



## Team B

Aline Delperrie de Bayac  
Laurent Erignoux  
Zhenwei XIA  
Roberta Zanibelli

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

# Problem you want to solve

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

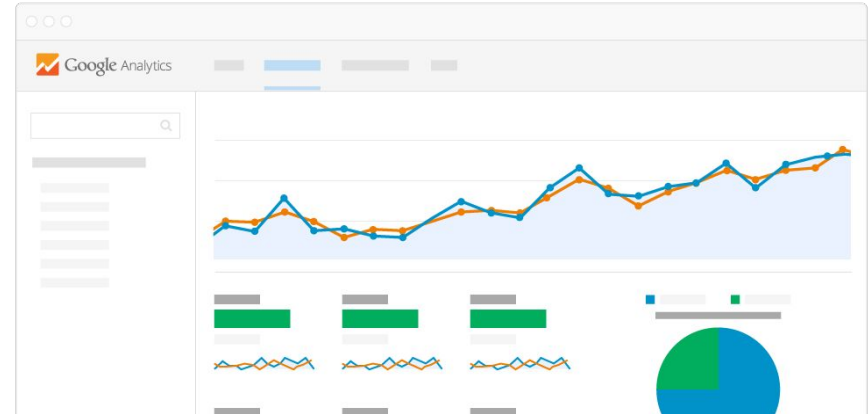
# Customer Target



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

# Market Research

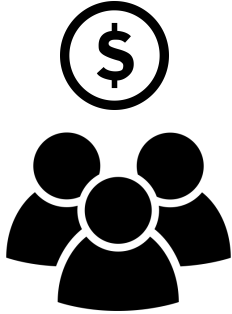
- The OIF estimates that the number of French speakers will rise to over 700 million by 2050
  - AF welcomes 460k learners of French/year
    - We would target learners who use the iOS technology



# Solution

Provide learners of French with an app offering funny videos featuring real-life situations to learn the French language and culture.

# Business Model



## Offer:

- 1 month free usage
- Packages: \$1.5 to access unlimited content



Merci pour votre attention!