

## ICONS versus VIRUS



Improve communication through an iconic language



# ICONS VS VIRUS

## TEAM



**CESCO REALE**

ROLE: FOUNDER, OVERVIEW  
LANGUAGES: 10 LATIN  
LANGUAGES, ESPERANTO (C2),  
CHINESE (A2), RUSSIAN (A2),  
ARABIC (A1) AND SOME MORE



**MARWAN KILANI**

ROLE: LANGUAGE BACKGROUND/  
HISTORY  
LANGUAGES: ITALIAN, FRENCH,  
ENGLISH, GERMAN & ANCIENT  
LANGUAGES



**ROMAN OECHSLIN**

ROLE: SOFTWARE DEVELOPMENT  
LANGUAGES: GERMAN,  
ENGLISH, FRENCH,  
NORWEGIAN, SPANISH,  
JAPANESE, LATIN, CHINESE



**VICTORIA KOLESNIKOVA**

ROLE: MARKETING, VIDEO  
LANGUAGES: RUSSIAN, FRENCH,  
ENGLISH, GERMAN AND  
SPANISH



**SANDRA STAUFER**

ROLE: ILLUSTRATOR  
LANGUAGES: GERMAN, ENGLISH,  
FRENCH, ITALIAN



**FLAVIANO TARDUCCI**

ROLE: BUSINESS CANVAS  
LANGUAGES: ITALIAN,  
SPANISH, ENGLISH, FRENCH,  
SOME FINNISH AND ESPERANTO

## THANK YOU TO OUR MENTORS:



**CARLA MUMAR**

ROLE: BUSINESS, MENTOR  
LANGUAGES: ENGLISH,  
FILIPINO, KOREAN, ( FILIPINO  
DIALECT) CEBUANO, ILOCANO



**ANNA HARTMANN**

ROLE: BUSINESS, MENTOR  
LANGUAGES: ENGLISH, POLISH,  
RUSSIAN, GERMAN, HEBREW

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## CHALLENGE

### **SPEAK THE TRUTH (RENAMED: ICONS VERSUS VIRUS)**

How might we be able to ensure accurate and trustworthy information is communicated to minorities, immigrants and expats who do not speak the main languages in Switzerland during the COVID-19 pandemic?

# PROJECT OVERVIEW

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## WHY?

There are people who do not speak any of the main languages in Switzerland and are more prone to getting information that is not trustworthy and may result to using unreliable information and resources about COVID-19.

## WHAT?

KomuniKON provides a communication tool in iconic language that will reduce the risk that vulnerable people will use unreliable resources and information in emergency situations and crises, such as the current Coronavirus pandemic.

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## WHO?

- Writers/ senders of the messages: NGOs, governments, hospitals, airports, etc
- Readers/ receivers of the messages: people that cannot read the mainstream languages (illiterates, children, impaired people, migrants)

## WHEN?

- First iteration/Q2: COVID-19 crisis
  - Second iteration/Q3: Regional, cross-regional and global crisis/emergency situations
  - Further iterations/Q4: Any situation, during which a multicultural and multilingual interaction is needed
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## NEEDS

- Linguists
- Social Media Marketing Expert
- Web/App Developer
- Business Development
- CHF 350,000



## INTERCULTURAL

AN **ICONIC** LANGUAGE -  
AND TOOLS TO SUPPORT  
IT.

BUILDING  
BRIDGES

INTUITIVE

RAPID  
RESPONSE

BREAKING SILOS

## PUBLIC ANNOUNCEMENTS



# ICONS VS VIRUS

AN **ICONIC** TRANSLATION TOOL THAT  
CAN EFFECTIVELY COMMUNICATE  
INSTRUCTIONS GLOBALLY ABOUT  
HIGH-RISK EMERGENCIES SUCH AS  
COVID-19.

stop virus, I stay at home



制止 cton قف simamisha  
病毒 bupyc فيروس virusi  
我 u mimi  
待在家 octacou ابق في المنزل ninakaa  
家中 zuma شجرة nyumbani

## APP



## CHAT



FOSTERING  
UNDERSTANDING

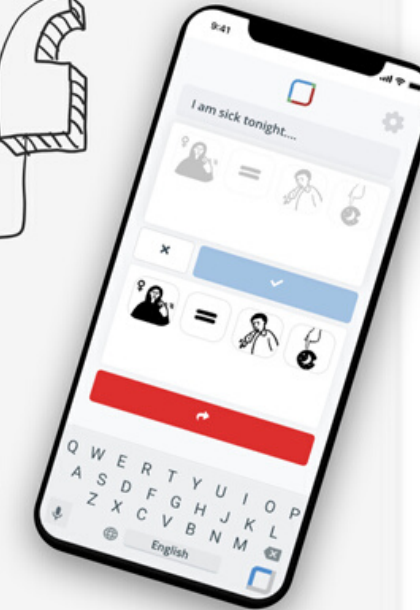
INTERNATIONAL

ENHANCING  
COMMUNICATION

BEYOND LINGUISTIC  
BARRIERS

SHARER OF  
KNOWLEDGE

DIRECT  
MESSAGES





SCENARIO 1:  
PUBLIC ANNOUNCEMENTS

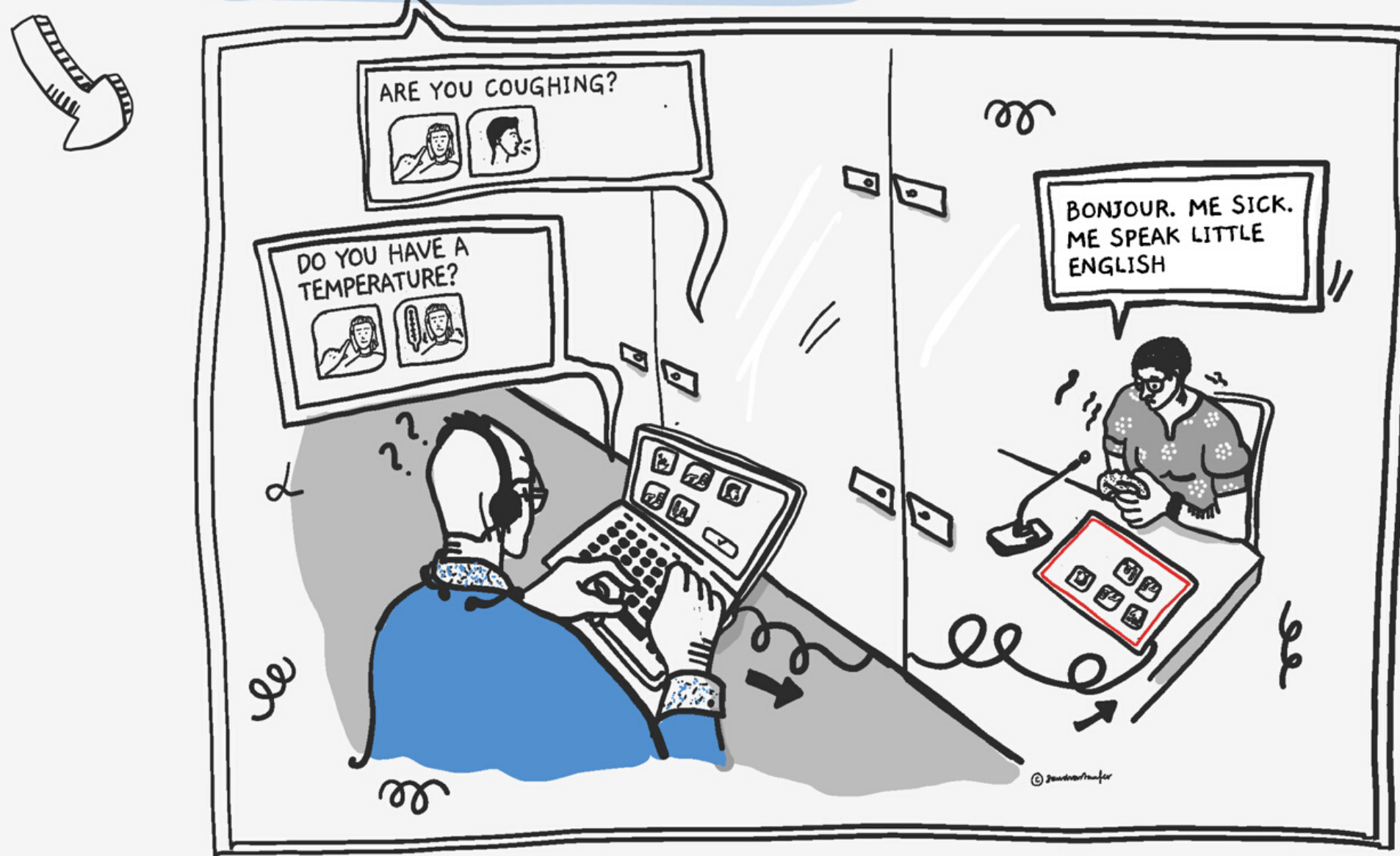




SCENARIO 2:  
MOBILE AND IPAD APP



SCENARIO 3:  
CHAT VIA LIVE CHAT & INSTANT MESSAGES



# CRITERIA

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## RELEVANCE FOR SWISS ECOSYSTEM

The immigrants, expats and minorities who do not speak any of the main languages in Switzerland are more prone to getting information that is not trustworthy and may result in using unreliable information and resources about COVID-19.

## RELEVANCE OF THE SOLUTION IN ADDRESSING THE SPECIFIC CHALLENGE

NGOs, governments, hospitals, airports, etc. can use the KomunIKON tool to communicate with people that cannot read the mainstream languages (illiterates, children, impaired people, migrants) in order to avoid unreliable information about COVID-19.

## POTENTIAL FOR IMPACT ON THE LONG TERM

With KomunIKON an international iconic language will be made available to use in any situation wherein communicating accurate and trustworthy information from communities and countries is essential for both public and private sectors; may it be during a crisis or not.

# CRITERIA

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## PROGRESS IN THE LAST 48 HOURS

- Designed Poster with illustrations
- Created a Business Model Canvas
- Planned a Social Media Strategy
- Built a mobile prototype application

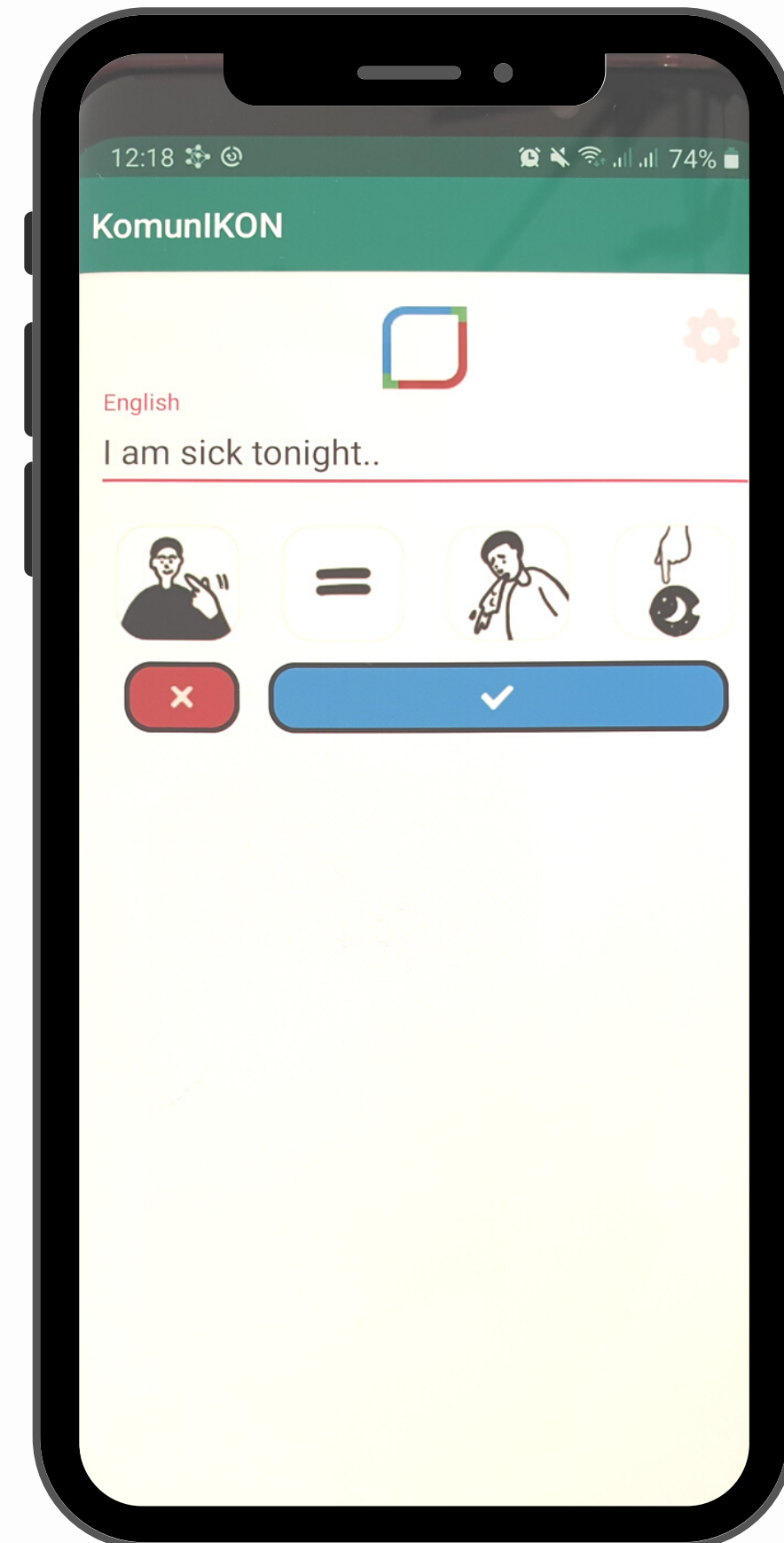
## VALUE ADDED

A team of 8 people from 7 different countries, speaking 20+ languages overall, with a professional skill set of: marketing, graphic design, linguistics, business development, web/app development collaboratively developed a solution to challenge the emergency.



# APP DEMO

Link to video: <https://bit.ly/2UHAFP2>



## Business Model Canvas

*Designed for:*

KomuniKON

*Designed by:*

Carla Mumar, Flaviano  
Tarducci, Cesco Reale

*Date:*

04/04/2020

*Version:*

2

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
NGOs: <ul style="list-style-type: none"> <li>• Red Cross</li> <li>• Emergency</li> <li>• Médecins Sans Frontières</li> </ul> The community: <ul style="list-style-type: none"> <li>• Users</li> <li>• Linguists</li> <li>• Graphic designers</li> </ul>	App development  Product validation  Finalizing language creation	Effective global communication  Easy, precise, neutral  Beyond linguistic barriers, improve communication between peoples	Freemium version  Community management  <b>Channels</b>  KomuniKON website & App  Press  Social Media	Language Learning Apps  Disaster response actors: <ul style="list-style-type: none"> <li>• NGOs</li> <li>• Governments</li> <li>• Companies</li> </ul> Messenger Applications  Areas with tourists: <ul style="list-style-type: none"> <li>• airports</li> <li>• train stations</li> <li>• bus stations</li> <li>• ports</li> </ul>
<b>Cost Structure</b>  Product development, Marketing Sales		<b>Revenue Streams</b>  1. Merchandising eg: cards, t-shirts, posters etc... 2. Licensing of language package to companies, 3. KomuniKON premium app features 4. Designer community success revenue base		

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Contact us  
<https://www.komunikon.com>