

LinguaLink

Gabe Arguelles
Taylor Bates
Kaelyn Cradle

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Background/ Overview History

"If you talk to a man in a language he understands, that goes to his head. If you talk to him in his own language, that goes to his heart." -Nelson Mandela

LinguaLink is an app that brings people together to mutually learn and help each other. Similar to this intuitive quote from Nelson Mandela, our team understands the significant impact language has on people, specifically the benefits and advantages of learning a language at any age. According to a worldwide survey conducted by Babbel Magazine, the most prevalent reasons why people want to learn a new language involve: “communicating better when traveling, to refresh their language skills, pure interest for the language, for a current or new job, to improve or maintain mental fitness, for a family member or partner, or to understand their heritage better”. However, our team noticed that there is an issue for people trying to find an available or top-rated language course, while trying to fit it into their schedule, attempt to save money, and most importantly, continue to practice their new language. We created LinguaLink to allow people all over the world be supported and encouraged by others during the fascinating journey of learning a language, while gaining a unique sense of community in the process! Our goal is to accurately match users with others who intend to learn their language interest or perhaps already have some expertise in that specific language, to make real world conversation a vital part of our learning and growing process with the established curriculum. As our users are learning, or re-learning, their desired language through LinguaLink lessons, they are learning yours and both act as aids for each other. Think your own virtual pen pal intended for learning and teaching language.

Missions, Vision, & Values

LinguaLink’s vision is to establish a community excited to discover language together. The founders believe to achieve this, users need to be able to connect worldwide and create a safe learning relationship between native speakers and their counterparts. Our mission is to foster a community of

people excited to learn and help others along the way. By connecting users with their language counterparts, students have a real person to discuss their language skills with, and improve in a more prosperous form. Our app will allow users to view other profiles of users learning your language, get connected, and instantly start learning with an online community of learners. It will be free for everyone with the option to purchase an ad free experience among other features. The app makes this easy and effective, appealing to all demographics. It is regular people that understand the learning process helping each other strengthen their language development. At its core, LinguaLink values education, community, and respect in every aspect of a business as well as in life. Now, why should people care about the organization and what it does? In light of the recent pandemic, we see many people taking on more “mundane” habits like knitting, painting, woodworking, among many other things. Learning has been the one thing to survive globally and now is the time to capitalize on it. People are longing to travel, and understanding culture and language is a significant part of an adventure. Our app makes learning enjoyable and prepares users for the adventures to come. Since we thoroughly believe in fostering community and exercising our mission, we donate our premium version to schools that identify as low-income as well as providing it free to veterans to insure that everyone has the ability to succeed.

Management Team

Gabe Arguelles is a student at Belmont University studying Music Business with an emphasis in Live Entertainment. Born and raised in Los Angeles, Arguelles knows the importance of knowing more than one language, and is a natural salesman due to his father being a real estate agent. He is also a top seller at Lucky Brand after only being part of the team for a couple of months.

Taylor Bates is a student at Belmont University pursuing a Bachelor of Business Administration primarily focused on Marketing and minors in Design Communications and Environmental Science. Originally from Louisville, Kentucky, Bates has worked in sales, designed logos for businesses, and held

a seasonal internship at a financial office for the past few years. She has worked on events such as the 2020 Presidential Debate and continues to seek creative opportunities.

Kaelyn Cradle is a student at Belmont University currently pursuing two B.B.A. degrees in Entrepreneurship and Business Management, with a minor in Dance. Born and raised in Orange County, California, Cradle comes from a diverse family background, in which she studied and speaks English, Spanish, and French. Cradle has held many Event Coordinator, Business Development, and Creative leadership positions, and is currently working as a Coordinator's Assistant at Belmont's Center for Entrepreneurship.

How Does the Company Work?

Our company's main purpose is to create a supportive virtual atmosphere of language learners, and make learning enjoyable to prepare our users for the adventures to come. As a business yearning to thrive during the pandemic, our company values every team member and their diligent efforts towards planning, developing, and producing a successful E-Learning application. Investing in reliable and high quality technology and information systems is essential to thrive in the E-Learning Industry Market, and LinguaLink is well positioned to produce an exceptional and well-regulated learning program. Production starts with developing the software and planning how we intend to run the program on our website and app. Next, our app developers will create a clean and easy to navigate aesthetic that is accessible for any demographic. Following this step, LinguaLink will run through consumer testing of our program, and revisit the areas that need to be adjusted or added to the program software. Starting out, each member of our team will illustrate this cycle of development, then establish each step of the learning process, and eventually hire marketing, software development, and financial teams as our company grows and succeeds. Our LinguaLink team will constantly reach out to users for feedback and honest recommendations on how to better their education and connections. The cycle continues as we find new, innovative ways to enhance our interactive language development program.

Key Competitors

Duolingo

Duolingo is an app that aims to bring learning to everyone. With 19 different languages to practice and speak at any time, it claims to be an exciting, fast pace approach to understanding new languages with its approximate 300 million users. “It is the most popular language learning platform and the most downloaded education app in the world.” It offers free lessons with the option to purchase ad free and offline lessons called Duolingo Plus for \$6.99 per month.

Babbel

Babbel is a downloadable Elearning program designed by linguists with over 10 million subscriptions sold and 14 languages offered. The Babbel method teaches through real-life conversations with vocabulary and grammar. It also uses real voices of native speakers to test users' pronunciation and ingrain authenticity starting at \$13.95 per month.

Memrise

Memrise is a learning app that is used by more than 50 million people in 189 countries. They use native speakers, repeated flashcards, and video clips to help users learn authentically. It offers 21 different languages and free but limited access to courses. Users can purchase memberships starting at \$8.99 per month.

Our Roadmap

LinguaLink will evolve over the next 5-10 years in a multitude of ways. Our goal within the upcoming years is to have a top-tier presence and credibility while remaining free of charge at our basic level. By introducing new features along the way, like learning groups and video chat, we expect to have

the most interactive language development program in the market. Our app will remain a safe place to learn with constant improvements in facial recognition for safety as well as report features to ensure all interactions are educational and respectful. Our matching system will eventually allow for filtering options to tailor the type of people you connect with. In the future, LinguaLink hopes to partner with companies such as Zoom and Blackboard to provide credibility and service that is superior to competitors. We foresee this eventually being introduced into schools and language classes. Another feature to consider is if a certain user has a high success rate in terms of teaching, we would offer them some form of payment to stay and teach more seriously. As users interact and provide feedback, we will have more features to add and improve our program.

When thinking about different situations we expect to come across, there are some notable opportunities as well as problems to look at. Starting with opportunities, we've stated previously that the Elearning Market is only growing especially after the pandemic. This is a rare opportunity to get in the game and adapt to the current needs of the market and changing world. As a group of students, we understand more than many what is necessary to be effective in teaching. Our courses will be professionally developed but overseen by current students with extensive knowledge on modern learning. This is an advantage when entering the market because LinguaLink will be established and approved by students that know the difficulty of learning in a pandemic unlike its competition that was not developed with this in mind. As for foreseeable problems, our founding team's youth may be concerning for investors. We are new in the world of business and have little to no experience starting a new business. This may make us appear initially less credible or unestablished. Additionally, our heavily relationship with technology can serve as a disadvantage in the situation it fails to work. When that happens our business loses money and competitors gain. We also know that we are not the only language learning app out there. Competition may be high, but we intend to run our business in such a way that sets us apart from other apps.

Step-by-Step Process of How LinguaLink Works

1. Our company's primary objective is to create an encouraging virtual atmosphere of language learners, therefore the first step entails analyzing the interests and personalities of our users. This information involves age, gender (and gender preferences), hobbies, language fluency (1st, 2nd, etc.), and specific information illustrating if a user prefers a group or a one-on-one learning setting, the user's certain interest in learning a new language, and how they wish to pursue that specific language.
2. After collecting and analyzing that data, our team will be working with data programming experts to essentially input a "matchmaking" system on our website and within our app, which will then assemble groups of 3-4 users, allow the users to choose which people to meet with, then guide our users through the video calling stage of their learning.
3. For the website, our software engineers will develop and manage the logistics of our users being able to video call from different states, regions, and countries. For the app, app developers will design clean-looking yet exciting learning features, and our software engineers will have a video calling system that is cost-effective and compatible for all mobile devices.
4. Once we have set the framework for the program, we will create a visual for the app that is cohesive and helpful to inspire learning. This step will also introduce a website for consumers to understand our mission and access our information.
5. When the prototype is ready to go, we will launch our app while our marketing team promotes our business to all demographics. With the app already out, we can see what the consumer wants or any additional needs to include as an update. We will continue to use feedback to improve our software, and make the necessary updates and adjustments throughout this process.

Our Company's Position in the Market

LinguaLink primarily competes in the E-Learning Market. The online learning market has grown exponentially, especially after the recent Covid-19 pandemic this past year. Meticulous Research predicts “the online language learning market is expected to grow at a CAGR of 18.7% from 2020 to 2027 to reach \$21.2 billion by 2027.” This means more people are investing in the companies within this market. It is becoming easier to access for all demographics which makes it a perfect time to enter the market. Language is universal, and more now than ever easy to approach. The events of last year have made it clear that learning is always valued, seeing as a lot of people picked up new hobbies and skills such as painting, woodworking, and knitting. Education has massively shifted to multiple virtual learning programs and software, and E-Learning is only getting bigger, seeing as Forbes expects the “Global E-Learning market to Reach \$325 billion by 2025 (Research and Markets) from \$107 Billion in 2015.” Various people will benefit from our program as the industry market continues to grow, specifically for those who yearn for a greater sense of community, and are eager to learn. Other businesses and companies interested within the International Business realm would be a key target market, as our company aims to internationally succeed in the language learning industry market. Our app will be available to all demographics, but we foresee young adults and recent retirees being the most interested and attracted to our program. Considering most people are eager to learn a new language, our audience can be any person who is willing to take the time to learn a language. However, more specifically our audience is composed of young adults who want to build their resumes, parents who are planning to travel to different countries with their children, veterans and retirees who aspire to stay mentally fit, as well as those who yearn to refresh their previous language skills. LinguaLink's “SMART” objective is to specifically and feasibly support language learners who long to have a more enjoyable learning environment during the pandemic. By creating and advertising free trials periodically for students specifically, our company can take advantage of this difficult time, and adapt to the learning needs of students worldwide. With more advanced production and resources, this will be an achievable and realistic objective that will certainly

defy the tactics of our competitors. Considering the direct involvement our users will experience in our unique E-Learning curriculum, LinguaLink is able to foster a strong, respectful, and educational community that allows us to thrive against our competitors.

Company Financial figures: (a) Revenue Sources, (b) Cost Drivers; and (c) Financial Projections for first 6 months.

Our 6-month financial projections for each of the six months, prepared in an Income Statement:

Month 1	Number of Users	Price	Month 2	Number of Users	Price	Month 3	Number of Users	Price
Revenue Sources			Revenue Sources			Revenue Sources		
Free Download	5000	\$ -	Free Download	16200	\$ -	Free Download	17052	\$ -
Premium Download	700	\$3.99	Premium Download	1500	\$3.99	Premium Download	2655	\$3.99
Video Advertisement	36000	\$0.20	Video Advertisement	40000	\$0.20	Video Advertisement	45000	\$0.20
Picture Advertisements	72000	\$0.16	Picture Advertisements	80000	\$0.16	Picture Advertisements	85000	\$0.16
Total: Gross Income		\$21,513.00	Total: Gross Income		\$26,785.00	Total: Gross Income		\$33,193.45
Cost Drivers			Cost Drivers			Cost Drivers		
App Developer	1	\$2,800.00	App Developer	1	\$2,800.00	App Developer	1	\$2,800.00
Software Engineer	1	\$6,400.00	Software Engineer	1	\$6,400.00	Software Engineer	1	\$6,400.00
Data Program Expert	1	\$4,200.00	Data Program Expert	1	\$4,200.00	Data Program Expert	1	\$4,200.00
Other Employees	5	\$2,400.00	Other Employees	6	\$2,400.00	Other Employees	6	\$2,400.00
Advertisement for app	10	\$40.00	Advertisement for app	10	\$40.00	Advertisement for app	100	\$40.00
Total: Costs		\$25,800.00	Total: Costs		\$28,200.00	Total: Costs		\$31,800.00
Total: Net Income		-\$4,287.00	Total: Net Income		-\$1,415.00	Total: Net Income		\$1,393.45
Month 4			Month 5			Month 6		
Revenue Sources			Revenue Sources			Revenue Sources		
Free Download	19562	\$ -	Free Download	22320	\$ -	Free Download	36520	\$ -
Premium Download	2850	\$3.99	Premium Download	3200	\$3.99	Premium Download	3822	\$3.99
Video Advertisement	45000	\$0.20	Video Advertisement	45000	\$0.20	Video Advertisement	45000	\$0.20
Picture Advertisements	85000	\$0.16	Picture Advertisements	85000	\$0.16	Picture Advertisements	85000	\$0.16
Total: Gross Income		\$33,971.50	Total: Gross Income		\$35,368.00	Total: Gross Income		\$37,849.78
Cost Drivers			Cost Drivers			Cost Drivers		
App Developer	1	\$2,800.00	App Developer	1	\$2,800.00	App Developer	1	\$2,800.00
Software Engineer	1	\$6,400.00	Software Engineer	1	\$6,400.00	Software Engineer	1	\$6,400.00
Data Program Expert	1	\$4,200.00	Data Program Expert	1	\$4,200.00	Data Program Expert	1	\$4,200.00
Other Employees	6	\$2,400.00	Other Employees	7	\$2,400.00	Other Employees	7	\$2,400.00
Advertisement for app	100	\$40.00	Advertisement for app	100	\$40.00	Advertisement for app	100	\$40.00
Total: Costs		\$31,800.00	Total: Costs		\$34,200.00	Total: Costs		\$34,200.00
Total: Net Income		\$2,171.50	Total: Net Income		\$1,168.00	Total: Net Income		\$3,649.78

<https://onedrive.live.com/edit.aspx?resid=C9D0F3B2D3AD6E70!2513&ithint=file%2cxlsx&authkey=!ArIhBcvoectlgsg>

Money From Investors

_____ We are asking investors for a contribution of \$30,000, which is derived from our estimates seen in the previous section. We will be able to pay for developing the application software, website curation,

creative efforts, and marketing research with that money. The \$30,000 will allow us to pay for all of these contributions and stay afloat for the foreseeable future. Once continuously profitable, investors can be sure that they see stock increase and that their investment was well worth it.

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