

NEW PARADIGM SAS

One line pitch:

Eazylang connects clients and translators with a cloud based innovative software that brings quick and quality online professional translation.

Market Analysis:

The Global market for outsourced language services and technology reached 38 Billin \$ in 2015 Unfortunately, getting texts professionally translated remains complicated . And Google translate is certainly not the answer. The market relies on 3 main actors experiencing their own difficulties: * The clients- unassured of quality and unsatisfied with prices and delays * The translation agencies- under pressure from clients and competitors, lowering the quality because of lack of professional translators. * Professional translators- facing decreasing prices because of the agencies pressure, accepting jobs out their main field of activity which leads to them spending more unpaid research time.

Value proposition:

Eazylang offers a real innovative workplace for translators and clients. ??The platform matches the demand and the supply without any third party nor need to send multiple documents via external mail systems. The client is guaranteed to benefit from any already translated content and doesn't have to pay twice for the same content which needs translating. The linkage between clients and translators based on translation memories brings a level of efficiency that no system is valuing today. ?With its exclusive technology, Eazylang brings more performance with each new translation request by the client. The more content the client stores in his translation memory database, the better the result is.

Business Model:

Eazylang generates their income by adding a 15% commission to all invoices issued by a translator to their client or for the purchase of translation memories, terminology or glossaries between translators. To attract clients on Eazylang, the first step is dedicated to the upload of existing translated content. Translators are offered a free storage space on Eazylang cloud-based database where they can upload their already translated texts. Eazylang will focus on the most demanded languages which are located in Europe (more than 50% of the market) and the US (about 43%). ?Our strategy aims to offer our clients an increasing number of language pairs. In time, we'll offer all language pairs.

IP and Regulatory situation:

Eazylang is a registered trademark (OHMI nr. 013535091) The programming of the software was made by 3 developers, now shareholders of the company. New Paradigm SAS (editor of Eazylang) is full owner of the program. For the European market, Eazylang is protected by copyrights. For the US market, we still need to work on protecting the platform and Big Booster program is a great opportunity to work on that particular topic. Our best protection will result from our quick impact on the market, directly related to our capacity to achieve our business model!



COMPANY PROFILE

- **Website:**
www.eazylang.com
- **Field:**
- **Contact:**
LAVOST Eric
eric.lavost@eazylang.com
- **Location:**
10-12 bd Vivier Merle - World Trade Center- Tour Oxygène
69393 Lyon
France
- **Founded in:** //09/2014
- **Employees:** 4
- **Financial information (€):**
 - **Company stage:**
Commercial availability
 - **Capital raised to date:**
155000
 - **Monthly burn rate:**
20.000 €
 - **Capital seeking and date:**
500.000 €- 2017 Q1
- **Investors:**
Eric Lavost , Nicolas Fachon ,
Philippe Beaudet , Philippe
Besmier , Alessia Vonau