

Joris Swinnen

Play, motivate, learn

Practice language by interactive videochat

DIGITAL

What?



Pedagogical videochat

Key features

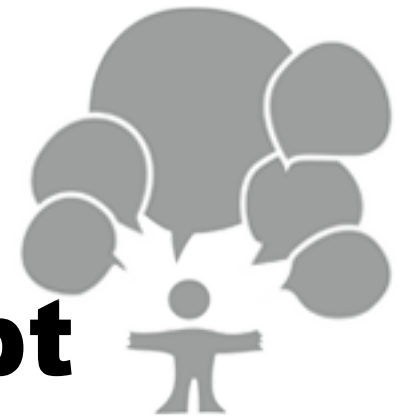


Gamification platform



Video WIKI library

Proof of concept



Interactive dialect overview



This is Zoi



Zoi

**18-33 single female
Living with husband**

She decided to follow her husband from Greece to Belgium.

Blooming in her 30ies, she is a freelancer Project Manager but currently unemployed...

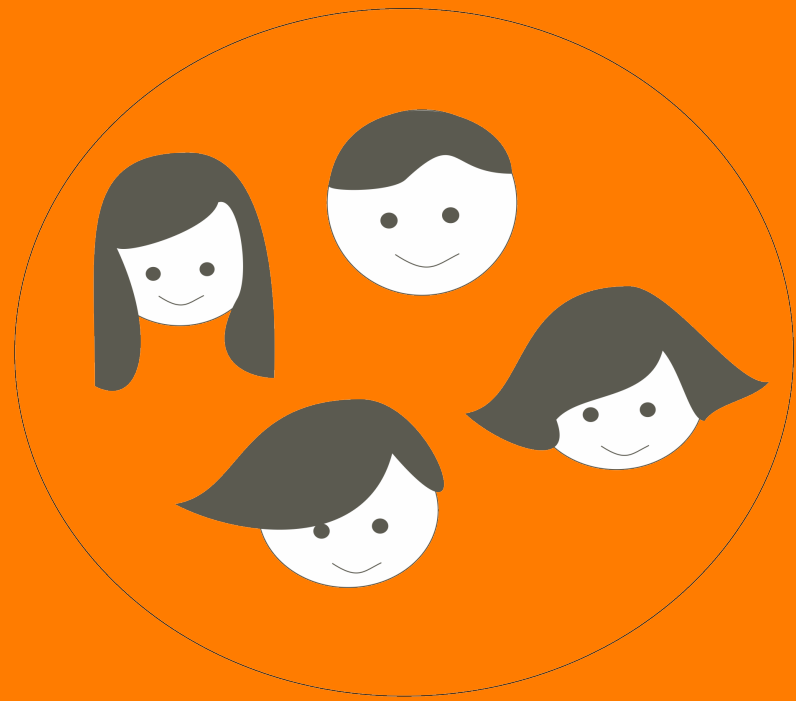
She is following a integration course & Dutch language training.

What is her social & economic perspective?
She is unsure what future lies ahead of her

She is constantly using Social Media, looking for actualities and sharing picture & videos



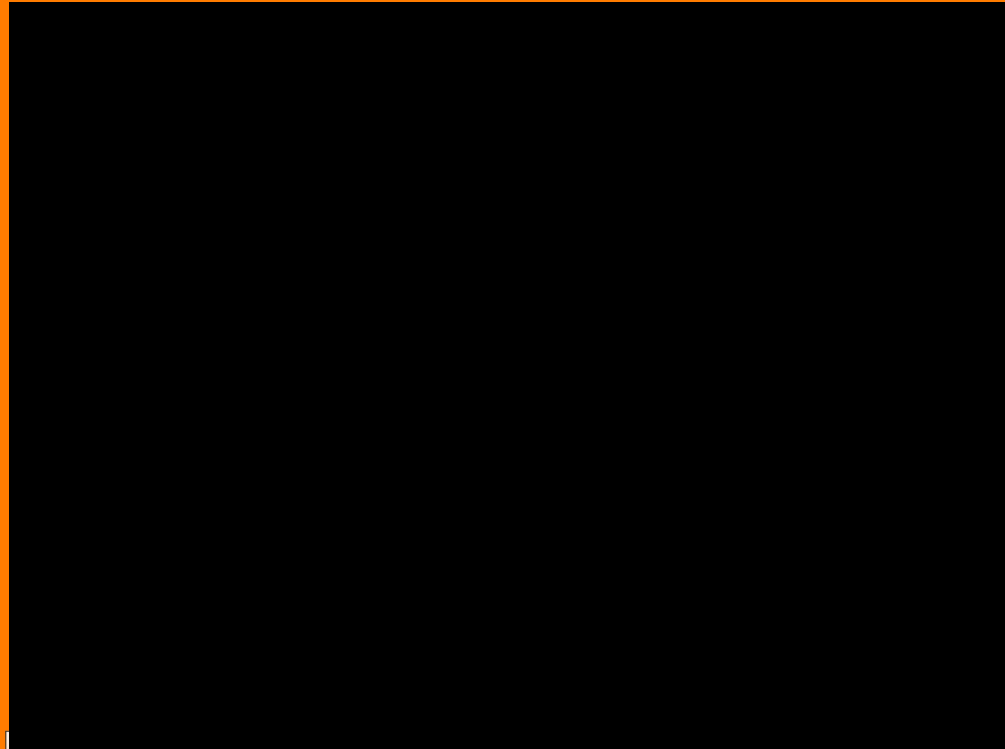
it's difficult to integrate



**communicate
& (find) work**



**From problem analysis to
a user centered solution,
a process transition =
a **Social Innovation****



Hallo iedereen.
Ik ben Zoi en ik wil graag Nederlands leren

**Zoi can practice speaking Dutch
on a videochat and read instantly the subtitles**

[Informatie](#)[Video Wiki](#)[Studax](#)[Wablief](#)[Contact](#)[Spelen](#)[Motiveren](#)[Leren](#)

Online

- Joris
- Tijl
- Jorgina
- George
- Peter
- Alesia
- Mohamed
- Chris
- Anna
- Tjen
- Christine
- Jacobo
- Tina
- Kate
- Paul

Kies het juiste antwoord

1/ 90 Grammatica

Zet de werkwoorden tussen haakjes in het imperfectum én in de juiste vorm.

Zij naar haar vriendin. (*lachen*)

antwoord:



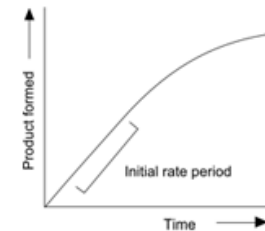
Zoi

kunt u mij helpen?

Zoi

Nee, ik ben druk bezet man..

Mijn leervorderingen



Grammatica	3/5
Schrijven	0/5
Spreken	1/5

7/10

exercises



a mobile PLATFORM

Where & when

In the morning on
her smartphone
walking in the street



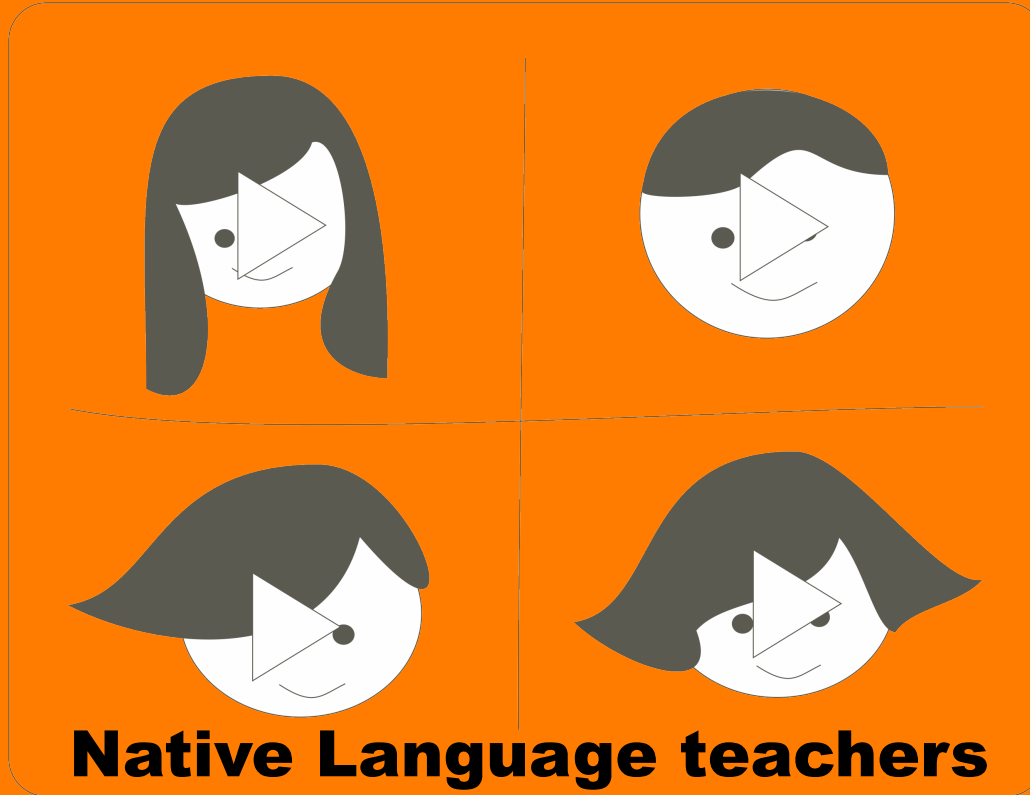
In the afternoon
on her notebook
in a parc

While traveling
on her tablet
on the train

In the evening
on her PC @ home

**Anywhere & anytime Zoi can learn & practice Dutch
through online contact by playful exercising
with native speakers!**

Who can coach?



**Native Language teachers
train the trainers**

Aspirant college / university teachers via internship



The learning Game



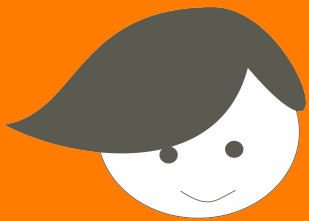
Rewarding players with

**happiness,
friends,
badges,
self empowerment,**

all motivation through

engagement

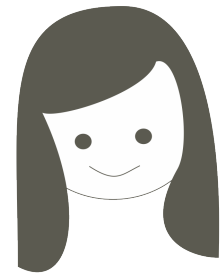
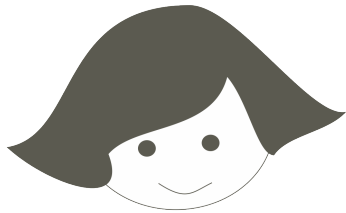




motivation



- **Counting practiced progress**
- **# hours/minutes, # vocabulary**
- **Levels, short language tests**
- **Rating system**
- **Social aspects: Multiplayer**
- **Rewards, avatars**



Pro Benefit

Enhance language competences & social inclusion

Co motivate & enrich

- **speaking skills for non natives**
- **soft skills of aspirant teachers**

How it works:

Engagement through gamification:

- **VDABclients can practice speaking language, empower their job training & integrate better**
- **Students improve their soft & pedagogical coaching skills and connect.**

What we deliver:

An interactive matchmaker and mobile meeting room where users can be triggered to informal learning & practice language interaction in a pedagogical setting

Challenges

Learning by Interactive VIDEO

Functionalities

Speech analytics feature

Vocabulary counter

Speech to tekst: transcribing life subtitling

Topic roulette

Video WIKI

Assesment overview

Tests & enabling empowerment

Revenues

SaaS: freemium

Market opportunity

Who is interested?

Everyone who wants to learn informally while playing & practice <language>

Education institutes that wants to facilitate web based & distant learning

Federal Agencies with a solution driven agenda for integration

Local community governement, mutualities, governement

Language institutes who want to go digital

Organisations with non natives

Corporations with non natives

Expats,...

&

Zoi **Happy**
to crowdfund



Flemish partners



Wrap up

Milestones:

- **Product & technology development**
- **Business Model Validation**
- **Implementation @ partners**

- **In 2014 validated by iminds on the Flemish market**
- **In 2015 launch European spinoff**

Pro Profit

Business development

Custom tailored for corporate use

Language (country) specific platform

Multilingual platform

Profitable, Bootstrapped, Self-funded enterprise

What/who are we looking for ?

**More EU partners for LT R&D
Advise about (EU / public) funding**

Corporate Investors/Business Angels

Sales partners world wide

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DIGITAAAL

LANGUAGE TECHNOLOGY INNOVATION:
INTELLIGENT INTERACTIVE MULTILINGUAL


LT-INNOVATE.EU

LT-INNOVATE SUMMIT 2013
26-27 JUNE 2013