Professional Grade Open Textbooks: The Best of Both Worlds
Faculty are accustomed to using high quality products and services from professional publishers. Amongst other things, faculty expect books to be rigorously peer-reviewed, easy to find and use, and fully supported with multiple supplements and services.

Open textbooks, historically, have suffered from a lack of strict editorial oversight and customer support. They are generally not produced with extensive peer-review, accuracy checking, illustration, and other services typically provided by a professional publisher. While open textbooks save students money and give faculty the control to modify them, the lack of quality, service, and ease of use by faculty have prevented them from becoming widely accepted.

Flat World Knowledge, however, has pioneered a new business model for open textbooks that blends the best attributes from two formerly discrete worlds: professional publishing and open educational resources. The result is professional-grade open textbooks.

Flat World textbooks are expertly written, professionally developed, and extensively peer reviewed, just as they are at any traditional publisher, except they are published under an open license. Faculty can maximize the power of open by using Flat World's online editing platform MIYO to personalize textbooks and create the perfect book for their course. Flat World's technology platform also creates a variety of textbook formats at the click of a button, and those savings are passed on to the students. For one low price, they get a virtual bookshelf of formats that fit their different learning styles, lifestyles, and device preferences.

Flat World Knowledge is seeing data emerge from partner colleges that indicate costs come down, engagement goes up, and most importantly, course completion rates improve with the use of its open textbooks.

Pilot Professional Grade Open Textbooks on Your Campus
We invite you to experience these benefits by participating in our Flat World Knowledge Partnerships Pilot Program. The goal of the pilot is to give institutions an easy “on ramp” to test the viability of using open textbooks on campus without making a large-scale institutional commitment. Through our pilot program, institutions get all of the following:

- A dedicated account manager to guide you and your faculty through the pilot
- A virtual bookshelf of textbook formats to suit different learning and lifestyles
- Special introductory and volume-based pricing models
- Flexible delivery options to fit your school’s needs
- Opt-in research participation to measure the efficacy of open textbooks
- Opt-in MIYO consulting to create school-specific branded textbooks

If you’re interested in learning more, please see the attached flyer for more details about our pilot program and/or contact David Littlehale, VP of Sales, 630-240-4447, dlittlehale@flatworldknowledge.com.
Flat World Knowledge Partnerships Pilot Program

Core Features and Benefits

A dedicated Account Manager to help faculty

**FIND**
- Books in our catalog
- Review copies, both print and electronic
- Supplements for faculty and students

**ADOPT**
- Setup online course page
- Coordinate with bookstores
- Communicate with students

**USE**
- Faculty Training
- Student Support

Enhanced learning experience for students

For one low price, students get a virtual bookshelf:
- Online version
- Printable PDFs
- E-reader compatible files

Students can also purchase a print book for $19.95, plus S&H

Volume-based and special pilot pricing

For the first year, we offer an introductory pricing normally extended to our highest tier users – **$19.95 per student, per course.** (See below for our complete tier.)

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<th>NUMBER OF SEAT LICENSES</th>
<th>COST PER SEAT LICENSE</th>
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<tr>
<td>2,000-4,999</td>
<td>$24.95</td>
</tr>
<tr>
<td>5,000-9,999</td>
<td>$22.95</td>
</tr>
<tr>
<td>10,000+</td>
<td>$19.95</td>
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Payment is based on 100% enrollment in course.

Flexible delivery options to fit your needs

Delivery options include the following:
- Single-sign on through your LMS
- Access codes available through your college bookstore

If you have different preferences, let us know and we’ll work out an appropriate method.

Additional Options

Facilitated Research

You can easily participate in an ongoing national study to assess the efficacy of open textbook use. There are two tiers of potential participation:

**Tier 1:** Surveys

**Tier 2:** Surveys + Interviews

Personalized Learning

MIYO (Make It Your Own) is our online editing platform that transforms static textbooks into student-centric learning tools. We work with faculty to:

- Identify ideas for new material
- Personalize the book for your faculty
- Get faculty approval of final version, publish, and deliver

To learn more, contact David Littlehale at 630-240-4447 or dlittlehale@flatworldknowledge.com
Who We Are
Committed to making higher education more affordable and accessible, Flat World Knowledge is throwing a disruptive business model in the face of the $10 billion college textbook industry. Founded by former Pearson executives in 2007, Flat World Knowledge is the world’s fastest-growing open textbook publisher. The company has raised over $30 million in capital from top investment firms and publishers, including Bessemer Venture Partners, Bertelsmann Digital Media Investments, and Random House, Inc.

What We Do
Flat World’s streamlined business model and innovative use of technology provide students with affordable access to peer-reviewed textbooks in multiple formats. Flat World’s open license and online editing platform MIYO (Make It Your Own) enable professors to modify content and create the “perfect textbook.” Flat World Knowledge Partnerships offers college leaders the opportunity to transform the increased affordability, accessibility, and learning opportunities on a wider, institutional level.

How We’re Doing
To date, more than 3,000 professors at over 2,000 colleges in 44 countries have used Flat World textbooks. The company has been widely cited in publications such as The Chronicle of Higher Education, The NY Times, and US News as a leader in transforming higher education publishing. It was named one of the information industry’s “30 to Watch in 2011,” by Outsell, Inc., alongside Apple, Facebook and Google. Flat World has twice been named to EContent magazine’s list of “100 Companies that Matter in the Digital Content Industry.”

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