

## learn new language - learn new language

<p><b>PROBLEM</b></p> <p>Unable to understand or communicate when talking to someone or travelling to other countries that speak different languages.</p> <p>Modern language classes can be long, tiresome and not provide flexibility, especially to those working full time and trying to learn a new language in their spare time.</p> <p><b>EXISTING ALTERNATIVES</b></p> <p>Google translator</p> <p>Online translators &amp; dictionaries</p>	<p><b>SOLUTION</b></p> <p>An app that can easily convert images to text and help you identify objects without needing someone to translate</p> <p>Save the translations to use as a reference later</p> <p><b>KEY METRICS</b></p> <p>Number of downloads</p> <p>Number of active users</p>	<p><b>UNIQUE VALUE PROPOSITION</b></p> <p>Click and translate (using images to translate)- current translators need you to provide an input text to translate in required language. But with this app user can translate and image directly into text.</p> <p>Users can also save those translations for later use</p> <p><b>HIGH-LEVEL CONCEPT</b></p>	<p><b>UNFAIR ADVANTAGE</b></p> <p>Existing users and customer base- all those that have downloaded the app and are using it</p> <p><b>CHANNELS</b></p> <p>Word of mouth</p> <p>Digital /social media advertising</p> <p>Partnership with travel agencies</p> <p>Partnership with school/colleges</p>	<p><b>CUSTOMER SEGMENTS</b></p> <p>Students</p> <p>Tourists</p> <p>Teachers</p> <p><b>EARLY ADOPTERS</b></p>
<p><b>COST STRUCTURE</b></p> <p>AppStore subscription- \$150/year</p> <p>Social media marketing- \$300/month</p> <p>Google ads- \$500/month</p>			<p><b>REVENUE STREAMS</b></p> <p>In-app ads/ Google adds</p>	

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