Hackathon 2017

French language and culture in the digital age

Team “Les CAFIG”

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encounter
French
feedback
competition
real-life
funny
native
videos
language
challenge
authentic
learners
communication
game
social
context
exchange
anecdotes
misunderstandings
app
connection
learn
culture

Problem we want to solve

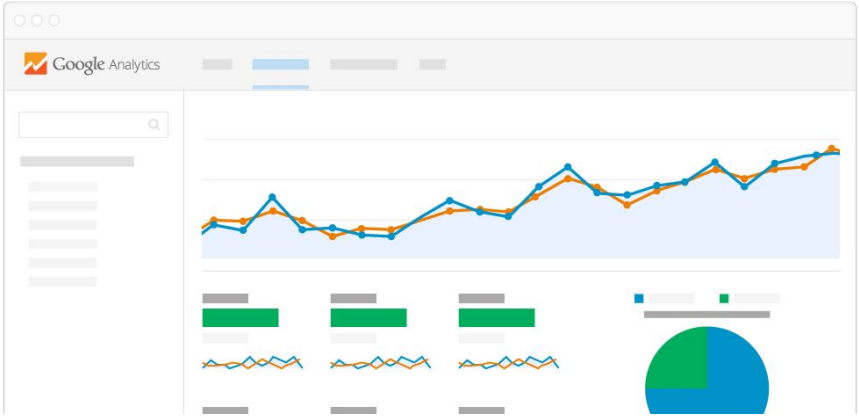
Learners of French can make linguistic mistakes causing cultural misunderstandings when interacting with native speakers.

Customer Target

- Age: 18-29
- Gender: male and female users
- Status: students, young professionals
- All the countries where AF acts

Market Research

- The OIF estimates that the number of French speakers will rise to over 700 million by 2050[1]
    - AF welcomes 460k learners of French/year in the world[2]
        - We would target learners of French with digital technology



1. Source: The status of French in the world
2. Source: AF in the world

Solution

Provide learners of French with an app offering videos featuring real-life situations.

Goal: help them learn and retain the French language and culture.

CULTURE

GAMIFICATION

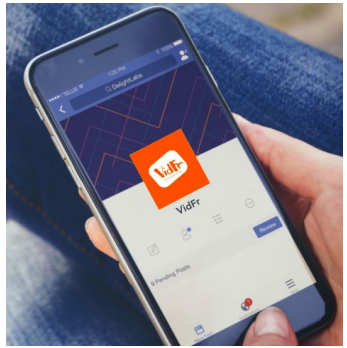
EMOTION

Our Product

VidFr

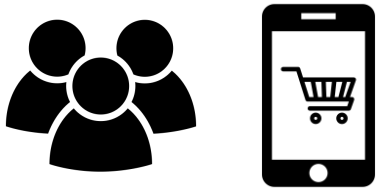
(vidéos + françaises)

Real French,
funny situations



Azote, Laurent il faut que je vous dise quelque chose d'important.

Business Model



SOLUTION:

1 month free trial

$1.5 to access unlimited packages

REVENUE PROFIT:

$1.5 * 15k packages in the 1st year = $22.5k

$0.15 profit / package purchased (10%)

Revenue: $2,250

Merci de votre attention!

Q&A

Try out our app!