INVESTMENT PROPOSAL: DIGITAL HERITAGE ACADEMY

The Academy will be a centre for digital competency and entrepreneurial skills in the field of cultural heritage. The centre will provide training, access to training materials (best practice exchange) and certification.

? The challenge

Current digital competency development efforts and tools are mostly at national scale. An overarching programme at international scale is lacking. Also, lack of international accreditation, certification, quality standards of educational programmes, skills and tools is hindering the quality and competitiveness of the competency building efforts. Moreover, international business models for developing scalable digital skills, accessing digital tools and contents by providing hosting, content building, certification and accreditation support is missing.

! The Academy core services

- Certification services for competency development tools, applications, and trainings.
- Marketplace to purchase approved, certified, low-cost, customable trainings (in various languages) and experts (regional) for developing and accessing digital skills and competencies.
- Content building, program development and data services to create new trainings, webinars, and experiences.

Target customers

- Public and private educational materials developers who what to certify and showcase their products.
- Universities and training organisations (including vocational training organisations), who want to access certified training programmes and materials.
- Existing quality assurance institutions and tools.

Business model

The Academy is estimated to have a potential turnover of around 500 K EUR per year. The revenue streams are generated via scope of available services offered:

- Fees for certification, quality assurance.
- Servicing fees to open the trainings/skills for organisations/members or stakeholders.
- Fees for designing/participating trainings, webinars, workshops, etc.
- Subscription fee: continuous access to facility/service.

Go-to-market strategy

Phase 1: 2022-2023: Kickstarting structure; initial population with mediums of digital competency (trainings, webinars, programmes, etc.)
Phase 2: 2023-2024: Prototyping to approve viability revenues
Phase 3: 2024-: Launching stage; extending to further applications
Phase 4: 2024-: Framework development and extension (certification, quality assurance, accreditation)

CONTACT INFORMATION

The Digital Heritage Academy is a joint endeavour of the Time Machine Organisation and the EU S3 Partnership for Virtual and Smart Cultural Tourism. More information:

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