

Micro-Up Model BRAC via MOOC Can Empower the Greatest Youth Entrepreneurial Revolution Now!

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Viewpoint on Innovation of Education 1972-2012

We have found nothing to change our view in the 40 years, since we first saw youth experimenting with early digital networks. If one hundredth of the passion that went into the moon race's computing had been sustained collaboratively in education, the 2010s would be every youth's most productive time to be alive and greatest time for co-producing human goals that peacefully and entrepreneurially converge round ending poverty and hunger. It is from this viewpoint that we encourage everyone to MOOC now.

MOOC Revolution: How did it Suddenly Scale?

Acronym stands for connecting many of the net generation's most valuable multipliers: Massive ... Open ... Online ... C for Curriculum/Course/Collaboration.

Perfect Duo: Two MOOC platforms suddenly scaled since 2010 - coursera.org designed by Koller and khanacademy.org by Khan. While the former has made large 100000+ alumni courses unstoppable, the latter has made essential training always available free online for individual study.

Although a curriculum at MOOC platforms like www.coursera.org is typically weaved into a minimum of 6 hours of content, modules are made up of 12-minute sets of slides superimposed with a corresponding youtube presentation.

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Life-challenging Work of Every Education Entrepreneur Now in Play

Both Coursera.org and KhanAcademy.org have discovered that core to the design of online education is maximum 9-minute audio training module. (Fancy video is a distraction, video can always be mixed in once you have optimal audio sequence). Indeed, a major section of Khan's book *One World Schoolhouse* discusses why 9 minutes of virtual content presentation is enough - both for teachers and students - before practising.

Coursera aims every university course available in English for annual alumni by 2017. Khan academy is posing the question - what courses are as essential as maths to be always online, in every mother tongue.

Khan Academy and Coursera's opposite ways of building massive alumni are perfect to make growth of MOOC unstoppable. Both are now epicentred in San Francisco region, though MIT Boston has historically been world Number One in Open Curricula. And in the "real world" MIT remains the world's Number One job-creating alumni network, with open tech wizards like Tim Berners Lee and Iqbal Quadir, and Japan's Joi Ito.

Entrepreneurial Revolution - Maps Greatest Systems Change One Generation of Human Race Ever Faced!

This section introduces why friends of Norman Macrae Foundation believe human sustainability needs much-calibrated micro-entrepreneurial model BRAC uniquely connected with 3 urgent systemic collaborations which youth now need to be empowered by:

1. Exponential sustainable governance of BRAC and core network partners
2. Open Education - BRACMOOC
3. Leader of pro-youth economics by celebrating microfranchises

Datum Point 1972: It was 42 years ago that Norman and Chris Macrae first became involved with experiments at the UK's National Development Project of Computer Assisted Learning. Norman Macrae (*The Economist's* Deputy Editor for 23 years in his 40 years' career: 1949-89) spent the next 10 years involving readers at *The Economist* in debating and mapping *the greatest change one worldwide generation would ever face*, followed by the 1984 Book on 'Net Generation to 2024' - mapping the alternative pro-youth end game to George

Orwell's *Big Brother*, with clear action timelines. *The Economist* called this serial genre: Entrepreneurial Revolution (ER) (see Survey of ER 1976, 25 December). Soon Americans like Bill Drayton Social *Entrepreneur* and J Gifford Pinchot *Intrapreneur* were borrowing from the language - not always in ways Norman Macrae intended. Transparency of Norman's work can be summarised by seven transformation features -

1. Exponential Sustainability can't be sustained by any of the 20th century's biggest organisational typologies.
2. Open Education - in 1972, the turn of century race to best for youth curricula being free online seemed more obviously human than the 1960s moon race.
3. Open Society and Multi-win economic models will need to open source 30000 microfranchise solutions across global villages to end poverty and sustain youth futures.
4. Remix Media - celebrate 30000 microfranchises' inter-community replicability.
5. Transform banking, currencies, etc.
6. Transform health services.
7. Transform energy local food and water security.

If all of these systems are changed from top-down and closed to bottom-up and open, then death of cost of distance and borderless interconnectivity can empower the 21st century to be the most collaborative, productive and sustainable time for youth and everyone to live.

BRAC: To MOOC or Not to MOOC?

Indeed, as an innovative Micro-Up route to economic transformation, the success of micro initiatives represents aggressive use of market forces and sustainable business practices to achieve substantive social goals. This Bangladeshi flagship NGO - BRAC (born in 1972) is a classic example of such a model.

Having mastered how to scale up community-owned solutions to reach across the whole of rural Bangladesh, BRAC started 'value chain' transformations - redesigned the total supply and production chain of poultry around 5 different jobs villagers could do and generate income that took whole communities, as well as workers across the industry sector, out of poverty. BRAC has also innovated similar interventions so that the dairy chain is owned bottom-up and to various crafts industries too. It has also used crop science to start to transform many agricultural value chains both in Bangladesh and in countries where partnerships invite BRAC to implement its grassroots networks abroad.

9 Minutes to

The hunt is on for training models that youth most need for jobs or massive scale the most effective and sustainable society.

Can Four Be Broken?

The Khan Academy software to make audio with a has it cost so the 4 education is researched is examined. Effectively a skill can be scaling will the MOOC now, first of youth need MOOC to let solutions and youth alumni 2015. Conv Leaders can job-creating education - MOOC platform technology

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