



Hackathon 2017

French language and culture in the digital age



Team “Les CAFIG”

Aline Delperrie de Bayac
Laurent Erignoux
Zhenwei XIA
Roberta Zanibelli

encounter
French feedback
competition
real-life funny native
videos
language challenge authentic
learners communication game
exchange context social 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.

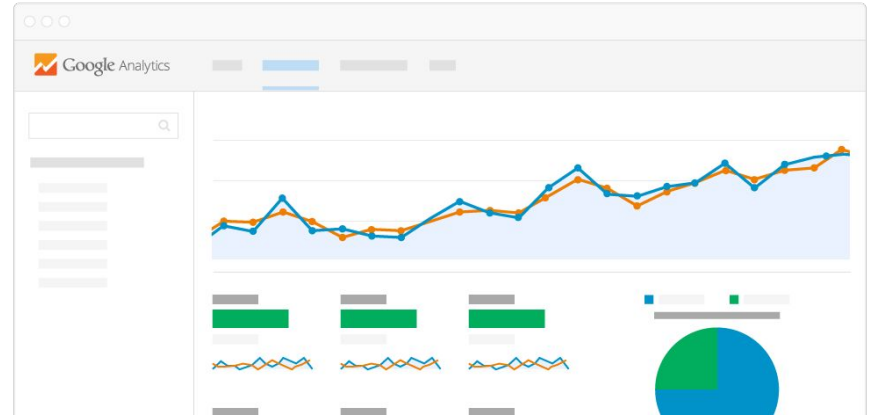
Customer Target



- 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 2050¹
 - AF welcomes 460k learners of French/year in the world²
 - 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

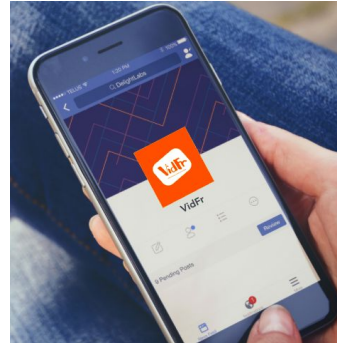
Our Viable Product



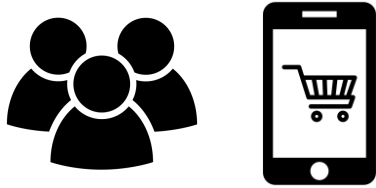
VidFr

(vidéos + françaises)

Real French,
funny situations



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!