

ROLE OF WIKIMEDIA IN THE ERA OF OPEN SCIENCE
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OPEN FOR BUSINESS: USE CASES FROM NON-AUTHOR FEE BASED OPEN ACCESS PUBLISHING

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NOTE/ work in progress!
LOOKING FOR EXAMPLES



Non-author fee OA Publishing - from idealism to sustainability

- **Open access publishing:** content is accessible for free, publisher needs to find revenue elsewhere
- Non-author fee based publishing gets traction but
 - How do you run a **sustainable** publishing business if no revenue from sales nor from author fees?
 - How do you overcome the '**volunteer trap**'?
- Using the **Open Business Model Canvas** as a basis, what follows are some very short use cases gathered during a workshop on the subject on April 5th and 6th 2018 in The Hague

Open Business Model Canvas

Designed for:

Designed by:

Date:

Vers: 3

Overall Open Environment Business Fits In?

Key Partners



Key Partnerships



Key Activities



Key Activities



Key Resources



Key Resources



Value Proposition



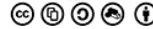
Value Propositions



Customer Relationships



Customer Relationships



Customer Segments



Customer Segments



Channels



Channels



Cost Structure

Cost Structure



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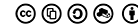
Social Good



Revenue Streams



Revenue Streams



Example: Open Library of Humanities

Revenue Streams



Key Partnerships



Channels



• **Library Partnership Subsidy Model**

- Worldwide library (consortia) pay a membership fee
- Libraries support the infrastructure, ensuring its stability and sustainability
- 23+ journals supported, opportunity for existing journals to 'flip'
- Intensive **campaigns** on social media in order to reach new 'audiences' (i.e. potential supporters)

Example: Fair Open Access Alliance

Revenue
Streams



Key
Partnerships

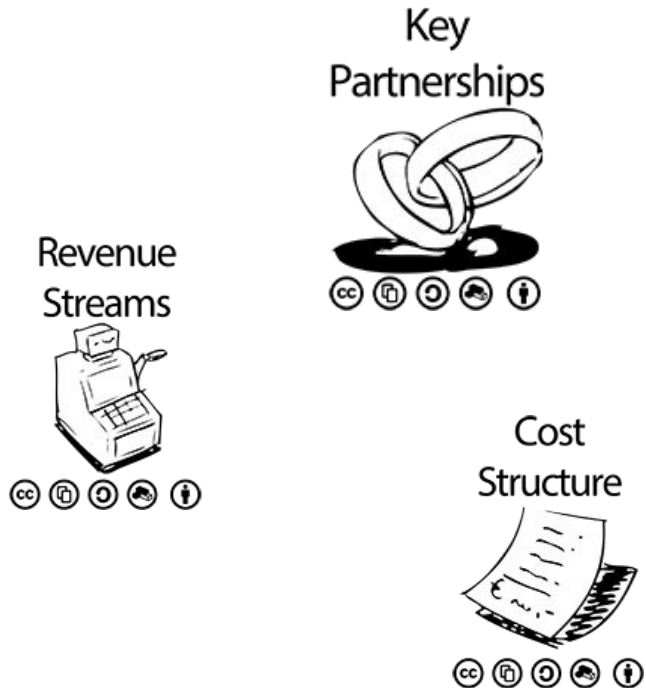


Customer
Segments



- Work with existing journals in order to 'flip' them
- Look for support at **library/institutional/funder level** in order to support this
- **Trust** is key: high-profile journals that want to 'flip' need a lot of security

Example: Language Science Press



- One of the revenue streams is '**Print on demand**'
- **Small costs**, software based on open monograph press (PKP)
- key **partnerships**
 - FU Berlin for storage, dois and isbns
 - [Knowledge Unlatched](#) for library partnerships
- Simulation of costs running a press ([here](#))

Example: Sci-Post

Customer Relationships



Revenue Streams



Key Resources



- Platform run exclusively by professionally active scientists
- Public **peer review** pre- and post publication, peer reviewers get credits
- Funded via grants and limited partnerships, mostly based on volunteer work

Example: Radical OA Collective

Value
Propositions



Key
Resources



- Collective of presses that put themselves outside of the market model
- **Scholar-led publishing**
- Radical alternative for 'conservative approach of open access' by commercial and legacy publishers

- For some publishers, economic sustainability, let alone growth, is not the most important concern - but rather the protection of academic freedom, the offering of a safe haven for niche scientific research
- Key activities are quite constant: peer review, editing, communication,...
- Even if you work with volunteers and at a very low cost, working with a business model can still be relevant (or at least be familiar with the key elements ...)
- A potential issue is that a lot of the work done is by volunteers - the question 'will the press still run if I get hit by a bus' is a key concern
- **There is a need for more case studies and examples on how to deal with sustainability and scalability issues**

Sources, read more:

- <https://www.openaire.eu/beyond-apcs-alternative-open-access-publishing-business-models>
- <http://businessmodelalchemist.com/2010/01/mapping-business-models-a-knowledge-game.html>
- The Business Model Canvas book: Alexander Osterwalder and Yves Pigneur, "Business Model Generation", Wiley (2010)
<https://strategyzer.com/books/business-model-generation> . The original Business Model Canvas is available under a CC BY-SA 3.0 license. <https://strategyzer.com/canvas/business-model-canvas>
- More on 'open' business models: Paul Stacey "What is an Open Business Model and How Can You Generate Revenue?", Medium (2016)
<https://medium.com/made-with-creative-commons/what-is-an-open-business-model-and-how-can-you-generate-revenue-5854d2659b15> The Open Business Model Canvas:
<https://docs.google.com/drawings/d/100IDa2qak7wZSS0a4Wv6qVM077IwkKH7CYyq0wHivs/edit>