Cotran
Symbiotic Learning of Foreign Languages
Textbooks present a foreign language in a very formal way which often doesn't reflect how the language is actually spoken by native speakers.

Language schools and Institutes are expensive and are a large time commitment.

Online translators like Google Translate and Bing provide inaccurate word to word translations which don’t make sense in context.

Online courses (on Coursera etc) don’t give personal attention as they deal with huge class sizes.
Market Research (n=27)

Most painful part of learning a new language?
Most helpful resources outside of the classroom?
How helpful would it be if there is a community of native speakers you can ask questions to?
Proposed Solution

The idea is to provide access to an online community of native speakers of a language in a mutually beneficial way.

The application will enable video chatting with a native speaker and setting up an online tandem learning system.

The learning process will be the most effective if the users feel comfortable with each other.

We incorporate an ice breaker aspect into the tandem learning aspect so that the users get to know each other better before starting the mutual learning process.
Market

People who want to read, write and speak a foreign language but don't have access to native speakers.

People who are going to work or study abroad and want to be able to communicate effectively with native speakers.
Value Proposition

Provides access to a community of native speakers of the target language.

Free basic version and a paid version as well with added features. Overall, much less expensive than conventional resources.

More accurate translations than Google translate or Bing.

Provide the benefits of different conventional language learning resources on one single unified platform.
Revenue Stream

Advertising and Paid Premium Access.

Key Partners

Universities and Language Institutes can use the product as a supplement to language courses.
Competitors

Linqapp (http://www.linqapp.com/)

Online platform for language learners to chat and ask questions about some phrases that they want to say in a different language.
References

1. Market Research done in partnership with Shao-Ping Lee.