



SPEAKPLUS

One line pitch:

SpeakPlus is a marketplace dedicated to language distance learning with native coaches through our enhanced video conference technology

Market Analysis:

The digital learning is constantly growing (10%). Globalization, emerging economies are a growth driver, the digital transformation leads to new uses and is impacting the learning sector. Europe is a natural target with its language diversity. In France, it's 7 million people (professional reasons) + 15 million people (personal reasons). We are targeting active adults between 25 and 65 years of white-collar categories. Priority business customers are: (1) CEO and managers, international (2) commercial and marketers, (3) executives and project manager, (4) teachers & researchers (5) occupations health. Priority private customers are: executives seniors, travelers, international students.

Value proposition:

Our contract is to advance our clients in foreign languages on the basis of their objectives with the fun of learning. We focus on a solution to the elements differentiating the success of our learners: - we federate a community of qualified native coaches and trained in learning languages online - we designed our own educational engineering by enhanced vidéoconférence technology, with features dedicated to pleasure in learning - we provide coaches with the tools to achieve balance sheets and very personalized follow and enabling continuous improvement - we have algorithms that allow learners to choose their coach based on their objectives, thematic, experiences and common interests

Business Model:

SpeakPlus model is based on a win-win-win model between learners, coaches and the company: the collaborative model the SpeakPlus way! SpeakPlus earns money through a fixed commission on the training's sales price. Our model benefits all stakeholders. From our side, we select and train highly qualified language coaches. Our customers benefit from their training and expertise.

IP and Regulatory situation:

First, the intellectual property of the SpeakPlus solutions is sole property of the company. Furthermore, we have active partnerships with research laboratories (language distance learning and learning technology experts). Also, there is a patent in France for our session recording. Legal terms have been defined to recruit and offer the services of language coaches worldwide. As of now, we are compliant with the French professional learning regulation. The brand is protected for France and the European Union for the INPI / OHMI.

SpeakPlus

COMPANY PROFILE

- **Website:**
<https://business.speakplus.fr/fr/>
- **Field:**
- **Contact:**
GUTTY Bertrand
bertrand@ speakplus.fr
- **Location:**
56, bd Niels Bohr CS 52132
69603 Villeurbanne
France
- **Founded in:** //01/10/2014
- **Employees:** 9
- **Financial information (€):**
 - **Company stage:**
Commercial availability
 - **Capital raised to date:**
160 K€ (2016) + 350 K€ since the creation of the company (BPI, FrenchTech, France Initiative, Pulsalys, ...)
 - **Monthly burn rate:**
20.000,00 €
 - **Capital seeking and date:**
Capital seeking: 2 to 3 M €
Expected date: December 2017
- **Investors:**
Pertinence Invest (10,87%) ,
INSAvalor (3.26%) , Business
Angels (6.52%) , Co-funders
and managers (75,26 %) ,
Researchers (4,09 %)