Agenda

- Target Market
- Product Alignment
- How Do We Reach Our 1st Client
- Maintaining Relationship with Clients
- Grow Our Business
Target Market: SWOT Analysis

**S**
- Open Source
- Performance Analytics
- Social Impact

**O**
- Partnership
- Social Media
- Innovation

**W**
- Alpha Testing
- Content monitoring

**T**
- Innovation
- Standard qualification
- Direct Competition
Target Market: Need for Our Product

In 2011/12
283,332
U.S. students studied abroad for academic credit

The number of U.S. students studying abroad grew by 3% over the prior year and now is at a record high.

Host Regions of U.S. Study Abroad Students

United Kingdom 12%

Other Destinations 43%

United Kingdom, Italy and Spain host 32% of U.S. students.
Target Market: Need for Our Product

80 Million Millennials
25% of US population
95% iGeneration use apps daily (18+)
46% Millennials use mobile application daily (19 - 36)
US Vacation and Tourism market was estimated to be worth $232.9 billion (2015) and expected to grow 22% by 2020
Product Alignment

- Language without Borders
- Social Enterprise
- Customizable lessons

- Convenience
- User-friendly
- Necessity
How do we reach our Client?

Build a presence:

• Social media (Openwords -> clients)

• Incentive for partnership

Two-Phase Strategy:

1. Partnership

2. Marketing Campaign

• Marketing Campaign to campuses
# Potential Partnership

<table>
<thead>
<tr>
<th>IES ABROAD®</th>
<th>EF EducationFirst</th>
<th>CIEE</th>
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<tbody>
<tr>
<td>• 120+ academic program</td>
<td>• 46 study abroad program</td>
<td>• 260 academic program</td>
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<tr>
<td>• 30+ cities, 21 countries</td>
<td>• 44 destination over 7 continents</td>
<td>• 65 cities, 45 countries</td>
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<tr>
<td>• $3 million Scholarship</td>
<td>• $3 million scholarship</td>
<td>• $5 million Scholarship</td>
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Potential Partnership

Don’t provide app like open words – why they need you

Have direct connection to target market (millennials)

Have direct connection to another group that has connections to (millennials)

Schools & Universities
Marketing Campaign
Need for Product in the Industry

How to convince that there is a demand for Openwords?

If EFS does a partnership with universities to send students abroad, they can require the students to use the apps. Charge Technology fees

Concerns:

• Language Barrier: Our MAIN FOCUS
• Time constraint: Learn language within a limited time
• Financial Resource: EFS & other organizations have worked on this
Maintaining Relationship with Clients

Tech Support

Feedback on

• Problems

• Improvement/ Expansion

Social Media (clients-> Openwords)

Ex: retweet, highlight the satisfied customers, etc.
Grow your Business

Chain Reaction:

1ˢᵗ client with access to the huge market

Brand awareness

Credibility (have companies who use/ promote our services)

Partnership opportunities

Product Improvement
How do we get the 1st client?

• Vamp up Marketing
• Seek partnership to grow brand awareness
Here’s the solution: Openwords

• How the product works
• Benefit of using Openwords
Here’s the solution: Openwords
Incentive to get the 1st Client

- Research about how CIEE, EFS, and IES get fundings
- What kind of industry do these companies operate in
- How do we make a deal with them?
Need for Product

Supporting statistics:

• Number of students studying abroad
• Participants’ & Administrator feedback
• Growing demand for international travel
• Growing demand to learn different languages
• Wikipedia & quizlet: proof of the open-source
Target Market

Non-profit organization who accommodates study abroad program

- Universities
- Corporate side (e.g. finance, marketing, etc.)
- Partners

*) Supporting statistics about potential market niche

Ex: EFS, IES, CIEE,