

## Business Plan

Team/Product Name: **Target Language**

### Owners:

Krzysztof Czarski

Wojciech Dynda

Akmalov Saidalo

Abdyganyeva Akylai



## 1. Company Description:

- **Goals and Vision of the Company:**

*Allow people to quickly learn the specific vocabulary they need.*

*Facilitate migration & job mobility.*

*Empower self-learners.*

- **Owners and their Qualifications:**

*Krzysztof Czarski - Linguist, CPE grade A, CELTA grade A*

*Saidalo Akmalov - Business Manager*

*Wojciech Dynda - Business Data Analyst*

*Abdyganyeva Akylai - Social Media Expert*

- **Product or Service Offerings:**

*AI-generated short language courses.*

*Pre-made human-checked courses on a variety of subjects.*

*Tool to create your own instant method-based courses on any topic you need.*

*Offering language certification for professionals.*

## 2. Market Analysis:

- **Market Characteristics:**

*Quickly developing big businesses*

*Professionals*

*Self-learners*

*Travellers*

*Students*

*Refugees (Governments & NGOs)*

*Global*

*Highly scalable*

- **Market Trends and Forecasts:**

*AI Revolution*

*Migration Crisis*

*Global employee retraining caused by the digital transformation*

*Self-learning Renaissance*

- **Competition:**

Duolingo, Rosetta Stone, Quizlet, other language learning apps.

Strengths: *More active users, established brands, better technology, bigger budget,*

Weaknesses: *Repetitive, linear, childish, boring, not fully autonomous, time-wasting, fun-focused, ads*

Established language schools and companies offering in-company training

Strengths: *Human interaction, traditional method, bigger budget, data*

Weaknesses: *Teacher-dependent quality, staff requirements, slow movers, unattractive, slow, inflexible*

### **3. Marketing Plan:**

- **Reaching Customers:**

Partnerships:

*Schools & Universities*

*Companies*

*Conversation apps (Tandem)*

*NGOs*

*Governments*

Marketing campaign:

*Travel influencers*

*School life-hacks*

*Ad campaigns targeted for each profession (e.g. immigrant taxi drivers)*

- **Marketing Goals:**

*10 000 monthly users by 2025*

*100 success stories*

- **Advertising and Promotional Strategies:**

*Partnerships with other language apps (complementing)*

*Free events (in-company, schools, open)*

*Student life-hacks*

*Targeted ads*

- **Sales Forecasts:**

*\$100 000 / month from partnerships*

*10 000 monthly users by 2025 (x subscription / ads)*

#### **4. Operational plan:**

- **Conducting Operations:**

*The company plans to conduct its operations by utilizing a team of language experts and software developers to create language lessons using the GPT-powered tool.*

- **Required Resources and Costs:**

*The resources needed includesoftware licenses, language experts, and software developers, with estimated costs totaling \$100,000 for the first year.*

- **Planned Project Stages:**

*The project will be divided into three stages: development of the language lesson generation tool, creation and sale of online language courses, and continuous improvement of the tool based on user feedback.*

## **5. Financial analysis:**

- **Company Costs and Revenues:**

*The estimated costs for the first year include \$100,000 for resources, \$50,000 for marketing and advertising, and \$50,000 for operational expenses, with projected revenues of \$1,200,000 in 2025.*

- **Financial Forecasts and Planned Investments:**

*The financial forecast shows steady revenue growth of 20% annually, with planned investments in research and development to enhance the language lesson generation tool.*

- **Planned Financing Sources and Capital Costs:**

*The initial capital will be self-funded by the founders, with additional financing of \$300,000 sought from governments, NGOs and private investors.*

## **6. Management plan:**

- **Planned Processes and Management Structures:**

*The company will follow an agile development process for software updates and content creation, with a flat management structure allowing for efficient decision-making.*

- **Required Management Competencies and Skills:**

*The management team will require expertise in language instruction, software development, marketing, and business development.*

- **Planned Evaluation and Compensation Systems:**

*Performance evaluations will be conducted regularly, with compensation tied to individual and team performance, as well as the company's financial results.*

## **6. Development plan:**

- **Planned Long-term Goals and Development Strategies:**

*The long-term goals include expanding the language offerings, targeting new industries and professions, and establishing partnerships with language schools and training institutions. Development strategies will focus on enhancing the tool's language generation capabilities and user experience.*

- **Planned Investments and Development Projects:**

*Investments will be made in research and development to improve the tool's accuracy and efficiency. Development projects will include the creation of a mobile app version of the tool and integration with popular learning management systems.*