

Business Proposal for Duolingo: Establishment of a Korean Language Academy

1. Introduction

Dear Duolingo Team,

We are pleased to present a proposal for the establishment of a Korean Language Academy designed to offer high-quality Korean language education to international university students. This initiative aligns with Duolingo's mission and vision, providing an opportunity to create a more effective Korean learning environment through collaboration with your global educational platform. Additionally, it contributes to fulfilling your social responsibility and expanding your educational impact.

2. Business Overview

- **Project Name:**Duolingo Korean Language Academy Establishment Project
 - **Location:**Gyeonggi-do and Pyeongtaek City, South Korea
 - **Target Audience:**International university students from the USA, Japan, Canada, Australia, China, Vietnam, and other countries
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3. Background and Necessity

Background:

- The global popularity of K-pop, Korean cinema, and technological advancements has significantly increased interest in the Korean language and culture.
- Among Duolingo users, there is a steadily rising demand for learning Korean.

Necessity:

- Operating a structured Korean language academy in conjunction with Duolingo's digital learning platform can maximize learning effectiveness.
 - Promoting cultural exchange and contributing to the development of global talent will expand Duolingo's educational influence.
 - Revitalizing the local economy and creating job opportunities will fulfill social responsibility.
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4. Business Objectives

Short-term Goals:

- Enroll and educate 200 international students within the first year.
- Establish a state-of-the-art Korean Language Academy infrastructure in Seoul that aligns with the Duolingo brand.

Long-term Goals:

- Expand the student base to 500 within three years.
- Lead the standardization of Korean language education by leveraging

Duolingo's global education network.

- Contribute to the development of global talent and the local economy.
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5. Business Plan

Education Programs:

- **Intensive Korean Language Education:** Offer comprehensive courses ranging from beginner to advanced levels to meet the learning needs of Duolingo users.
- **Cultural Experience Programs:** Conduct various programs such as traditional Korean cooking classes, K-pop dance workshops, and visits to historical sites to deepen students' understanding of Korean culture.
- **Digital Integrated Learning:** Provide learning materials and online supplementary classes integrated with Duolingo's app to enhance learning effectiveness.

Operational Plan:

- **Phase 1: Preparation and Establishment (3 months)**
 - Analyze the Korean language learning needs of Duolingo users through market research.
 - Secure suitable educational facilities in strategic locations and design interiors that match the Duolingo brand.
 - Recruit qualified teachers and develop a curriculum aligned with Duolingo's educational philosophy.
 - **Phase 2: Initial Marketing and Student Recruitment (3 months)**
 - Implement targeted marketing using Duolingo's platform.
 - Promote the academy and attract prospective students through social media, online advertising, and collaborations with international universities.
 - Encourage initial registrations through special discounts and promotions for Duolingo users.
 - **Phase 3: Launch and Operations (6 months)**
 - Commence regular classes and specialized programs.
 - Monitor students' learning progress through Duolingo's data analytics and incorporate feedback to improve programs.
 - Share cooperation outcomes with Duolingo through regular evaluations and reports.
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6. Social Responsibility and Sustainability

Educational Accessibility:

- Aligning with Duolingo's goal of making language learning accessible to everyone, the Korean Language Academy will provide educational opportunities to students from diverse backgrounds.

Global Community:

- The academy will contribute to the formation of a global community and cultural exchange among international students, synergizing with Duolingo's global network.

Environmental Sustainability:

- By providing education through a digital platform, the academy reduces its carbon footprint compared to traditional educational methods.
- Operating facilities using eco-friendly materials contributes to environmental protection.

7. Financial Plan

Budget Overview: Approximately 150 million KRW

- **Educational Facility Rental and Equipment:** 30 million KRW
- **Teacher Recruitment and Educational Materials:** 30 million KRW
- **Marketing Costs:** 10 million KRW
- **Other Operating Costs:** 20 million KRW
- **Contingency Fund:** 50 million KRW

Monthly Operating Costs: Approximately 35 million KRW

- **Rent and Facility Maintenance:** 5 million KRW
- **Teacher Salaries:** 30 million KRW (10 teachers, each earning 3 million KRW)
- **Other Operating Costs:** 5 million KRW

Expected Revenue:

- **Main Revenue:** 200 students x 500,000 KRW = 100 million KRW
- **Monthly Revenue:** 100 million KRW x 4 weeks = 400 million KRW
- **Annual Revenue:** 400 million KRW x 12 months = 4.8 billion KRW

Total Annual Revenue: 4.8 billion KRW

8. Partnership Proposal

Purpose of Collaboration:

- Align with Duolingo's educational goals to contribute to the local community, enhance brand image, and promote the development of global talent.
- Maximize the accessibility and efficiency of Korean language education by integrating with Duolingo's digital learning platform.

Benefits Offered:

- Share a portion of the academy's profits with Duolingo.
 - Promote Duolingo's logo and brand both inside and outside the academy.
 - Share learning data and insights from Duolingo's platform to improve educational content.
 - Enhance mutual brand value through joint marketing campaigns and promotions.
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9. Expected Outcomes

Social Impact:

- Provide structured Korean language education to international students, promoting cultural exchange and mutual understanding.
- Utilize Duolingo's global network to offer more Korean learning opportunities to a larger number of students.

Economic Impact:

- Revitalize the local economy through job creation and the attraction of international talent.
- Generate additional revenue through the expansion of Duolingo's educational platform.

Brand Image Enhancement:

- Strengthen Duolingo's commitment to social responsibility and education, enhancing its positive image within the global community.
 - Solidify leadership in the education sector through collaboration with Duolingo.
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10. Conclusion and Request

We seek to collaborate with Duolingo to successfully establish and operate the Korean Language Academy. Duolingo's partnership will play a crucial role in achieving our educational and social objectives while further strengthening your educational influence. We kindly request your favorable consideration of this proposal and invite you to a meeting to discuss the details further. Should you have any questions or require additional information, please feel free to contact us.

11. Contact Information

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12. Attachments

- **Market Research Report:** Analysis of Korean Language Education Demand and Competition among International University Students
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Thank you for reviewing our proposal. We look forward to the opportunity to collaborate with Duolingo and contribute to the growth and success of both our organizations.