MULTILINGO

The company is established by **Eldaniz Babayev**, **Yusuf Araz** and **Furkan Panayır.** We are establishing a language learning platform that will provide each learner with sufficient resources in order to each desired language level. Main reason that we decided to engage in the language education business is because we ,as students who live in a foreign country, have deeply seen the language problem between foreigners and locals. Our platform targets the B2B and the B2C markets both. Many people know how difficult it could be to communicate in another language in different areas of life, in work, travels or study. Appreciating the role of language sufficiency in encouraging mutual understanding people we have designed an online course that provides the needed language program for every learner. For employees who have to adapt to a new organisation, or travellers who wish to interact with locals, or students who would like to learn in a new country, every type of language learner will find easy and helpful language learning solutions here. In the B2B side, we propose to the local companies the development of their foreign workers' languages capabilities via the comprehensive courses and some discounts for our platform. For our business that works in B2C side, we offer lots of different courses that taught by native speaker language tutors in our language platform. since one eliminates the need to attend long classes physically as part of his or her employment responsibility, one gains the advantage to learn conveniently from any location thus teaches him or her with skills and knowledge on how to interact with multicultural groups effectively. To ensure the quality of our service, we only employ native speakers for all the languages presented in the teaching services. This means that learners are very well prepared and offered the best quality education based on each language. One of the pros of our specification that we have our services online, we are also working remotely which sets us free from high fees for rent of offices. Thus, we dont have a specific location.

Demography: 60% women, 40% men. Ages between 21-35

Skills and qualifications: Mostly Senior level employees. **Minimum 5+ years of experience** within his/her field.

Size of Employment: 4 person on *Software Engineering* team, 4 person in *Marketing* team, and 4 person within *Finance* team.

Cultural Diversity: We're planning to complete our tasks with remote work so, everyone will be around the world.

Organizational Resources
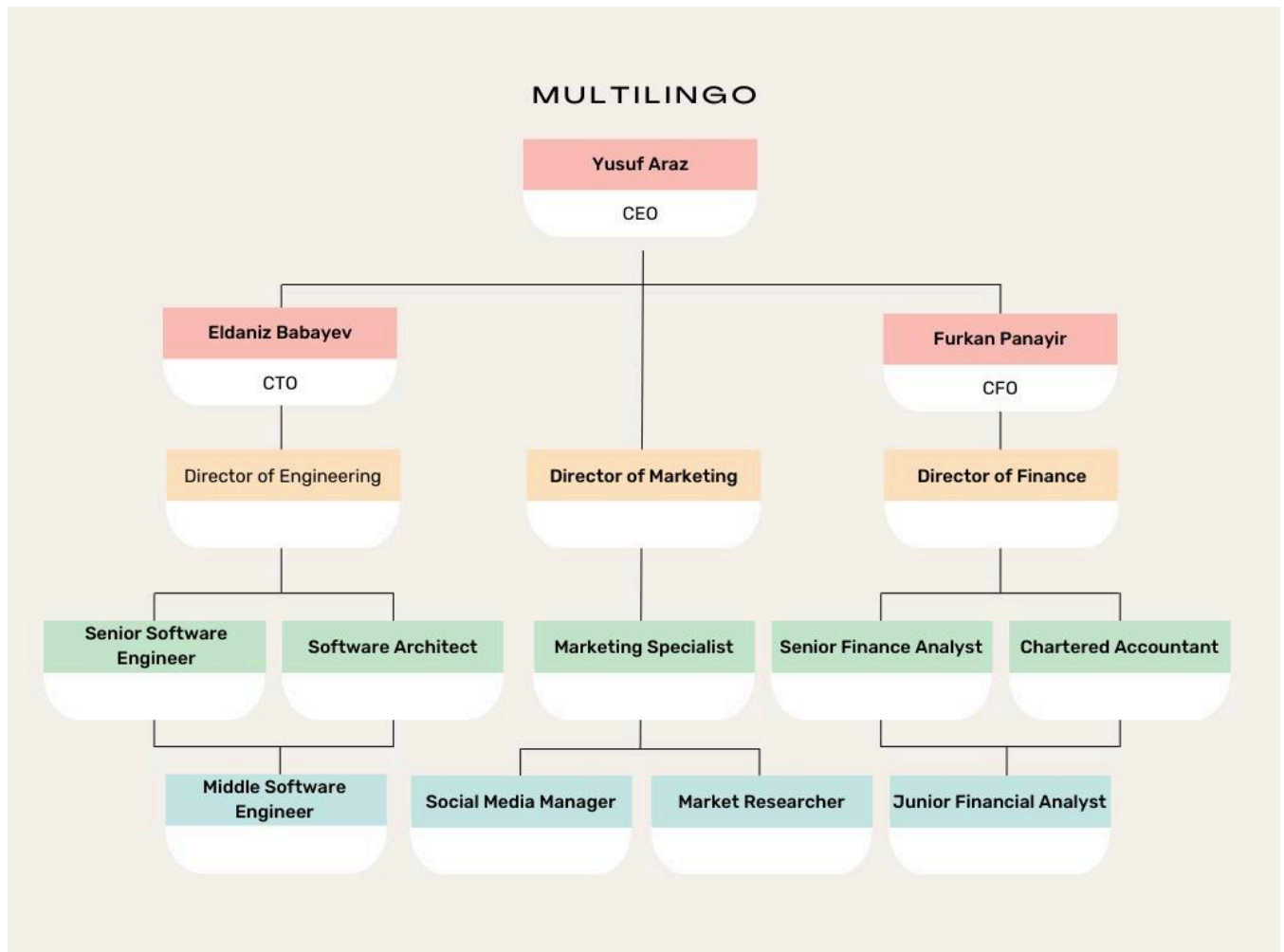
CEO (Yusuf Araz): Our CEO is responsible for determining the company's general structure and strategy, making key decisions, using our resources effectively, and providing our company with a positive organizational culture.

CTO (Eldaniz Babayev): Our CTO is responsible for overseeing the technological aspects of the company. This involves the execution of the firm's technology plan, directing technology innovation, directing the technological fabric of the firm, and overall guaranteeing the firm's technological superiority, considering that all our company's services are conducted online.

CFO (Furkan Panayir): Our CFO is responsible for supervising the financial issues of the business, including money modeling, budgeting, and estimating.

Director of Engineering: Our Director of Engineering oversees technical teams to design and implement solutions that support our firm's strategic plan. They manage engineering projects from planning to implementation.

Director of Marketing: Our Director of Marketing supervises the development and execution of marketing plans with the goal of improving the company's visibility to customers. They are responsible for launching campaigns across all channels.

Director of Finance: Our Director of Finance manages the company's finances, including budgeting and financial projections.

Senior Software Engineer: Our Senior Software Engineer provides direct management of the development of complex application software that fulfills the company's technical specifications.

Software Architect: Our Software Architect is responsible for designing and coordinating the development of the company's software architecture in terms of reliability, and performance.

Middle Software Engineer: Our Middle Software Engineer works with senior engineers to design and implement software solutions that meet the company's specifications and norms.

Marketing Specialist: Our Marketing Specialist reports to the department head and is in charge of implementing various market targeting strategies across different marketing media.

Social Market Manager: Our Social Market Manager is responsible for developing the company's social media marketing strategy to increase brand awareness and interaction.

Market Researcher: Our Market Researcher analyzes trends in social media, customers, and competitors to aid strategic marketing.

Senior Finance Analyst: Our Senior Finance Analyst analyzes financial information and prepares forecasts to help the company make sound decisions.

Chartered Accountant: Our Chartered Accountant monitors the accuracy and reliability of the company's financial records and reports.

Junior Finance Analyst: Our Junior Finance Analyst assists the finance team in analyzing financial data, preparing reports, and maintaining accurate financial records.

Physical Resources: Everyone works remotely, so we don't have any office or physical location. We're giving laptops to every employee we have, except teachers. They have to own their computers to join our platform.

Information Resources: Our software is open source, so we own MIT License for our software. You can find more about it within this [link](). We have our own database based on PostgreSQL, and we hold user data in there. We will have user information (full name, phone number, etc.) stored there. As we conduct everything online, we will have a fully functioning website for both users and administrators.

STRENGTHS AND WEAKNESSES

Strengths

1. Learning local languages without any commute. Remote learning environment with students around the world.
2. As an employee/student, learning local languages are difficult. We solve this problem by creating our platform.
3. Analyzing weakness of students and taking one-by-one approach in classes.
4. Native speakers. We mostly require our teachers to be native in their language and has a teaching degree.
5. Our cost is different and more affordable than our competitors.
6. Free trial for demo lesson. This makes users define their needs perfectly.

3 Most Significant Strengths:
- 1st: Our customers don't need to be in the classroom physically which makes it very easier.
- 4th: We only have native speaker tutors. So our clients are sure about competency of our tutors.
- 5th: Thanks to our remote designed work structure, we do not need to pay high rents which decreases our costs in a remarkable level.

Weaknesses

1. Finding a native speaker with a teaching degree is not easy. We require excessive work on that side to improve.
2. Teachers talk too fast as they are native speakers and our users couldn't understand them sometimes.
3. After demo session, some users aren't sure what they want exactly, and these are the type of users we cannot convert.
4. Customer relationship. Handling all users requests are not possible.
5. Internet connection. All of our lessons conducted online, so connection problems are where we feel limited.
6. Create our own video conferencing platform, so in that case we will not require installing 3rd-party tools like Zoom, Google Meet, etc.

3 weaknesses our company should strengthen:
- 4th: We are not able to get feedbacks from most of our customers due to our online/remote course. Thus we cannot build healthy customer relationships.
- 5th: It is not possible to solve all technical problems quickly, this is one of our most important weaknesses.
- 6th: We have high IT and programming costs because of our platform. We have lots of specified employees for the technical side of it which increases our total costs.

CHARACTERISTICS OF SELECTED STAKEHOLDERS AND THEIR MARKET FORCES

- **Technology Providers**
  - Suppliers of the technological infrastructure, such as AI and machine learning tools, Zoom, cloud storage like Office 365, AI and machine learning tools like TensorFlow, and User Interface Frameworks like JavaFX.
  - Impact on the Market: Reliable and innovative technology ensures seamless user experience, scalability, and integration capabilities, which are crucial for user satisfaction and platform growth.
- **Freelance Language Tutors**
  - Independent tutors who provide one-on-one or group teaching sessions via the platform.
  - Impact on the Market: The availability and quality of tutors determine the platform's ability to offer personalized and effective teaching. They directly influence user engagement and learning results.

Market Research - Threats

Cost Increases:

- Taking into account that our technology providers are open to use and mostly free, there might be changes in those providers policy. Strategic suppliers may increase their service costs, which can directly affect the platform's profitability. Negotiating long-term contracts or seeking alternative suppliers might be necessary to mitigate this threat.

Competitive Disadvantage:

- If a supplier also supports competing platforms, there's a risk of slower innovation or shared advancements that harms competitive edges. Exclusive partnerships can help counter this threat.

Potential Customers

1. **Individual Learners**
   - Profile: Students, professionals, or anyone interested in learning a new language for personal development, travel, or career advancement.
   - Needs: Personalized learning paths, flexible scheduling, interactive and engaging content, and progress tracking.

2. **Educational Institutions and Companies**
   - Profile: Schools, private companies, universities, and language academies integrate online language learning into their curriculum and helping their employees/students to learn new language.
   - Needs: Comprehensive course offerings, integration with existing educational systems, teacher support, and bulk licensing options.

Most Remarkable Competitors

Duolingo

- **Market Share:** As of 2023, Duolingo had over 500 million registered users with about 40 million active monthly users, commanding a significant share of the market.
- **Impact on the Market:** Duolingo's gamified approach to language learning has popularized bite-sized learning and made language learning accessible to a wide audience.
- **Competitive Strategies:**
  - **Freemium Model:** Offers free access to most features with ads, encouraging upgrades to a premium, ad-free experience.
  - **Gamification:** Uses points, levels, and streaks to motivate learners.
  - **Wide Range of Languages:** Offers courses in over 30 languages.
- **Threats Created:**
  - **High User Expectations:** Sets high benchmarks for user engagement and content accessibility.
  - **Pricing Pressure:** The freemium model forces competitors to offer free or low-cost options.
  - **Brand Dominance:** Duolingo's strong brand presence can overshadow smaller platforms.

Babbel

- **Market Share:** Babbel has around 10 million subscriptions sold, making it a major player in the market.
- **Impact on the Market:** Babbel's emphasis on conversational language skills and practical vocabulary has influenced other platforms to focus on real-world language usage.
- **Competitive Strategies:**.
  - **Focus on Practical Usage:** Lessons designed for real-life conversations and situations.
  - **Professional Endorsements:** Partnerships with language experts and educators.
- **Threats Created:**
  - **Subscription Competition:** Forces other platforms to refine their subscription models to remain competitive.

Mission, vision, values

Mission Statement

The goal of is to provide opportunities for people and organizations all over the world to improve their language abilities with the help of effective online services. It is our mission to offer academic Language services with high standards, focus on individuals' needs, unique focus on languages to bring people closer in an attempt to break barriers created by language differences. Thus, the availability of language learning creates awareness of commonality in different parts of the world. Education is a primary focus of our interest with strategies which are pleasing as well as efficient. Another way is to learn through constant invention in order to satisfy the necessities which the learners have.

Vision Statement

Our Vision is to be an online language acquisition supplier of the first choice by applying advanced technology and interpersonal contacts. Our ambition is to remove the divides of language so that people may freely communicate with one another regardless of the culture or setting in which they exist. Thus, with a focus on increasing a tolerance and collaboration, we are able to create a more interconnected society. In our vision, people can get education and use different languages for communication in the nearest future. Our pledge is to quality and creativity in language Learning.

Values

Innovation: We are implementing new technologies in order to achieve high efficiency and successful outcomes.

Diversity and Inclusion: We created our team with great diversity and we help commercial companies to overcome their diversity and inclusion problems with solving language problems.

Quality: We aim for excellence and perfection. We never settle and always aim higher. We craft our products and services, ensuring they meet the highest standards.

"SMART" STRATEGIC PLANNING AND GOALS

Goal 1

Create and upload 10 comprehensive language course materials within first year.

Strategy 1

- Increasing our employee base for better technology and easy communication.
- Building live chatbot for users to handle their problems within a second.
- Taking consultancy from website consultancy.

Goal 2

Reach the target of 1000 active users by the end of the first year.

Strategy 2

- Hiring Marketing Specialist for increasing our return of customer from free trial.
- Providing discounts for people who comes from our digital marketing videos, posts, and etc.
- Providing individual support for customers.

Goal 3

Increase lesson material quality based on customer satisfaction with the rate of 90% or higher.

Strategy 3

- Hiring certified teachers to check and improve our material quality
- Getting customer feedbacks from surveys.

Goal 4

Going to IPO within 10 Years.

Strategy 4

- Within first 5 years, we'll accumulate growth of our company and if we continuing improvement we'll go to IPO

Goal 5

Leverage existing technologies and collaborate with experienced developers to build a scalable and user-friendly platform that increases our customer happiness %3 each year for our website/platform interface in next 6 year.

Strategy 5

- Enlarge our technical team
- Build fast and user focused appllication

SUMMARY

Multilingo is a language learning program in which people can learn the language of their choice and be fluent in it, seeking business in both B2B and B2C markets. Through its fully online course instruction which is delivered by native teachers, Multilingo is able to provide for the many languages and requirements of the learners such as employees who join new organizations, tourists who are in contact with the locals, as well as students studying in foreign countries. One remarkable feature of our platform is that it can be implemented with minimal overhead costs due to a highly remote-first strategy, making it both affordable and convenient for users. We founded Multilingo to provide specialized academic language services at an excellent standard to help people with individual requirements and encourage integrated language exchange for academic and interpersonal purposes. Our vision is to have an educated, connected society through effective, quality and unique learning solutions. Our strategic aims have been anchored on our corporate values of innovation, diversity and inclusion, and quality to maintain our mission of decreasing barriers to language in the global market.