

Weblang Business Plan

Problem

A significant number of students throughout the world struggle with foreign language learning due to the inaccessibility of culturally relevant instruction.

Solution

Our software [insert name] aims to ease and improve the foreign language learning process by implementing a cultural immersion model through native-written sentence extraction.

UVP(Unique Value Proposition)

Our software uses Natural Language Processing to detect the location of inputted vocabulary words within a credible article or form of digital media which was originally written by a native-speaker of the selected language. This has the advantage of both presenting the foreign language in its cultural context, and giving the consumer the ultimate choice over.

Target Customer Segment

To begin with, we must define that our target market will be middle school aged and older foreign language learners.

Competitors

After conducting a market analysis of foreign language learning applications, we have many competitors which include Duolingo, Hello Talk. **Duolingo** is currently the most widely used foreign language learning platform that focuses instruction on repeated phrase memorization and implementation. However, Duolingo's curriculum does not focus on the cultural application of vocabulary words used in conversation. This means that duolingo users may use vocab in a grammatically correct way , but it could potentially be used in a culturally inappropriate manner. On the other hand, **HelloTalk** is an application that helps users learn a foreign language from a cultural immersion standpoint by connecting them with native-speakers throughout the world. However, users have reported instances of verbal harassment, threats and inappropriate dialogue being transmitted across this application which lowers the overall user experience of Hello Talk.

In response to this, **weblang** uses culturally accurate sentences written by native speakers throughout the world in order to provide a socially relevant experience while avoiding the risks posed by online human interaction.

Cost Structure(Expenditure)

Since weblang is not dependent on a tangible inventory or human interaction, the majority of our expenditure will come from **maintaining the application** which may include software updates or troubleshooting, as well as **social media advertising costs**.

Revenue Streams

A majority of our revenue would come from targeted advertising which would be featured throughout our application with the use of a basic membership plan. This brings us to our next form of revenue which is our premium membership plan which would provide users with an ad free experience in addition to multiple other features, such as text to speech, image correlation and reference material. Finally, our final major source of revenue would come from Partnership Royalty Income which we will elaborate on later in our Business model expansion.

Key Metrics

The Key metrics of our application include the number of active users and premium membership plans purchased per month, average daily number of searches, most frequently used languages, and monthly advertisement revenue. These metrics will be used to measure the success of our application from a quantitative perspective which will help us modify and improve the app in the future.

Product Expansion

We are currently in the process of researching additional software features that can be added to weblang in order to enhance the overall experience of our users. This includes our **Textbook Analysis** feature in which the weblang application detects foreign vocab words found on printed material when users scan a page of their foreign language textbook. Weblang then stores the sentences containing these vocab words within the user's digital notebook which can be found within the application. Additionally, we plan on implementing **StudyLang** which is a resource that can help our users study vocab in context through the creation of personalized reference material, flashcards and flowcharts.

Business Model Expansion

As we mentioned before, we plan on increasing our number of revenue streams through partnerships. We are in the process of partnering with major language learning applications,

such as Duolingo, despite the fact that they are one of our many competitors. However, this partnership integrates our software with an existing foreign language curriculum, meaning that we would greatly increase our number of users while collecting partnership royalty income. Our application would serve as an extension to Duolingo which Duolingo users can benefit from when completing vocabulary building exercises, meaning