Fattemaa
How? We created a language and culture exchange
Participants can teach and/or learn

1. You sign up to learn a new language.
2. Sign up to teach others your language and culture.
3. Groups are created and you’ll be allocated according to your application preferences.

AND/OR

EFFICIENCY GAIN THROUGH OUR TECHNOLOGY
The model is Online2Offline (O2O)

Online: organisation and logistics

Offline: learning, teaching and sharing experience
Offline: unused spaces from local organizations
SPEAK’s revenue stream is enrollment fee-based

Participants that are only learning pay a fee of **29€ max.**

**NOTE**

Participants struggling have access to SPEAK for **FREE**. No one is excluded due to financial limitations.

**Format:**

- 4-15 participants
- 3 months = 12 weeks
- 1 session per week
- 90’ minutes per session
- Events
Numbers look promising

WE ARE A GLOBAL COMMUNITY

Of 10,800 members
Representing 130 countries
w/ 20% Growth YoY

We will close 2017 with 1,850 applications for language groups of 18 hours and 1,500 event attendees.
We expect to be in 20 European cities by the end of 2018.

- 2017: 9 cities
- 2018: 11 NEW cities
Committed team

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THANK YOU!

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Impact of SPEAK with its customers

A social business model where there is a positive correlation between revenue and social impact.

**Impact stories include**
- find a guarantor for the lease agreement;
- regularization of the legal situation in the country; job offers thanks to members of SPEAK network

**IN 12 WEEKS**

- **15%** Improvement in the sense of belonging to the local community
- **30%** Decrease in linguistic barriers
- **40%** Sense of valorization of the culture of each participant
Bring SPEAK to your city!

You can open SPEAK in your city.
Estimates suggest that in 2015 there were approximately 244 million migrants worldwide. From those 244, 81 million will try to live a stable life in the European Union, a number that has been increasing every year even before the current migration crisis.

The size of the global language services market is estimated above 56 billion USD (online and offline), with the segment of offline services representing about 96% of the total market.

Sources:
Ambient Insight

United Nations Department of Economic and Social Affairs
The methodology is now **productized and ready to scale**, because it is now based on pillars that don’t depend on context – the sessions are given by migrants and locals of each city, involving the target audience in the solution.

From application to impact in 4 automated steps:

1. **Online application & payment**
   - To learn or teach a language.
   - It is possible to be both a Participant and a Buddy.

2. **Creation of Courses**
   - A process that takes up to 25 hours is done in 3 seconds at SPEAK’s portal.
   - Portal algorithm allocates classes.

3. **Participation in courses and events**
   - 3 months courses, 90 minutes sessions.
   - Participants follow notifications, content and logistics online while attending sessions offline.

4. **Impact generation**
   - Thematic events open.
   - SOCIAL INTEGRATION:
     - Weaker language barrier.
     - Smaller culture barrier.
     - Broken isolation barrier.

Participants follow notifications, content and logistics online while attending sessions offline.