VidFr Business Plan (TEAM "Les CAFIG")

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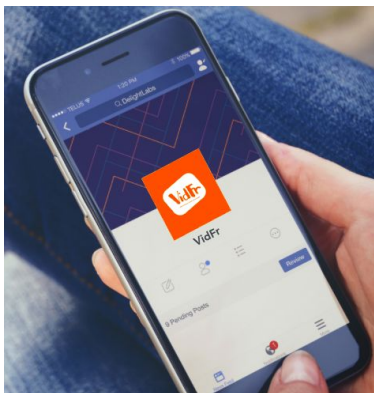-------

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1. Company Analysis

Brand Identity
App name: VidFr (vidéos + françaises)
Slogan: "Real French, funny situations"
Color palette: Main color #ff4e00

Mission

VidFr is an app that wants to help learners of French learn the language by offering concrete language examples related to cultural situations in the form of a game. The innovative part of the app is that each language explanation consists in videos showing the outcome in a real-life scenario; the user will thus learn whether that answer in French is correct or wrong.

Need

Learners of French throughout the world don't always have the chance to communicate with French native speakers. And, even when they do, they might have issues because the language is not from real-life situations but from textbooks and teachers who might want to correct the student's mistakes nicely.

Solution

We believe that the app would help French learners around the world learn real French avoiding cultural misunderstandings generating awkward social situations. They will learn how to use French expressions and words in the right context. Each video will feature authentic, real-life scenarios with native French speakers that a textbook cannot offer.

Example:
Tu es en train de marcher dans la rue avec un ami et tout à coup il te dit : 'J'ai une envie pressante.' Tu comprends?
A - Qu'il a très envie d'aller aux toilettes. (Yes)
B - Qu'il a besoin de prendre un café. (No)

Gamification

VidFr is based on a gaming, challenge mechanism: the user can invite their friends to join them in a language, time-limited competition;
You can challenge another learner who is also learning French. The score of each user will be displayed in a Leaderboard that the user can check anytime.

Flow

1. User logs in.
2. User clicks "Join" and begins the game.
3. Language scenario #1: The user is presented with a question and they have a 50/50 answer, left or right. By moving the phone over one direction, they choose the answer they think is correct. There's a 5 second-countdown to choose the answer **by tilting their phone to the left or to the right**.
   a. If wrong answer → feedback (red) → video explanation of why that is the wrong language choice.
   b. If correct answer → feedback (green) → video explanation of why that is the correct answer → emotional reward in the form of dynamic stars.
4. Language scenario #2.
5. Language scenario #3, etc.
6. The first of the users who reaches the end of the "language Package", wins and their score will be updated in the Leaderboard.

Language Learning Level

Packages may have 3 levels related CECRL with differents types of questions:
- **Beginner A1/A2**: different, simple daily life situations featuring basic vocabulary (ex: introduction, good manners, connotation of the basic vocabulary, etc.). Questions with "you" to immerse beginner learners in authentic, real-life situations.
- **Intermediate B1/B2**: more complex real-life situations, the way young people speak in university, including basic slang and lexical nuances.
- **Advanced C1/C2**: complex situations that involve specialized vocabulary (business, medicine, academic, literature, and so on) as well as French expressions. These expressions are given with feedback, some history of the French language, and funny anecdotes.

Future Developments

Once VidFr has a good user base, we want to expand the idea by offering many different packages to our users. Each package is based on a specific language-cultural scenario.

Examples:
Package #1: In the workplace (Level 1, 2, 3,…)
Package #2: At the restaurant (Level 1, 2, 3,...)
Package #3: …

Each package offers language situations that want to help the French learner use the right French in the right context, avoiding cultural misunderstandings and awkward situations.

2. Industry Analysis

Competitors

Currently, there are many websites with their app in the industry that want to help the student learn a language effectively. An example is Duolingo, a free online language learning platform offering an adaptive experience with gamified elements to make language learning more fun and effective. However, Duolingo is mainly to help users learn vocabulary.

Memrise is another free language learning app. Words are put into sentences with similar sounding words from your native language to help build the connection for remembering them.

Looking at apps with videos, there's FluentU, whose goal is to help the user learn and remember vocabulary by offering videos of real language situations.

Last but not least, [Yabla](#), which features dual-language, interactive subtitles and playback controls that will immerse the user in authentic video including TV shows, music, interviews, documentaries, lessons, and more.

Why is VidFr different?

In this sense, VidFr combines the fun element competing with other learners of French offering videos that show the context in which the language is used by a native French speaker. This way, the user can connect the usage of the language to a specific context/situation, see if they made a mistake, and understand the real meaning of that linguistic item in that context.

The asset is that with this app, **the learner will not only learn the French language but also learn to avoid having cultural misunderstandings when interacting with native French speakers in real-life situations**. Each video has a funny component, given by the natural reaction of the native French speaker to the language mistake.

3. Customer Analysis

Target Market

Learners of French, iOS users, can download the app for free, install it on their phone, and start using it right after. The instructions would be available in different languages but the content would be in French as we're helping them to learn the French language and culture.

There are currently over 220 million French speakers worldwide, including 72 million so-called partial French speakers. As a result of population growth, the OIF estimates that the number of French speakers will rise to over 700 million by 2050, 80% of whom will be in Africa.

French shares with English the distinction of being taught as a foreign language in the education systems of most countries around the world. French is thus the second most widely learned foreign language in the world, with **almost 120 million students** and 500,000 teachers.[1]

Demographics

Features of our buyer / user persona:
● Age: 18-29
● Gender: Male and female users (estimated 60% male, 40% female)

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[1] Source: [Francophony and the French language](#)

- Countries/markets: Canada, China, Africa, Australia, Spain, Italy. All the countries penetrated by the action of Alliance Française.
    - French is the language studied for the majority for 35 countries.
    - French is studied as a second language in 77 countries.

4. Marketing Plan

We would focus on a digital marketing strategy to launch and promote our app, leaving out the offline marketing component.

Partnership

Alliance Française would be our primary channel for promoting the app, to start with. Considering it welcomes around 460k students/year[2] and the number of French learners is reported to be increasing every year, the app would be promoted through an **online marketing strategy**, i.e. websites and other online resources from language associations in partnership with Alliance Française.

SEO

We would start our SEO strategy with certain keywords taking into account volume, competition, and relevance (from AF website). Once the on-site optimisation based on Google standards is done, we would then monitor the situation and update our keywords based on new targets.

Once we have a minimum user base, we want to invest more resources in the creation of video content. We hope to retain our active users by offering them new, good-quality language content in the long run. By offering packages on a specific topic/situation, which our users would have to purchase to access, we hope to keep our active users engaged and limit our churn rate. We want to keep them engaged by in-app notifications with updates on the latest packages available.

Subscription

The new user would download the app on their phone and start using it for free. Once the user has seen all the content available and wants to get to a higher, more difficult language level, they would have to pay to access brand new packages exploring more situations.

Offer:
- 1 month free usage
- Access to packages: $1.5 to access unlimited content

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[2] Source: http://www.af.ca/about-af/af-in-the-world/

Other drivers of new users

Referral Program: Invite your friends and challenge their knowledge of the French language. For each friend that buys a package, you get one package free! Your friends will also get their first package for free.

5. Financial Plan

The initial cost of the creation and implementation of the app would include:

- Labor (1 Jr. developer, 1 Jr. designer, 1 content producer, 1 marketing specialist)
- SEO
- **+ Overhead**

Estimated Total Cost: 16,000RMB

+ Desired profit (10% sales)

= Required sales price 17,600 RMB

- 10% of learners reached by AF
- 50,000 learners in 6 months (short-term students) - 50%
    - 10% paying users (long-term students)

Acquisition Cost:
Estimated Cost/purchases in the first 6 months = 16000 RMB / 5000 purchases = $3.2 / user

REVENUE PROFIT:

$1.5 * 15k packages in the 1st year = $22,5k

$0.15 profit / package purchased (10%)

Revenue: $2,250 - No investment.

Consistent cost after launch: Apple fee per user subscription (30%).

KPI

After 6 months:
- Active install rates: 15,000
- Number of reviews: 25k+
- Average rating score: 4.6