



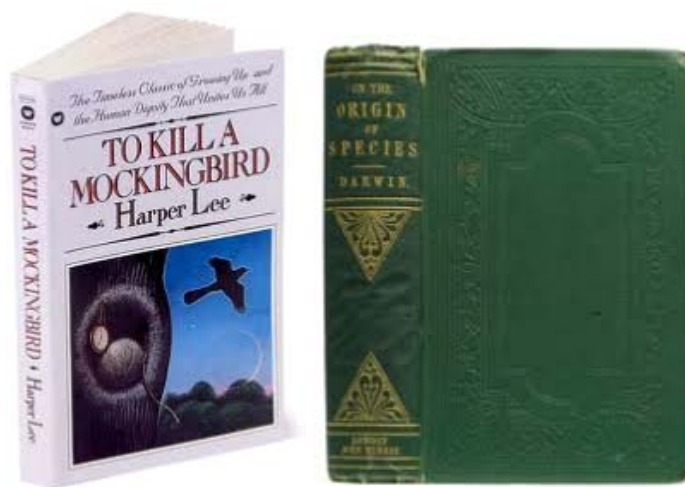
BOOCs: A Game Changer

In what is a clear sign that seismic shifts in the education industry are about to occur, top Silicon Valley entrepreneurs have begun investing heavily in BOOC learning platforms.

The basic idea is simple and elegant. It begins when a person writes down ideas, information, stories, equations – almost anything really. Then another person prints out copies of that content, in BOOC form, and makes it widely available. Conceivably, these BOOCs may someday be accessed through the Internet.

“We think these BOOCs can be a major disrupter to old ways of learning,” said Beck Tubble, one of the early investors. The innovators behind the BOOC idea came up with the name BOOC last year, which is an acronym for Big Outrageously Original Concept.

As the industry develops, Tubble explained, the investors envision BOOCs containing massive amounts of information that people across the globe will be able to access. Some BOOCs will even be made available, on a trial basis, in non-English languages.



Two of the many BOOCs that will soon be available for “reading”

There is also talk of creating institutions that would allow people to borrow BOOCs without charge – essentially free access to this knowledge. The current thinking is that these institutions would be called ‘libraries,’ in honor of the ancient Library of Alexandria, an earlier experiment with this exciting concept.

If the idea catches on, Tubble predicts people sharing ideas from BOOCs through clubs, ‘chats’ in coffee houses, and exchanging BOOCs with friends and co-workers just as people now exchange links and retweet each other.

“This is the first learning platform we’re aware of that allows people in the remotest places on earth to gain access to the world’s knowledge,” said Tubble. “It does away with the need for classrooms or for conversations with teachers. Everything anyone will ever want to know will be in a BOOC, and all at very little cost – until we’re ready to make a handsome profit, of course.”