

abroadwith 

Changing the way people learn languages abroad.





Founded in August of 2015 and based in Berlin, Abroadwith is an open community marketplace for language learning and cultural immersion.

In April 2016 Abroadwith launched its platform allowing language students to book language immersion programs custom to their needs.



The market

- At least 2.28 million language trips abroad in 2014 with an average 2840 € per immersion = 6.475 billion euro industry.*
- **Abroadwith's market:** 55% of the market is +18 = **3.5 billion euro industry****
- **Unexplored potential customers:** professionals, more independent travelers, short term travelers and families.

Our medium term goal: (20,000 yearly bookings or 30 million yearly turnover)

Market currently:

Agent dominant: little power by students, host families and language schools. 30% average fee.

Demand side: Little choice and transparency for students. Only one school per city, no choice of the family, long distance to school.

Supply side: Educators and hosts bear big fees and almost no room to personalize their service or for smaller languages.

Abroadwith:

Abroadwith: Transparent, open and flexible platform.

Demand side: Plenty of choice and customization options: Immersion programs, schools and hosts. 10% average student fee.

Supply side: Free to sign up. Prices decided by the suppliers. 3% fee for hosts and 15% for schools.

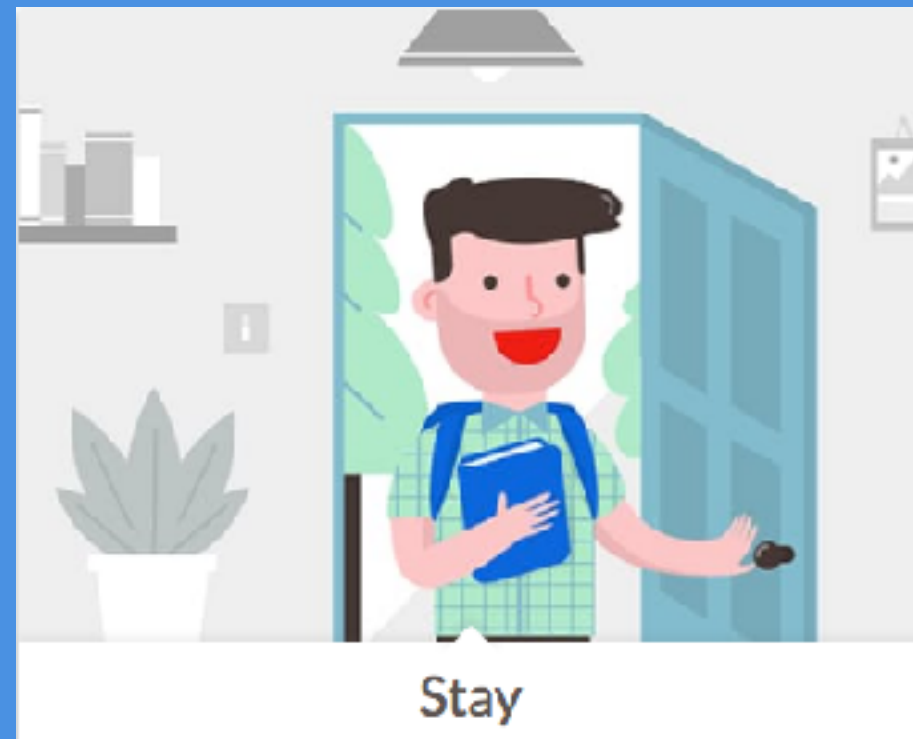
*Source: <http://monitor.icef.com/2016/04/2-28-million-abroad-for-language-study-in-2014/>

** Source: <http://monitor.icef.com/2015/01/industry-surveys-highlight-continued-growth-language-study-travel/>

The product

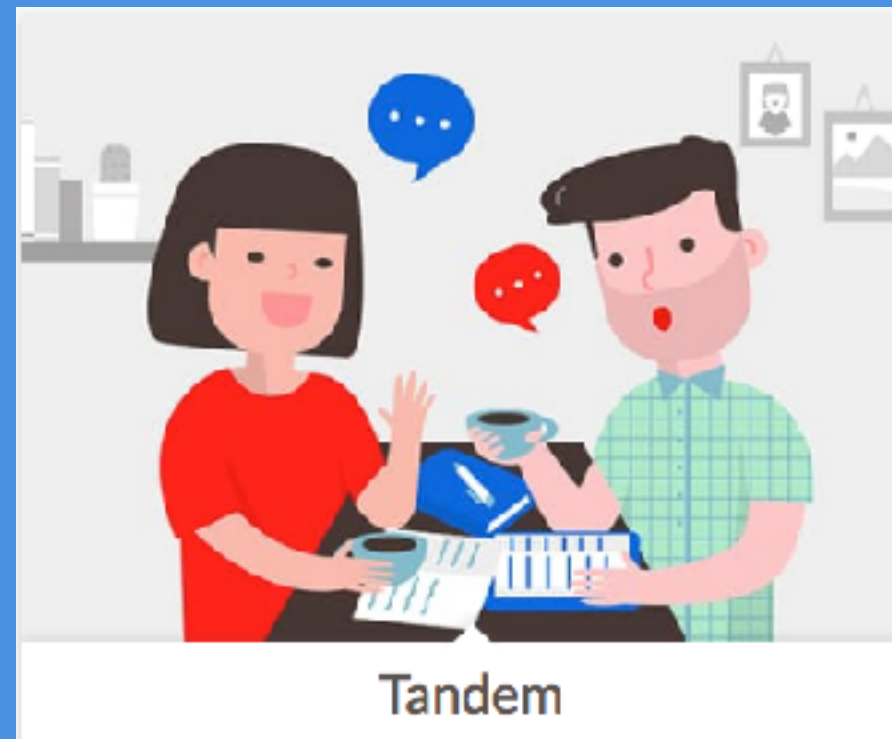
The Abroadwith platform offers three unique immersion programs depending on the student's individual language learning needs.

Immersions



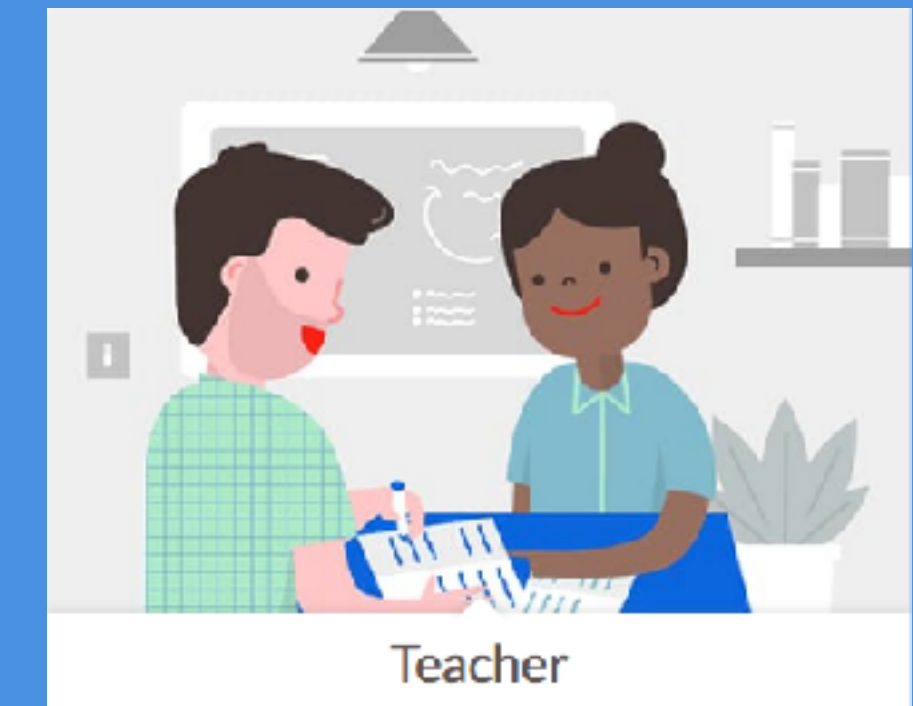
Stay

Stay: standard language immersion in a local home.



Tandem

Tandem: more affordable option where student and host exchange languages.



Teacher

Teacher's Stay: students live with a teacher boosting their language learning process.

Live overview

[View Homestay search](#)

[View course search](#)

Log in needed: contact@abroadwith.com

PW: abroadwith1993

[View educator's platform](#)

Log in needed: ID: Jose_madrid_test

PW abroadwith1993

Language course



After choosing a language immersion program, students are welcome to choose a course from a school nearby their host's residence.

Strategy and performance

KPIs

- Cost per home published: 25-100€
- 1100 homes on the platform
- Schools very passionate about the product and easy to bring in. 72 schools on the platform.
- 5100 registered users in the first 5 months with a 30% month to month growth.
- Cost per registration: 4-9€
- Registration conversion rate: 9%
- Cost per booking: 40€.

Markets

- Due to easy traveling and multilingualism the EU is our first target market.
- Main inbound target markets: UK, Ireland, US, Spain, France, Germany and Italy
- Main outbound target markets: Germany, Spain, Italy, France and Scandinavia
- 12 months after launch increase focus to other outbound markets: Russia, Turkey, China, Japan, Korea and Latin America

Language students

Student's problem: Students face a shortage of choice and transparency when going abroad on a language program and fees that usually exceed 30%. No option to see and choose a family transparently.

How to target students?

- Emphasis on high quality content and creating a conversation with language learners. (mostly distributed on social media).
- Sharing past experiences is key in order to create a desire and relate to the product. We focus on different experiences for each segment.
- Performance marketing and SEO.
- Student organizations, universities, language schools and blogging.
- Influencers adventures via Blogs and Vlogs “reality” immersions on Youtube.
- Currently filming a project with a Syrian student staying with one of our German host families in Berlin.
- Inbound sales approach implemented via Hubspot.
- Examples, facebook and blog:



Hosts

Host's problem: with the present model hosts can't freely decide what services to offer, what price to charge for them, who to host and when. Usually schools keep fees over 25% on homestays. In the case of teacher stays the fees are usually as high as 40%.

How to keep growing our host base?

- Referral program
- Online forums, school presentations and local events
- Performance marketing and SEO
- PR
- University foreign affair offices
- Local Abroadwith ambassadors

More than 900 hosts in Spanish, English and German speaking markets during the first 5 months.



Schools

Language schools' problem: Small and medium language schools have no access to a large source of international online traffic and agents keep on average a 30% fee.

How to keep growing our school base?

- Schools are more than happy to join the platform by themselves attracted by the potential and the low fees.
- Set up for a school with 25 courses is about 2 hours time and recurring courses doesn't require much maintenance.

More than 72 schools registered during the first 5 months.



Founder and CEO



- Previous successful venture (online performance video agency)
- Over 50 countries visited, lived in 5.
- Online business development in the performance marketing industry

Country manager UK/ US/Ireland



- 4 years of experience with online PR and professional writing

Country manager Germany



- 3 years of experience at CIEE
- CRM with families, students and partner schools

Team

With little physical assets, a modern technology organization is no more than its people working together.

Senior backend developer



- 5 years of experience in backend development at Airbus, Everis, Visual Meta and Quandoo

Senior Frontend developer



- 3 years of experience single-managing frontend and design projects

The challenge

We are convinced of the viability of our product and the growing demand for it. The challenge is to position ourselves fast enough as “the first language travel online platform” meanwhile keeping high quality standards and rewarding user experience as the company grows.



Thank you.

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