

Presentation Key Points and Pitch Script

Notes for presentation tomorrow

What-- We want to facilitate interactions between locals and refugees

Who-- recently arrived refugee + local native

Why-- refugees don't know much English + don't know many locals. (53% of Syrian refugees have little to no proficiency in English)

How-- Swip-based app to match locals as mentors + English-learning activities built in. Both put in a time that is convenient for them, and Small Talk will have established places for people to meet up. Can save progress online so they can meet up with other matches (demonstrates the low-commitment and ease of using this app). Also ability to write reviews about mentors and students

Where-- Big cities w/ substantial populations of refugees

For presentation-- example case of Jonee. Young widowed mother struggling to communicate with her daughter's teachers-- until she discovered Small Talk

Then give a demonstration of the app

Why is our product special and why clients should fund it--

Refugees really struggle to find a medium to connect with locals with, but 87% of Syrian refugees have smartphones. We emphasize

- user comfort and convenience
- revolutionize community service
- serves dual purpose of connection + learning English
- female refugees can put their settings to only women

Potential Statement

Hi, we're SmallTalkers and we've created an app called Small Talk.

We noticed that newly settled refugees, particularly in big cities, had a hard time connecting with locals, especially because they had little understanding of the language and cultural norms. For our mobile app, we are targeting recently arrived refugees and locals.

We want to facilitate a positive interaction between locals and refugees. 53% of Syrian refugees have little to no proficiency in English.

We intend to create a swipe-based matching app to connect local mentors to refugee students. Participants can engage in a cultural exchange by setting a time that is convenient for them.

Our app lets users save their progress online, meaning that students can meet up with different mentors easily, removing a barrier to use.

Our app would be utilized in big cities with sizeable refugee populations, in addition to a metropolitan population that would show interest in engaging with newly arrived refugees.

Jonee is a model refugee student. She just arrived in America a month ago, and has recently enrolled her daughter in school. She's struggling to communicate with her daughter's teacher. But one day she sees an ad on Facebook, about Small Talk. She sees that it's an opportunity to practice her English in a casual setting, in addition to meeting locals. She creates an account

and meets up with Amy, a local college student, who explains to her how to communicate with her daughter's teacher, in addition to helping her with her English.

**** Give demonstration of app****

Why our product is special and why you should invest in it

Refugees really struggle to find a medium to connect with locals with, but 87% of Syrian refugees have smartphones. We emphasize

- user comfort and convenience
- revolutionize community service
- serves dual purpose of connection + learning English
- female refugees can put their settings to only women

Pitch Script—

I want to paint a picture for how our app SmallTalk can improve the quality of life of asylum seekers that are struggling with adapting to the culture in their new home country. This is Jodee. Jodee is a 38 year old Syrian refugee woman who takes care of 3 kids and an elderly mother in Atlanta. Like most parents, she wants her kids to have the best access to education so that they can fulfill their dreams but she can't help her children with small things like reading directions to homework. Frustrated she searches for ways to learn English and finds us, SmallTalk. She messages Amy and quickly gets a response back. They first connect over food and exchange recipes. Recipes turn into comfort and comfort turns into friendship. And Voila the magic of SmallTalk happens. SmallTalk is place where change starts. Not just with language level but how people from all walks of life relate.