CASE STUDY
MOOCFactory

MOOCFactory develops Massive Open Online Courses (MOOCs) and Small Private Online Course (SPOCs) with Stream (formerly Curatr) from a didactic perspective.

Founded by Francois Walgering & Jos Maassen in 2013, MOOCFactory has grown quickly to become a household name amongst learning technology experts in the Netherlands.

Background

With a keen focus on the design and delivery of Massive Open Online Courses (MOOCs) and their spin-offs (SPOCs, VOOCs and COOCs!), Francois & Jos have leveraged the Stream (formerly Curatr) platform to build a recurring revenue business that is turning heads all over the country.

In a short few years MOOC Factory have worked with some of the biggest employers in the Netherlands; Chamber of Commerce, Ministry of Foreign Affairs, ABN AMRO, Rabobank, Philips, Vodafone, as well as some of the biggest Universities to deliver ground-breaking social experiences.

In the process they have built a real success story of what's possible when you partner with HT2 Labs (now part of Learning Pool).

Substantial Growth

From Brussels to Groningen (and everywhere in between) MOOCFactory's customer base has grown substantially in the time they have been a Stream Partner.

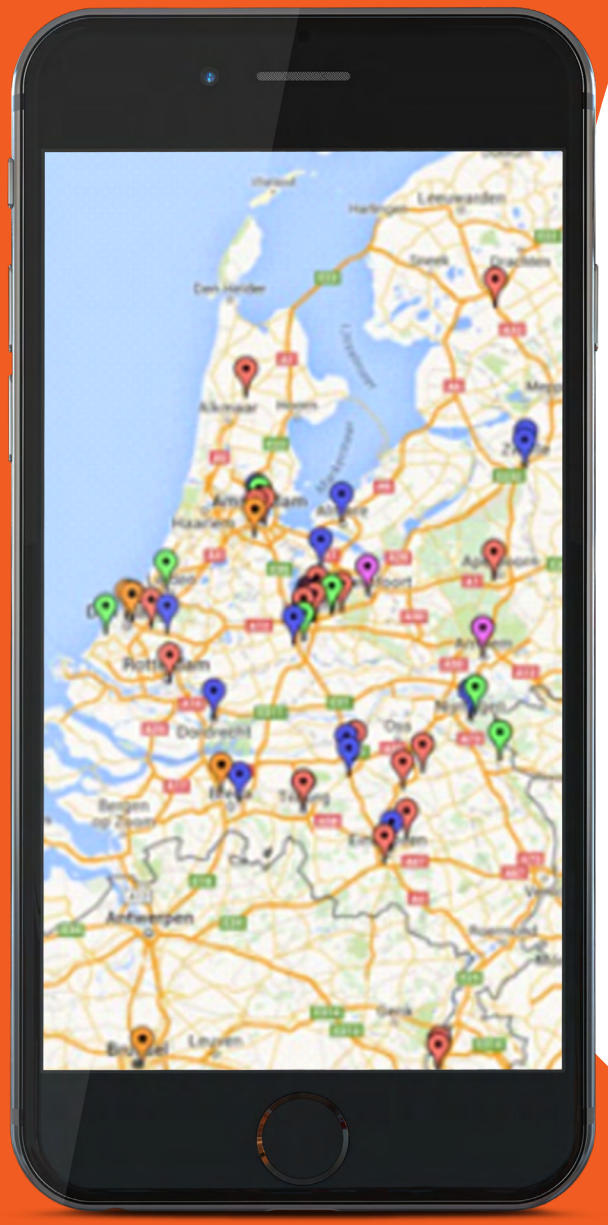
Francois & Jos are anything but ordinary businessmen. Experts in learning and development, they have exhibited a relentless drive in the pursuit of success. They are, probably, the busiest guys in the Netherlands.

As well as promoting the benefits of MOOCs to prospective clients, MOOCFactory designs and delivers MOOC and SPOC projects for more than 70 clients.

They also run a series of highly successful MOOCs for the Dutch L&D audience, attracting thousands of learners to join in their 'MOOCademy'.

Learning Locker

STREAM



A Business Built on Stream

Innovation

Stream is the most innovative learning platform with the most forward didactic perspective; social learning, content curation and gamification.

Future-Proofing

The Learning Pool product development team keeps improving the platform, enabling it to adapt the learning platform needs of MOOCFactory's clients.

Communication

An outstanding working relationship and shared learning ethos relation with the Learning Pool team; along with a short, responsive communication path.

Building on MOOC success with xAPI

Francois & Jos have been building up their subject-matter knowledge around the concept of xAPI in recent years and are now looking to open up a new market in Dutch-speaking territories for Learning Record Stores (LRSs) and next-gen learning ecosystems.

Learning Locker

STREAM

A Two-Way Partnership

Francois & Jos visit with HT2 Labs (now Learning Pool) on a regular basis to understand our products, our research and our roadmap. They package these insights into unique market propositions that fit the needs of their typical Dutch customer.

Earning revenue for every license they sell using Curatr, MOOCFactory also make a significant income from the design and implementation services they offer alongside the software itself.

It's not all been a one-way street either:
Partners offer HT2 Labs a viable channel to local marketplaces, something that we couldn't replicate ourselves. MOOC Factory ranks in our top 10 of customers by revenue, alongside FTSE 100 and Fortune 500 companies, just on the basis of the referral fees they earn.

> "Francois & Jos work tirelessly to understand their customers problems and to make technology work exactly how they need it to.

Learning Locker

STREAM

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