
4. Dedicated inventory with rapid delivery
5. Platform enabled for digital distribution
6. Effective customer support
Economic Value

Akademos brings financial benefits to your institution

• Lowers overall institutional operating costs

• Reduces student costs and results in fewer complaints and higher purchase rates

• Increases purchasing and buyback opportunities through our marketplace

• Reduces IT costs by providing a technology platform for digital media

• Frees up campus space for repurposing
Student Interface

A website that students will want to use to:

• Search for books by course or instructor
• Enjoy full e-commerce functionality
• Easily utilize the marketplace to buy & sell
• Pay with school vouchers or Campus Card
• Purchase various school insignia items
Administrator Interface

A toolset giving administrators the control they need to:

- Tailor website to their individual needs
- View & download real-time order reports
- Load & edit booklists and faculty accounts
- Upload data using any spreadsheet program
- Create and track financial aid vouchers
Faculty Interface

A separate interface for faculty to manage their courses

- Add and modify booklists
- Post online messages for students
- Upload syllabi and other digital media (audio, video, PowerPoint)
- Set a schedule for automated reminder emails
Faculty Interface

Lower costs to students; greater control for faculty

• Course materials submitted digitally or as physical photocopies

• Akademos provides copyright clearance service

• Course readers available in physical and/or digital form

• Readers branded for school and titled by course and instructor

• Digital repository for future use and subsequent changes/additions
Integrated Marketplace

Students can save from virtually unlimited used book sources and buyback opportunities

The seamless integration of our national peer-to-peer marketplace can substantially reduce the total cost of ownership for textbooks.

Key Statistics
Avg. savings & earnings based on TextbookX.com data from 6/2006 to present

Average Savings for buyers: 61%, $65 off of list price

Average Earnings for sellers: 60%, $14 over standard buyback

An extensive inventory of over 80 million books comes from Akademos and Alibris combined!
A Reliable Marketplace

A marketplace structured for educational institutions

• Faculty uploads booklists for each of their courses.

• Students choose books by specific course, eliminating the risk of ordering an incorrect edition or book.

• Sellers get paid 3 days after delivery confirmation, after successfully completing the transaction.

• Filters can be put on the Marketplace as the first day of each term approaches, restricting shipping method, geographic location and quality of sellers.
Comprehensive Inventory Management

- Assured inventory of all your required course materials

- Secure used books from a wide range of sources, including our own marketplace

- Free shipping
Rentals

- Available by course, department or institution
- Provides lower costs to your students
- Students can choose new, used, and marketplace books to rent
- Free shipping on return rentals
- Rental periods can be extended and students can opt to purchase the book they rented at any time.
Single source platform for all digital needs

**eBooks**
- Thousands of book titles at more than 40% off list price
- Accessible through laptops and tablets, such as iPads
- Viewable on and off-line

**Open Educational Resources**
- Foundation-supported content creation
- High adoption growth rate
eReader

• Formatted for tablets, laptops, and desktops

• Print copies easily obtainable

• Full featured tool set for students: highlighting, note taking, annotation, bookmarking, sharing

• Editing functions for Faculty
Adoption Tool

**TEXTBOOK ADOPTER**

- Easy digital textbook discovery by subject
- Trusted comparison of existing textbooks alongside OER works
- Institutional adoption data by course / textbook
- Pricing data and availability for new, used and rental options
- Detailed reviews from publishers, faculty, and students
- Syllabus matching tools

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About Us

We have the highest retention rate in the industry.

“Akademos was the best in class and I tried various scenarios on their demo site and the results were as excellent. They are a technology company that joined the virtual bookstore business as opposed to a textbook wholesaler that added the technology.”

Gerald Halpern, Touro College

“We have doubled our numbers in the first semester of being with Akademos! The best part is... school hasn’t even started and I believe more orders are on their way.”

Colton Bredle, Wisconsin Lutheran College
THANK YOU

Questions? Comments?
Thank you for the opportunity to present our services to you.

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