



Tongue Swap is a web app that connects people who are interested in practicing a language with native speakers. There are many of us who are currently learning a new language but do not have many opportunities to practice. Either because they are not currently in a country that widely speaks the language we are practicing or perhaps they are shy and do not like to strike up conversations with strangers. That is where Tongue Swap becomes a valuable service.

If you speak English and want to learn Spanish it will match you with someone who speaks Spanish and wants to learn English. The system will match you and assist you in scheduling a video chat where you speak 1 language for the first half and the other language for the second half. A list of questions and talking points is provided to guide the conversation and keep things interesting. If you and your match enjoy the conversation and would like to keep going that is great, keep scheduling time together to practice your languages. If you did not feel like it was a great experience no problem at all. Go back to the app and keep matching until you find the perfect practice partner. Or practice with a new person every time, whatever your preference is.

Learning a new language is difficult. Its something that requires daily effort. But memorizing words and phrases, learning grammar rules, and watching TV in your new language isn't sufficient. To truly excel and become successful in your language journey you must PRACTICE SPEAKING. There is just no way around this. I can tell you from my personal experience that my language learning did not really begin to take off until I started having regular speaking lessons. After a month or so of this it was like a light switch turned on and I could finally start speaking comfortably. And while these lessons to practice speaking are extremely helpful, they also cost about 6 dollars each for the most affordable options. 3 times a week and this starts to add up. This is what sparked the idea to launch this service so that our community can practice and learn while helping each other.

V1 Minimum Viable Product (MVP)

The first version that we are trying to fund through Project Catalyst contains the following features and functionality.

Account Creation

You will be able to create your own account with an email or have the option to login with your Cardano wallet. This is the first step to connecting with other language learners.

Setup Profile

In order to get matched correctly, you must fill out your profile information. It is just a few basic questions so we understand which people to match you with and which times would work the best.

Name	
Email	
I speak	
I want to learn	
I am available	
I am available (EST)	

Receive Matches

The app will then match you with someone who matches the same criteria that you do. If you are an English Speaker who wants to learn Spanish, it will match you with a Spanish speaker who wants to learn English. The reason for this is the native speaker can help correct you if you need it and listening to native speakers is priceless during the learning process. And since you are both learning a new language together, there is not the normal embarrassment that comes with practicing with total strangers in everyday situations. You are both in the same boat, no need for embarrassment. An email will be sent to both of the email addresses that you have provided with a prompt for you to schedule your meeting within the timeframe you entered. The learners will then schedule a Google/Zoom Meeting and start practicing your language with a native speaker.

Create Weekly Schedule

The app will create a weekly schedule of times available for your matches. Time zone will be auto-converted to your time zone to make everything clear. This will allow users to schedule times more easily.

Zoom/Google Meets Integration

Once you have scheduled your language session, the system will automatically create a zoom meeting invitation and send it to both you and your matches email.

Send Messages Between Matches

Users will be able to send text messages between their matches. This can be done to help with reading and writing in your native language or also to help coordinate for practice sessions.

Send and Receive Voice Memos

Can be used for quick daily practice, coordinating meetings, etc.

Professionally Prepared Content

We will have content for the participants to utilize during their practice sessions to help guide it and make it as effective as possible. Participants will not be expected to just chat and discuss their days. There are guiding questions to get you thinking and speaking in your new language in ways you might not have thought of normally. These will be created by a professional language teacher with several years of experience and hundreds of different lessons taught.

How the Practice Sessions Run

Each practice session is scheduled for 30 minutes, although both participants can do it for longer or shorter if they prefer. Half the session will be held in the first language and half the meeting will be held in the second language. Included in the email that scheduled the meeting will be a guide for running an effective and educational meeting. It will include basic ice breaker information, guided questions, tips for how to help or correct your language partner, and fun games or exercises that you can play to help perfect aspects of the language. These have all been created by an expert language teacher with years of experience and thousands of successful online language classes taught.

Few things to note:

1. There is zero expectation to turn your camera on during the meeting. If you both want to that is fine as it can improve the conversation, but there is zero expectation or pressure from either side.

2. We recommend that you give no personal details during the conversations. You can use a pseudonym instead of your real name, say your country but not specify your specific address or even city.
3. If you enjoyed the session you can continue to schedule language practice sessions together.
4. If you did not enjoy the session or thought it was not a good match, that is OK. Different people have different styles. Go back to the app and try to match again with someone new. There is no pressure or expectation to keep matching.
5. This is not a dating site. You are here to practice languages.

V1 Spanish Language Only

The V1 Minimum Viable Product (MVP) will be for English/Spanish only. These are two of the most spoken languages in the world, so that is our focus for the first version to keep things simple but still make a large impact. According to Busuu¹ there are 1.13 Billion English speakers and 534 million Spanish speakers in the world.

The top 12 most spoken languages in the world



¹ <https://blog.busuu.com/most-spoken-languages-in-the-world/>

English being the most spoken language in the world, there is a large demand to learn and practice this language. Again according to Busuu, Twenty-two countries over four continents have Spanish as one of their official languages, and it's already the second most studied language in the world. And that within three generations, 10 percent of the world's population will be able to communicate in Spanish. So with English and Spanish being the top two studied languages in the world, it is a clear choice for the V1 MVP.

One of our team members has been teaching Spanish for years and is developing the course work and conversation prompts that will guide the participants and ensure they are able to maximize their time and get as much benefit from the process as possible. Once this has been mastered for English/Spanish, she will begin expanding the course work to other popular languages.

Improvements We Want to Add

We have outlined the MVP above which we are seeking funding from Project Catalyst. But the plan is to continue improving it and adding more features and functionality. These are the improvements we would like to make for the next version.

Language Expansion

The current version is English/Spanish only. We intend to increase the next version to include the next top 20 languages spoken. Including Mandarin, Hindi, French, Arabic, Portuguese, Indonesian, and many more.

Level Selection

The current version matches English speakers and Spanish speakers but does not take the level into account. This is partly done because at the very start, there is not enough users to specify a level, so it is easier to get matches when everyone is in the same group. The next version will allow you to select your level from a drop down (Beginner, intermediate, advanced) and will match skill levels. This is because it is much easier and more comfortable to be working on your language with someone who is at the same skill level. Beginners may feel intimidated practicing with advanced speakers.

Name	
Email	
I speak	
I want to learn	
I am available	
I am available (EST)	
My Level Is	Beginner Intermediat Advanced

Token Gated Access

As mentioned, initially the app will be free to attract users but eventually will transition to a monthly fee or lifetime access with our NFT. The next version we would like to add the NFT token gated access. Another feature will be that you can elect to only match with other NFT holders, so that you can only practice with your fellow Jet Setters.

Instant Connection

This would not be the second version, this would be further in the future. But the overall goal would be instant connection. The system will match you with someone and set up a video call immediately. No need to set up a meeting. This will require a large pool of participants and will be contingent on having enough subscribers to support it, as the live streaming would add a lot of additional cost.

How This Benefits Cardano

First off, by brining in new users. The key to brining in new users is to create useful products that solve real world problems. The average person does not need the most cutting edge DEX because they do not hold any crypto. But as we have already demonstrated, there is a huge number of people who are currently learning languages and are looking for tools to make that easier. By providing and marketing something they can use to achieve that goal, we are bringing them into our ecosystem and they do not even have to be aware of it. Once they are there and using the app they can see its connection to Cardano which can spark further interest in seeing what else this ecosystem has to offer.

And speaking of marketing, we included \$12,000 in the marketing budget. This will go to ad campaigns on Instagram or other popular social medias. The adds will advertise our product but

will also mention Cardano. We are not building something just for the Cardano ecosystem here (although they can definitely use it). We are building something that your average person has a need for. This is how we bring in new users to Cardano. By targeting people who are not currently into crypto with something that can actually improve their lives.

Secondly, Cardano is a global community. We have people in hundreds of countries all over the world. Having something like this will strengthen our community, allow us to collaborate and learn together, make new friends, learn about new cultures, and improve our ability to speak a new language.

Language Learning Market

Report Coverage	Details
Base Year:	2022
Market Size in 2022:	USD 52.7 Billion
Forecast Period:	2023 - 2032
Forecast Period 2023 - 2032 CAGR:	20.8%
3 - 2032 Value Projection:	USD 337.2 Billion

As you can see in the above image, according to Global Market Insights ² the market for language learning in 2022 was \$52.7 Billion Dollars. And it is expected to grow over 20% from 2023 to 2032, with a 2032 projected market size of \$337.2 Billion Dollars. This is clearly a lucrative market that is growing bigger each day. In addition, Techcrunch.com states “Roughly 1.2 billion people worldwide are currently learning a foreign language.”³ Again, this illustrates the massive size of this market and number of people who would be interested in this product.

²

<https://www.gminsights.com/industry-analysis/language-learning-market#:~:text=Language%20Learning%20Industry%20Analysis,for%20employees%20with%20language%20skills>.

³ Roughly 1.2 billion people worldwide are currently learning a foreign language.



The above bar graph shows this growth visually along with the growth for specific languages that we expect to see over the next decade. You can see from the graph that English and Spanish are the largest two languages forecasted for the next ten years. And these are the languages that our team speaks natively and can provide the most direct support and materials early on. However, the plan is for the app to serve all languages so that it is open and available for all.

We hope that this demonstrates the viability of our product. The market that we are building it for is massive with literally a billion people who could use this service. This is not some small niche. We believe that this fills a real world use that is desperately needed and could become extremely popular.

Monetization

This is a very important concept that is often overlooked or left out entirely. How do we plan to monetize this?

Free Basic Version: The most important thing for an app like this is building users. If there are only a handful of people using it, there are not many people who you can be matched with and the product is not very useful. So there will be a basic version of the app that will be free to use. It will allow people to match with others but that is about it. It will also limit the number of matches or meetings you can have in a month. If people are enjoying it and getting benefit from it, there will be two other paid versions that they can consider which will also provide additional features.

Monthly Subscription: We would need to do a detailed estimate of all of our costs to know exactly what we would have to charge, but the plan is to be something low at 5 dollars or less

per month. The benefit of this is that it provides access outside of just the Cardano community. The more people who are using this product, the better it is. Limiting it to only the NFT holders would limit the number of people you are able to match with. Also, part of the goal is to promote and grow the Cardano network. A product like this can bring in people who are unaware that it has any affiliation to blockchain technology and are simply looking for a way to practice their language. But then from interacting with the site, they can see the connection to Cardano which sparks further interest and starts them down the path to blockchain adoption.

However, there will also be an option to pay with ADA instead of with fiat. The ADA price will be set at 50% of the fiat price, encouraging all of these people who use the app to look into Cardano, purchase ADA, and create wallets in order to receive the discount. This has the benefit of increasing ADA transactions but also, once they are in the ecosystem it can lead to them utilizing many of our other wonderful dapps and products.

LifeTime NFT Access: The last options will be to purchase an NFT that will grant lifetime access to the application and to all features. An additional benefit is we will have learning materials created that people can work on in their free time that help them learn the languages. Similar to exercises or homework that can help you along your path to language learning. These would be stored in a token gated folder that you can only access if you hold the NFT.

Marketing

We want this product to be a success and bring tons of new users to Cardano. And to do this, we cannot simply rely on the current Cardano Community to use this or spread it by word of mouth. We need to actively promote it outside of our normal channel and reach people who are not currently involved in Cardano or crypto. We are reaching a vast market of people who want to practice a new language, and through our service they will end up learning about Cardano.

To achieve this goal, we plan to advertise on popular social media channels such as Instagram, Youtube, Tik Tok, or Facebook. All advertisements will show our product but also make it clear that this is a Cardano product. So every dollar we spend on advertising helps our product, but it will also help put Cardano in front of thousands of new people who might not have been aware of it otherwise. Killing two birds with one stone. In addition there will be educational articles posted on Medium about the product and how to use it, tips for a better experience, explanations of its usefulness, and things of that nature. And of course posts from our own Twitter account and to the Cardano Reddit account.

Instagram Average Cost per Click \$0.20 to \$2.00

TikTok Average Cost per Click \$1.00 (\$500 minimum per campaign)

Facebook Average Cost per Click \$0.44

Conclusion

I hope this whitepaper has outlined our vision and what we hope to accomplish with this project. Please keep in mind that some things may change as we go through the process and see what works and what does not.