

NEWS OF 2050

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October 31, 2050

STARBUCKS BECOMES WORLD'S LARGEST UNIVERSITY



THE BLACK BOX INSTITUTE

After years of being students' unofficial library, Starbucks established its own Virtual University open to anyone who purchased a latte.

The popularity of the classes exceeded everyone's expectations, and enrollment soon reached record breaking levels.

As Starbucks' degrees gained in popularity and acceptance, enrollment continued to grow.

Today Starbucks University has officially become the world's largest University by enrollment, surpassing Coursera and Harvard Online.

We take an in-depth look at Starbucks' most popular course offering – Modern Agriculture.

Then look back at 2014 to uncover the roots of the paradigm shift in higher education.

Modern Agriculture, a course that provides skills and no degree, has become the world's most popular course

AN EXCLUSIVE LOOK INTO MODERN AGRICULTURE 101 – SOLVING FOOD SCARCITY ONE STUDENT AT A TIME

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“With one square foot of space you too can grow enough food to feed a family of four”, boasts the syllabus of Modern Agriculture 101.

The course, like many others since the Intellectual Property Revolution of the 2030s, provides students with not only the knowledge but the means to make an impact.

Techniques that once would have been hoarded as trade secrets are freely shared and improved upon in this online and open forum.

Founded by Marcus Smart of the Urban Food Project, the course teaches all of the fundamentals required to establish a thriving indoor urban farm.

Students who pass the first level of the module receive a free home urban farming kit which is required to take the next level.

By completion of the second module, students are able to grow, and enjoy their own sustainable food.

Modern Agriculture, is just one example of the numerous

courses created in collaboration with industry leading companies that enable students to take control of their futures.



Lectures are no longer the sole province of professors, and are increasingly taught by people with hands-on expertise

MARCUS SMART – ENTREPRENEUR, VISIONARY BUSINESS LEADER, AND WORLD’S MOST POPULAR PROFESSOR

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“None of this would have been possible 50 years ago” begins Marcus Smart as he explains how he is able to run one of the world’s most successful corporations and be the most talked about professor on the planet.

“Before the rise of MOOCs and e-learning, a professor really needed to be present on-campus to provide lectures to students. Recording lectures changed all of that.

Students no longer wanted to sit through personal lectures

given on campus when they had access to the most dynamic and engaging professors on the planet.

Technology did for the delivery of education the same thing it did for the delivery of music or encyclopedias. As the costs, both opportunity and monetary, of providing education decreased, it opened the door for individuals from all over to create and share content.

The educational value chain began to disintermediate and fragment as it became evident that

thousands of individuals could provide high quality and cheaper education than the traditional hierarchical structures in universities.

Many people wondered what would happen to personal interactions with professors, but this too has been taken over by disintermediated individuals.

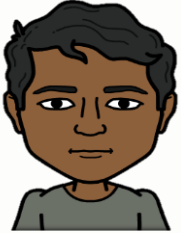
Course modules are designed so that participation is required for the advancement to the next level, and students are happy so long as they can receive answers from

other knowledgeable sources, who don’t necessarily have to be the professor.

I contribute regularly to the forums of the more advanced classes, and our company often hires from those who take our online courses.”



Modern Agriculture students come from diverse backgrounds and have different motivations going into the course



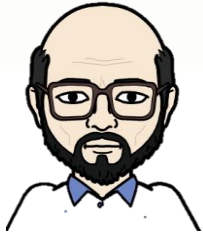
Name: Amit
Age: 9
Sex: Male
Location: Karyal, India
Motivation: Eliminate Food Shortages

Amit began his first module of Modern Agriculture in 2049. At the age of 8 he established the first Urban Farm in his village. Now at the age of 9, Amit operates a successful business selling homegrown lychee shakes.



Name: Alice
Age: 15
Sex: Female
Location: Boston, USA
Motivation: Create Exciting New Foods

Alice shocked the world in 2045 when she applied the skills learned in Modern Agriculture with Advanced Food Genetics to create the Peanutberry. Is it a nut? Is it a fruit? All we know is, it sure is sticky.



Name: Albert
Age: 66
Sex: Male
Location: Stockholm, Sweden
Motivation: Grow Organic Baby Food

Albert was excited to enjoy a well-earned retirement having survived the 1990s, the “Millennium Bug”, and post 9-11 travel restrictions. After enrolling in Modern Agriculture, Albert pioneered the creation of new herbs for his meatballs; and is in the design phase of a home Urban Barn kit that can be assembled entirely with an Allen key.



Name: Jean-Luc
Age: 24
Sex: Male
Location: Paris, France
Motivation: Emulate Champagne’s Terroir

Jean-Luc lives the life of luxury in 2050. He is a young, motivated student pursuing the ultimate study-abroad education. As one of fifty students enrolled in an elite education program, he is on a rotation through 30 exotic international locations with a group of peers as they choose their own online courses and develop their own curriculum.

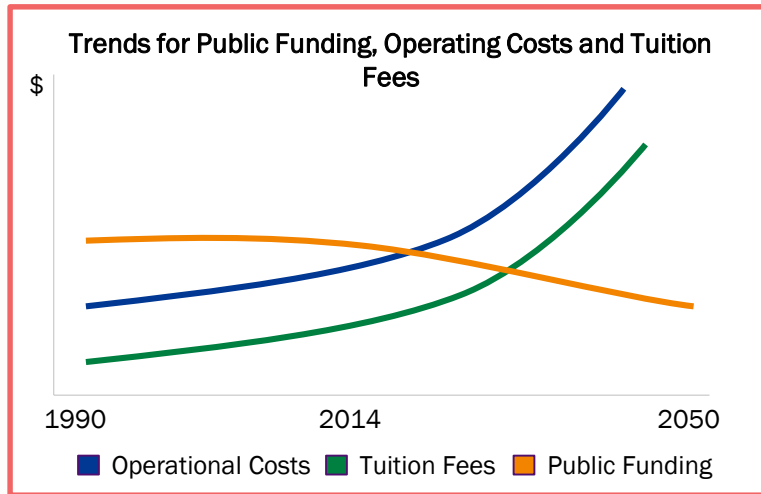
* Student profiles are taken from PinTwinBook



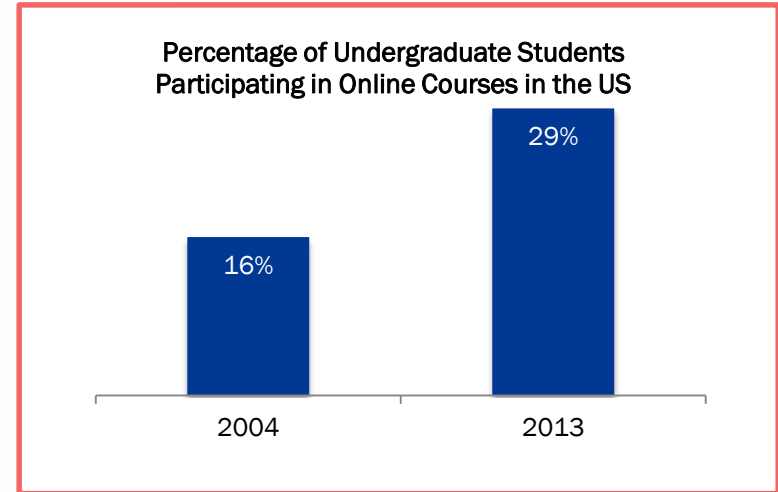
How did we get here?



The rise of Starbucks University followed trends established as early as 2014

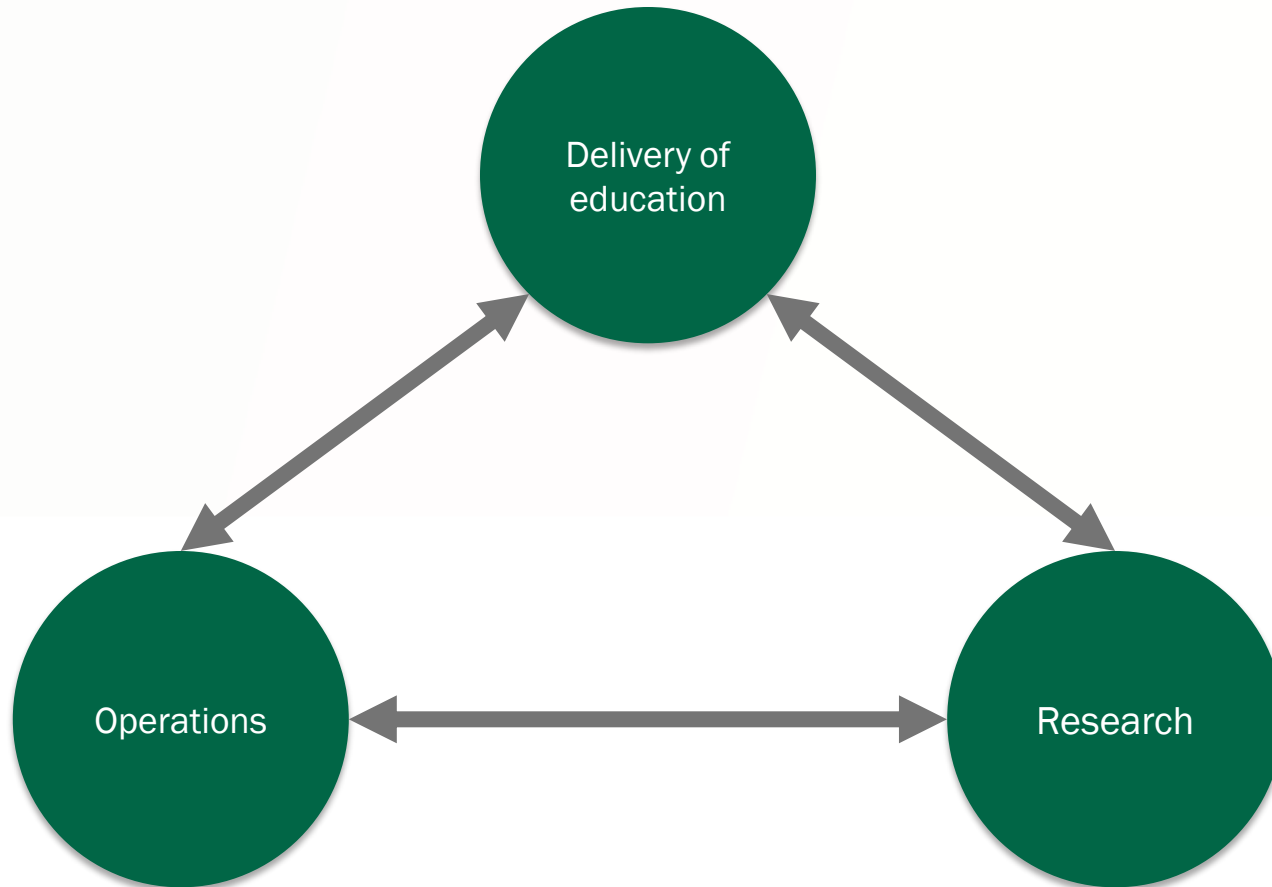


Rising operating costs and tuition fees coupled with a decrease in public spending fueled the expansion of virtual universities.

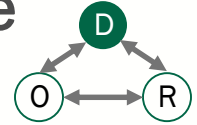


Students embraced virtual education, and the comfort of receiving a degree without ever having to leave the comforts of home, mom's cooking and free laundry.

These trends forced changes to three fundamental elements of the traditional University operating model



Traditional Delivery methods in 2014 were under pressure with the rise of MOOCs and Corporate Universities



TRADITIONAL UNIVERSITIES ARE NO LONGER A DEFAULT OPTION FOR HIGHER EDUCATION

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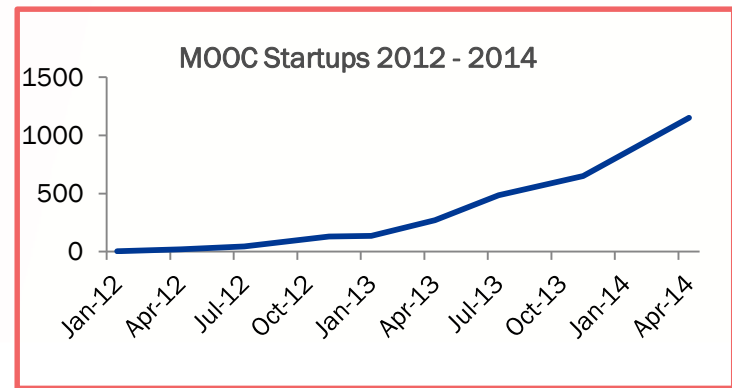
Advancements in digital technology during the 'hipster 10s' led to creation of MOOCs (massive open online courses). MOOCs have vastly grown in popularity since then given that they are widely accessible, often free and are taught by the most prestigious individuals in every field.

Nano degrees, compact online training programs, help individuals of all career paths achieve certifications and stay current with the latest

developments in their industries.

Despite scepticism at the turn of the millennia, Corporate Universities have also risen considerably during the past 40 years.

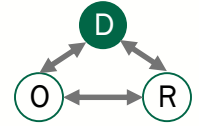
Corporate degrees have solidified themselves as substitutes to traditional universities and colleges; and individuals are increasingly choosing their desired companies early, and getting a degree specific to the place they will begin their careers.



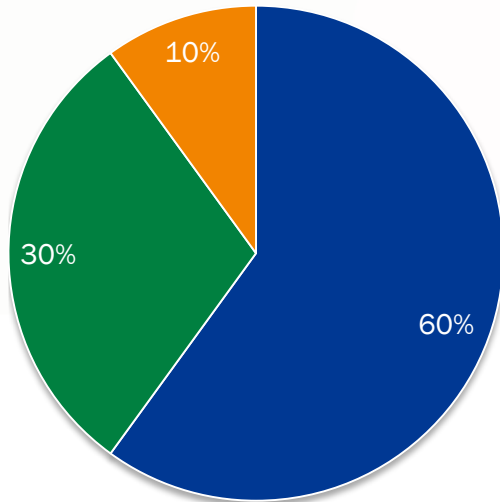
One of the first corporate universities was established by McDonalds



Delivery of education shifted away from Brick and Mortar towards Blended and Virtual mediums

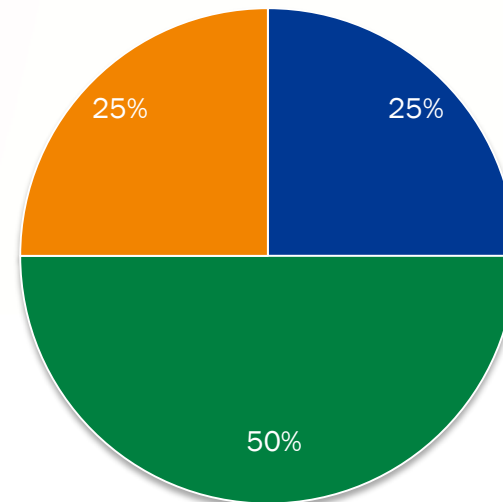


Learning by type in 2014



- Brick & Mortar
- Blended
- Virtual

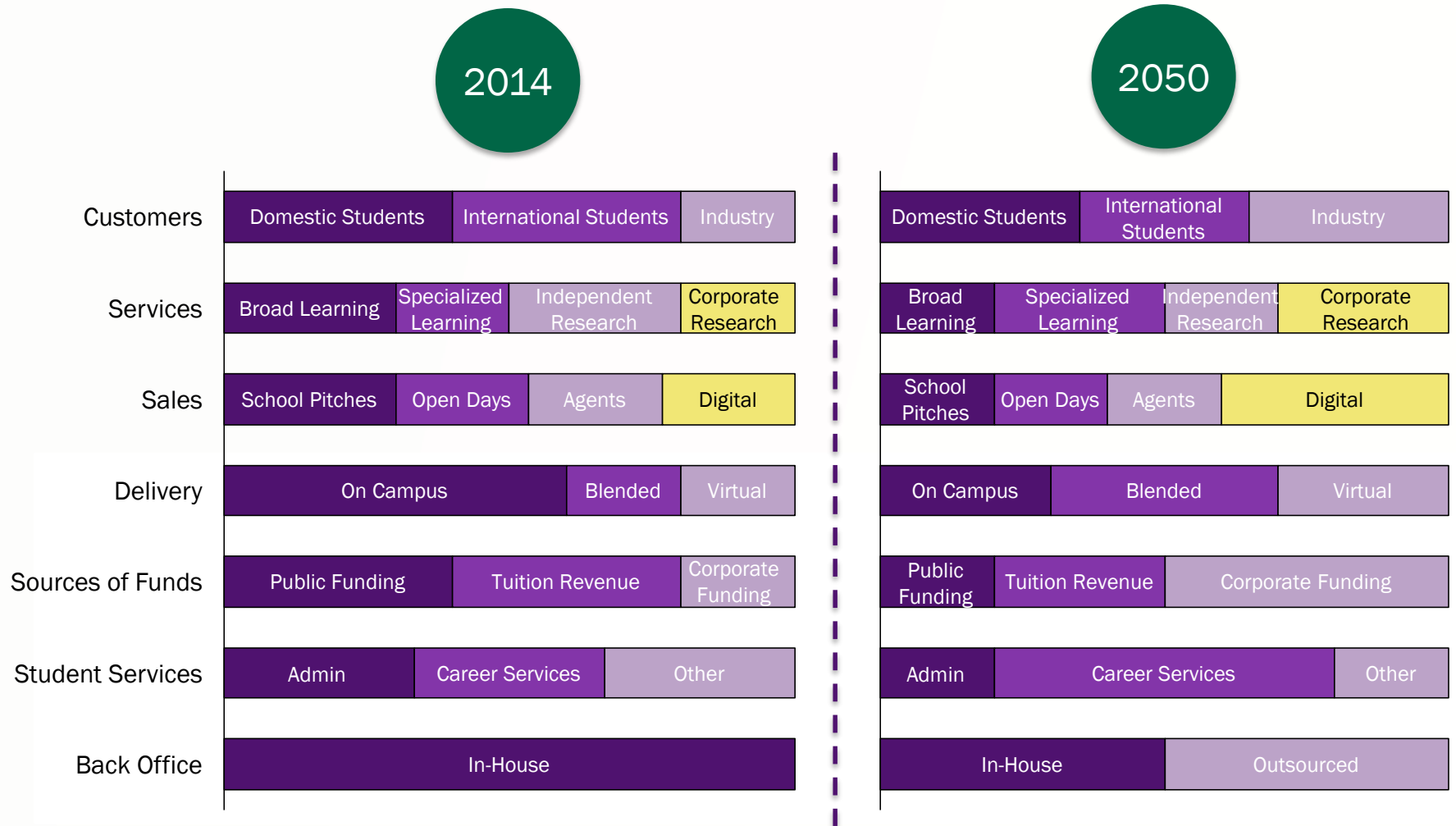
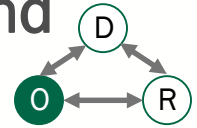
Learning by Type in 2050



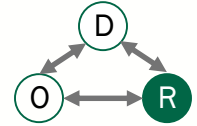
- Brick & Mortar
- Blended
- Virtual



Universities embraced corporate funding, digitalization, and outsourced back-office functions to remain competitive



Corporations like Starbucks developed research capabilities through collaboration with universities



STARBUCKS LABS SOLVE GLOBAL WATER SHORTAGES

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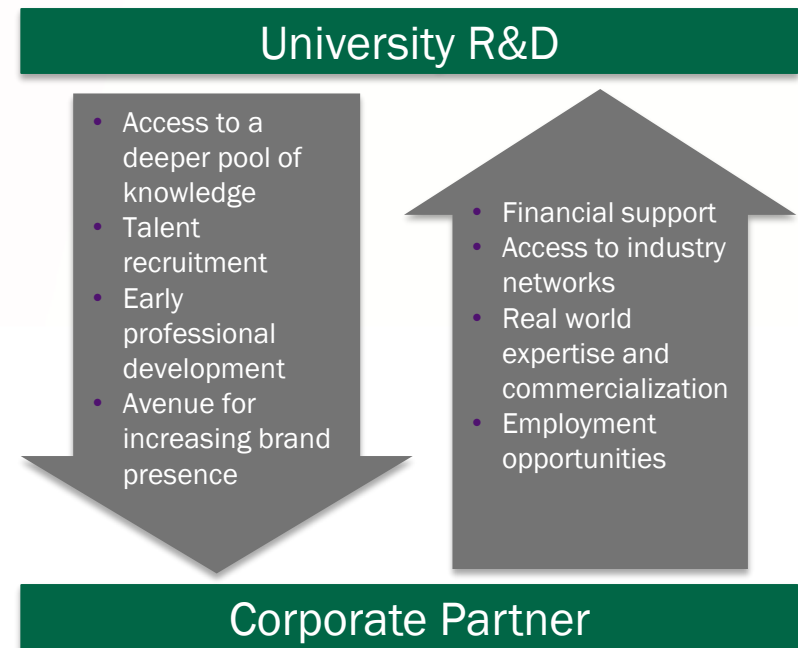
Increased costs and reduced government spending on public education caused universities to reach out to corporate sponsors to secure additional research funding.

Corporate sponsorships provided Universities with real world expertise and financing while giving corporations access to workplace ready talent, and cutting edge technologies.

A Starbucks's funded Research and Development project with Mohawk University, led to a breakthrough in filtration technology.

Starbucks Virtuoline version 20.50 is solar powered and purifies water as it brews, providing clean, safe drinking water to remote villages across the globe.

Research and Development is now Starbucks' largest expenditure after milk.



Postsecondary institutions that are thriving in 2050 had clear answers to the following questions in 2014

A white question mark inside a dark green circle.

Has your institution reflected on the programs that will be relevant in the future?

A white question mark inside a dark green circle.

Has your institution considered how the roles of professors will evolve?

A white question mark inside a dark green circle.

Does your institution have a clear vision of what a future student will be?

A white question mark inside a dark green circle.

Has your institution evaluated its current funding model's long term sustainability?

A white question mark inside a dark green circle.

Does your institution embrace technological progress and its impact on learning experience?





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