

PROPOSED BUSINESS MODEL FOR DELIVERY OF E-LEARNING INITIATIVES THROUGH THE GLOBAL FOOD REGULATORY SCIENCE SOCIETY – GFORSS

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Background

As part of GFORSS' mission statement – to promote knowledge dissemination in food regulatory science – GFORSS is investing in the development of E-Learning activities, supported by the contribution of various partnering organizations from academia, service providers, regulatory organizations.

Principles Pursued

Affordability

Courses / programs offered have to be accessible and meet GFORSS' objectives for accessibility in developing economies, benefitting from economies of scale of delivery to several beneficiaries.

Respect of Intellectual Property

Training material developed and owned by third parties must be respected as such. A business model that promotes delivery of quality training material through GFORSS needs to be encouraged to support the vision of GFORSS – to become a reference for food regulatory scientific knowledge dissemination.

E-Learning Training Revenue

Use of the E-Learning / training platform as a source of sustainable GFORSS revenue generation.

Proposed E-Learning Business Model for Discussion

A proposed business model for revenue sharing follows below for the consideration of GFORSS Board and Executive Board members.

- A = GFORSS total revenue amount invoiced for an E-Learning initiative to a partner organization
- M = GFORSS Management Fee = 10% of A
- DC = Direct costs associated with delivery and assumed by GFORSS (e.g. costs associated with instructors hired and directly paid by GFORSS to deliver the program)
- AR = Available Revenue = $A - M - DC$

Proposed Distribution of Available Revenue

- 20% AR → GFORSS
- 80% AR → Training Material Owner

This business and cost-sharing model will be examined on a periodic basis, as may be dictated by circumstances and experience gathered, at least on an annual basis.