

## **West Yorkshire Lifelong Learning Network**

### **Axia Interactive Partnership**

#### **1. Background**

- 1.1. Axia Interactive Ltd. was selected as the company contracted to develop the learner tracking system (IAGnow). The system was based on a platform originally developed by Axia, but the concept of how it could be used as a tracking tool was developed as a result of working with WYLLN. It has been agreed with Axia to share the intellectual properties rights associated with this development.
- 1.2. The uniqueness of this development has resulted in the potential to exploit the product commercially. However, if an income stream is to be realised for the Network, the business model needs to be agreed. Consultations with HEFCE have informed the Network that they have no claim to the IPR, but that if the product is used within the HE sector a reduced cost should apply. Without the LLN existing as a legal entity, any IPR will rest with the lead institution.
- 1.3. Following legal advice from the University of Huddersfield, it would not be appropriate at this stage to create a legal entity. This paper lays out a proposed interim business model that would allow the network to benefit from any potential sales of the system.

#### **2. Proposed Business Model**

- 2.1. It is proposed that the business model utilises the University of Huddersfield's trading arm – University of Huddersfield Enterprises Ltd. To take into account that Huddersfield is working on behalf of the WYLLN the following business model is proposed.
- 2.2. Any profit generated will be distributed evenly between Axia Interactive Ltd and UHEL. UHEL's share of the profit will be distributed accordingly:
  - Of the share of the profit received by UHEL, 70% will be distributed to the partnership (i.e. to support the whole range of WYLLN's activities)
  - Of the remaining 30%, 70% will be made available for the future development of the product.
  - The remainder will be retained by UHEL as its management fee.
- 2.3. Currently there is no contractual arrangement or memorandum of understanding between the University of Huddersfield and the other partners within the WYLLN

#### **3. Conclusion**

- 3.1. The Management Board is requested to consider the proposed model as way to address any financial gains that may accrue from the development work with Axia. The Management Board is also asked to consider whether it is necessary to agree a memorandum of understanding between the University of Huddersfield and the WYLLN partners.