

www.speak.social



SPEAK

SHARE YOUR WORLD!

Fattema

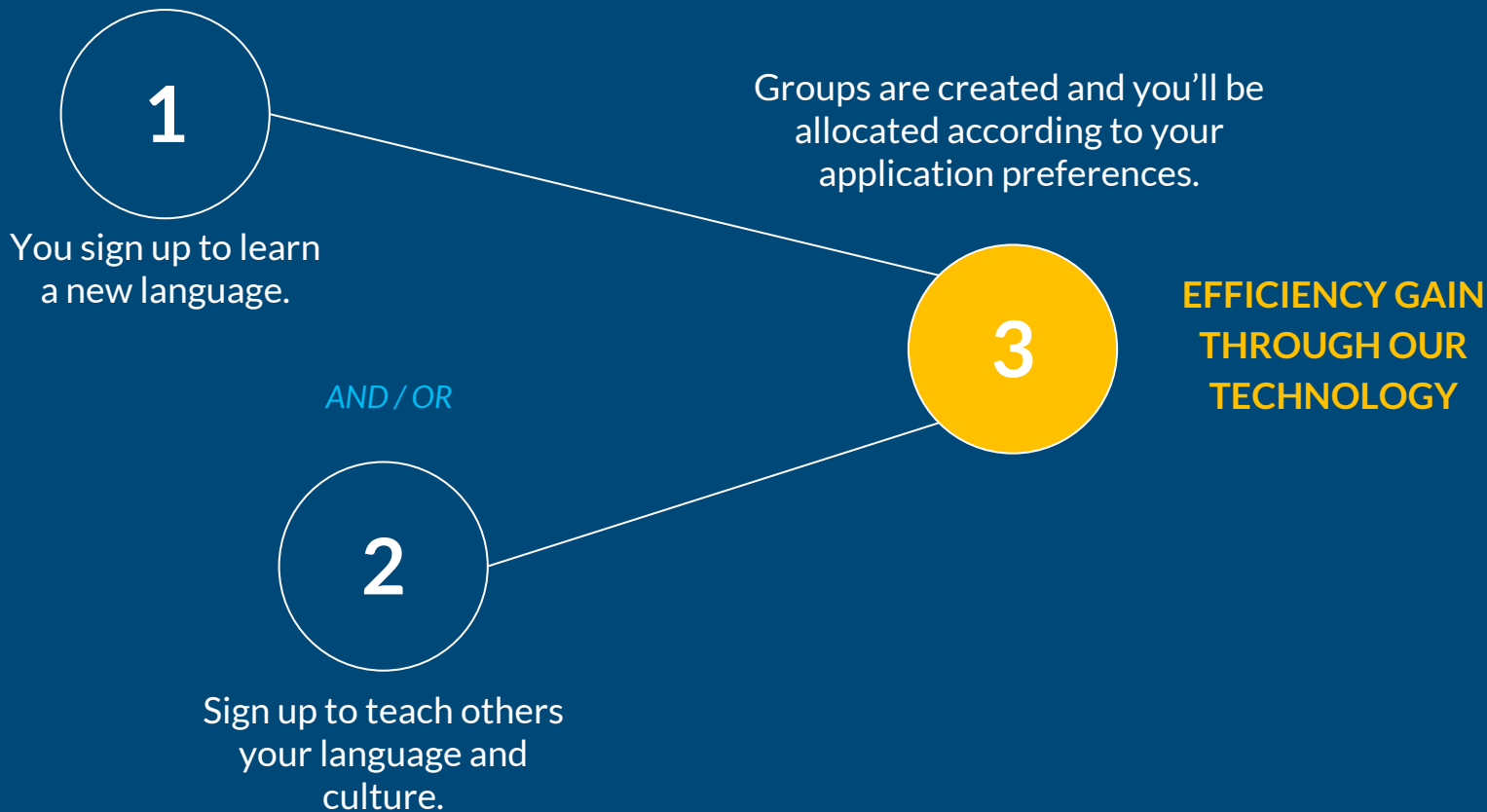




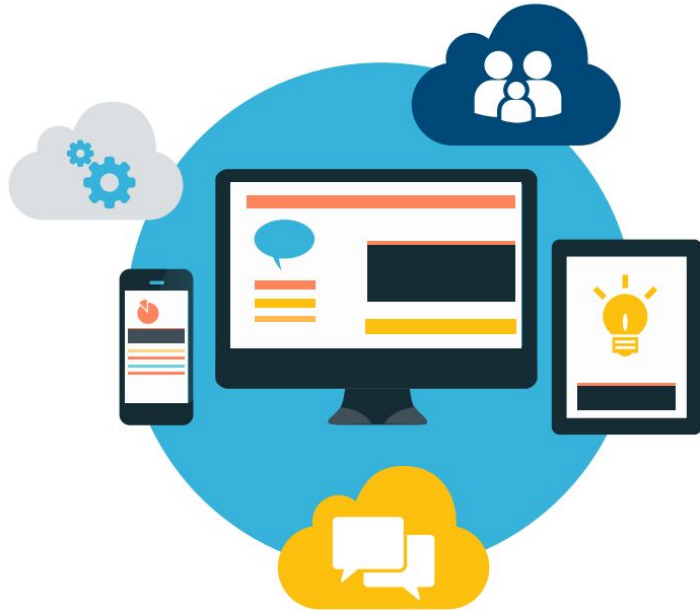
How? We created a language and culture exchange



Participants can teach and/or learn



The model is Online2Offline (O2O)



Online: organisation and logistics



Offline: learning, teaching and sharing experience



Ilves Ribeiro Silva ENG

LEARNING LANGUAGES AND CULTURES

build societies that accept, value and empower cultural diversity

Join SPEAK →

MacBook Pro

esc

F1

F2

F3

F4

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fn

cmd

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HOME IS THE HEART OF THE HOLIDAYS





Offline: unused spaces from local organizations



SPEAK's revenue stream is enrollment fee-based



ENROLLMENT FEE

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

Format:



4-15 participants



3 months = 12 weeks



1 session per week



90' minutes per session



Events

NOTE

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

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



Alessia Faravelli
Project Manager
Ostello dell'Antica Abbadia



Ana Neto
Content & Partnerships
UC | Centro Línguas



Inês Estrela Amorim
Ops & Customer Success
SONAE



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Mariana Brilhante
Co-Founder, CMO
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Michela Paolicelli
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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.

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

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

Bring SPEAK to your city!



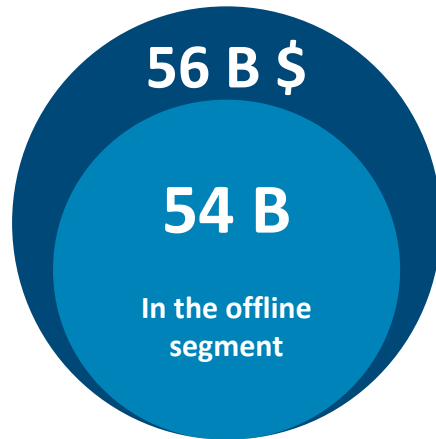
You can open SPEAK in your city.



The market and the need are big enough

Assessing the dimension of the markets where SPEAK can operate is vital in order to come up with a valid growth strategy while maintaining the current growth rate, since paid applications grew 99% between 2014 and 2015. Fortunately, data shows that the size of the language market supports the entrance of innovative service providers. Unfortunately, it also points to a clear and growing need to integrate migrants, with special focus on the EU migration crisis.

DEMAND FOR LANGUAGE TEACHING



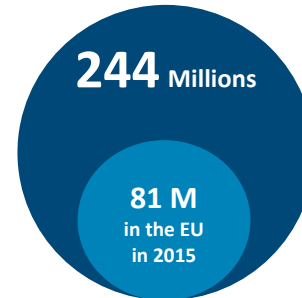
The size of the global language services market is estimated above 56 billion USD (online and offline), with the segment of offline services representing about 96% of the total market.

Sources:

Ambient Insight

<https://www.learncube.com/digital-english-language-learning-products.html>

DEMAND FOR INTEGRATION SERVICES



Estimates suggest that in 2015 there were approximately 244 millions of 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.



41%

Is the estimated increase in the number of migrants since 2000.



Of which

20 millions or 8,2%

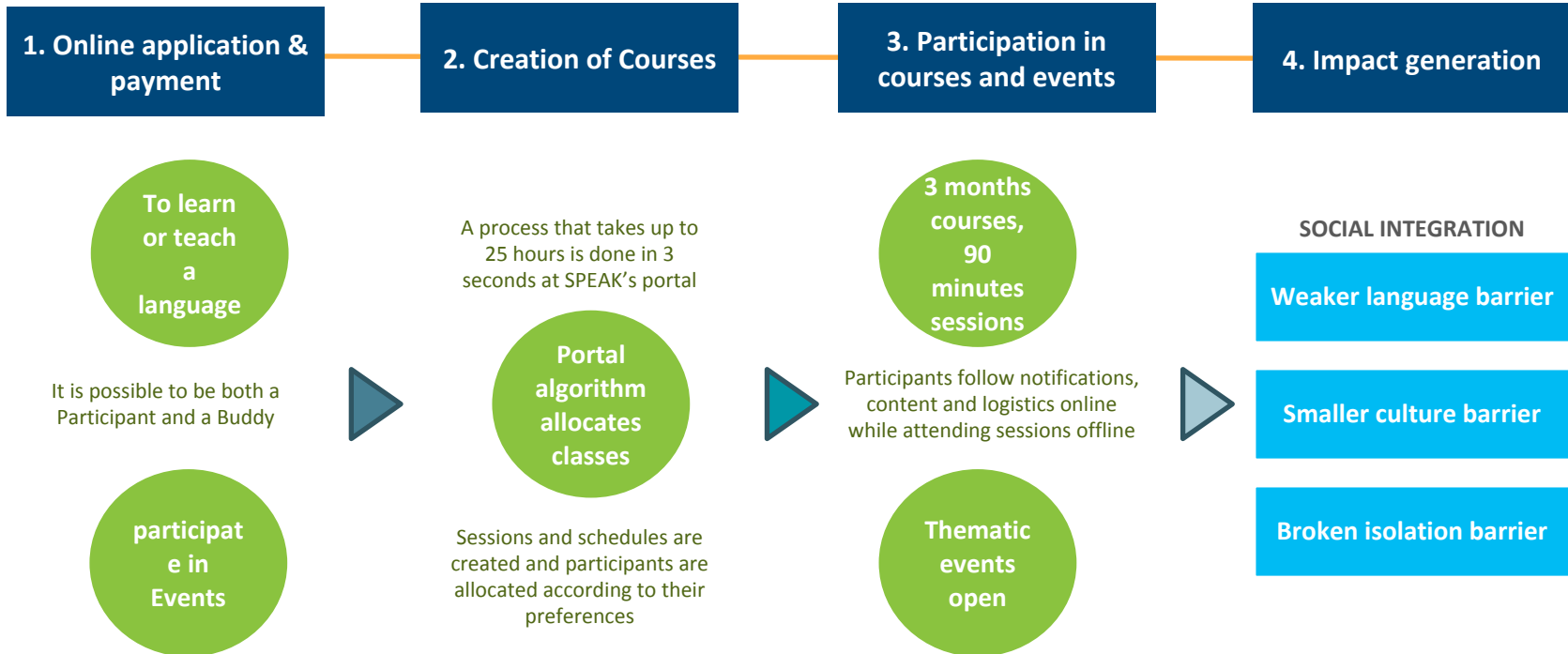
are refugees in crisis situation.

United Nations Department of Economic and Social Affairs

<http://www.un.org/sustainabledevelopment/blog/2016/01/244-million-international-migrants-living-abroad-worldwide-new-un-statistics-reveal/>

From application to impact in 4 automated steps

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.**





SPEAK

SPEAK NEEDS YOU

Find out why you should volunteer at SPEAK

Knowledge Other Cultures!

By being a Buddy at SPEAK, you will share your language and culture, and will contribute directly to changing your city and to people in the countries of SPEAK you get to meet and who people from different origins, cultures, backgrounds and at greater cultural accessibility and meeting new people.



Label Type	Title	Statistics
Basic System and Control	Period By: Basic System	210 700
Basic System and Control	Period By: High-Performance System	2 2
Basic System and Control	Period By: Standard System	20 40
Basic System and Control	Period By: Low-Performance System	100 200

