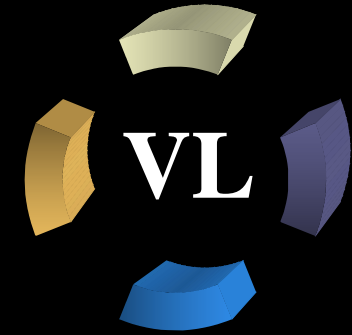




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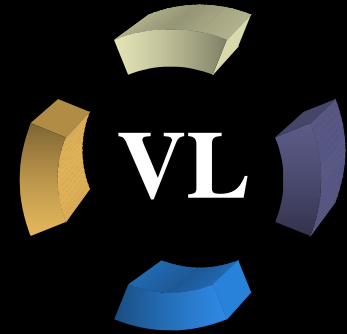
Presented By  
James E. Salter

# Introduction



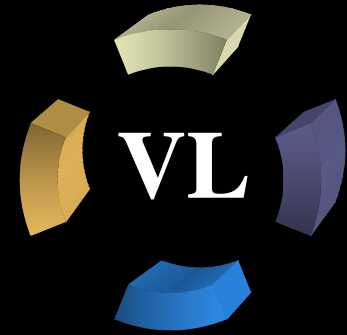
- **Vision**
- **Concept**
- **Need & Value**
- **Target Market**
- **Business Model**
- **Competitive Analysis**
- **Mission**
- **Virtual Reality**
- **Customer Process**
- **Revenue Model**
- **Review**
- **Recommendation**

# Vision



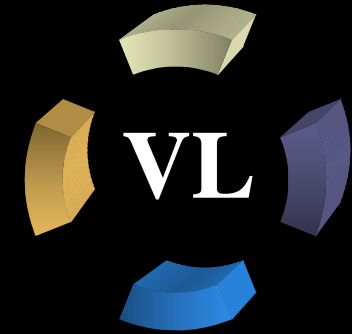
- **Language Learning**
- **Integration of New Technologies**
- **Innovative Foreign Language System**
- **Manipulation of New Technologies**
- **Virtual Reality Learning Environments**

# Concept



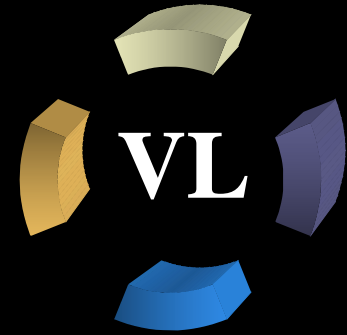
- **Need to Speak Multiple Languages**
- **Learning in “Natural Environment”**
- **Web Learning**
- **Lower Economic Sector**
- **Manipulation of technologies**

# Need & Value



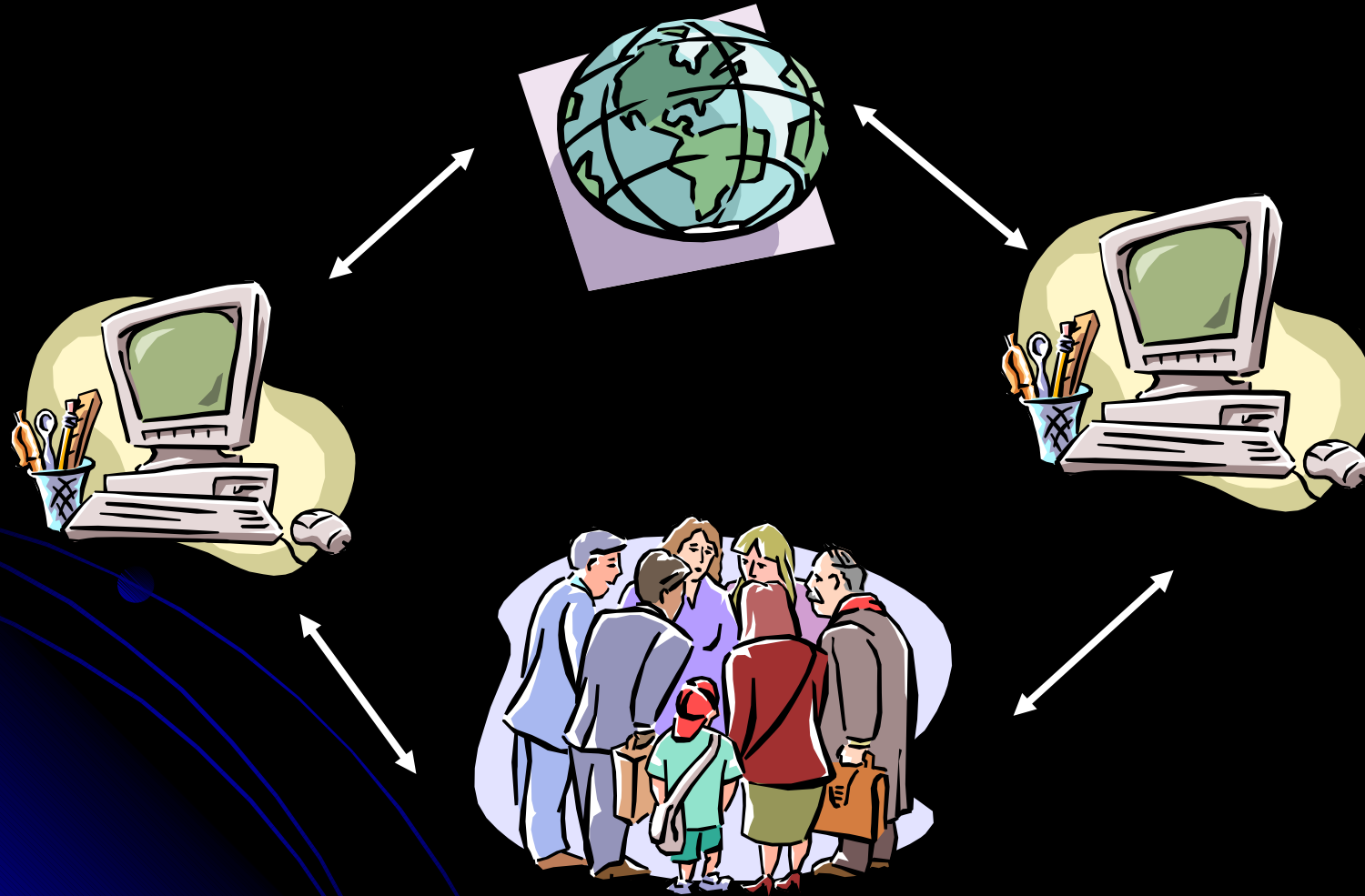
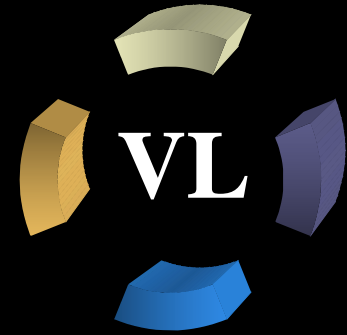
- **Flexibility**
- **Accessibility**
- **Expense**
- **Learning Environment**
- **Virtual Realities**
- **Material Gain**
- **Love**
- **Self-Preservation**
- **Recognition**
- **Exclusivity**
- **Fear**

# Target Market

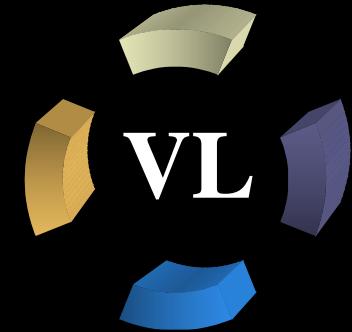


- Students
- Tourists and Travelers
- Government Employees
- Business Persons
- Others

# Business Model

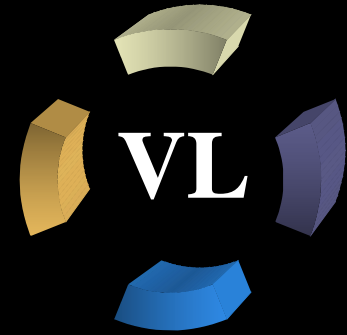


# Competitive Analysis



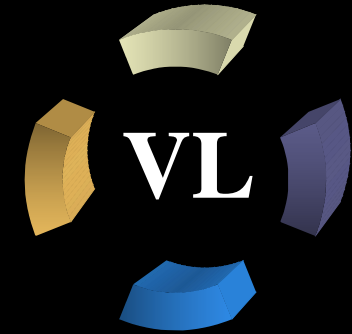
<b>Competition</b>	<b>24/7</b>	<b>Information</b>	<b>Educational</b>
<b>Berlitz</b>	<b>Yes</b>	<b>Provides Basic Overview</b>	<b>Learn Basics</b>
<b>Educational Institutions</b>	<b>No</b>	<b>Cross-Cultural</b>	<b>Learn Languages</b>
<b>Self learning Software</b>	<b>No</b>	<b>Educational Purposes</b>	<b>Learn Cultures</b>
<b>Text Books</b>	<b>No</b>	<b>Travel Agencies, Awareness</b>	<b>Experience globally</b>
<b>Study Abroad Programs</b>	<b>Yes</b>	<b>Cultural, Demographics</b>	<b>Cross-Culture Education</b>
<b>Immersion Semesters</b>	<b>Yes</b>	<b>Various Languages</b>	<b>Provide Education</b>
<b>Cross-Cultural Training Courses</b>	<b>No</b>	<b>Limited Information</b>	<b>Provide Education</b>
<b>Virtual-lingua.com</b>	<b>Yes</b>	<b>Historical, Geographic, Cultural, ect.</b>	<b>Extensive Learning</b>

# Mission



- **Connectivity**
  - **Cyber Space**
- **Interactively**
  - **Virtual Plaza**
- **Speed**
  - **Requirements**

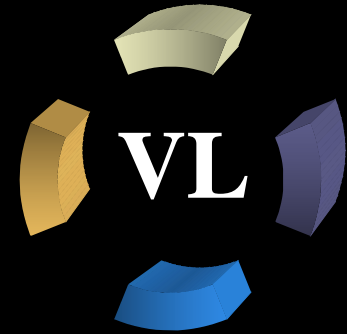
# Virtual Reality



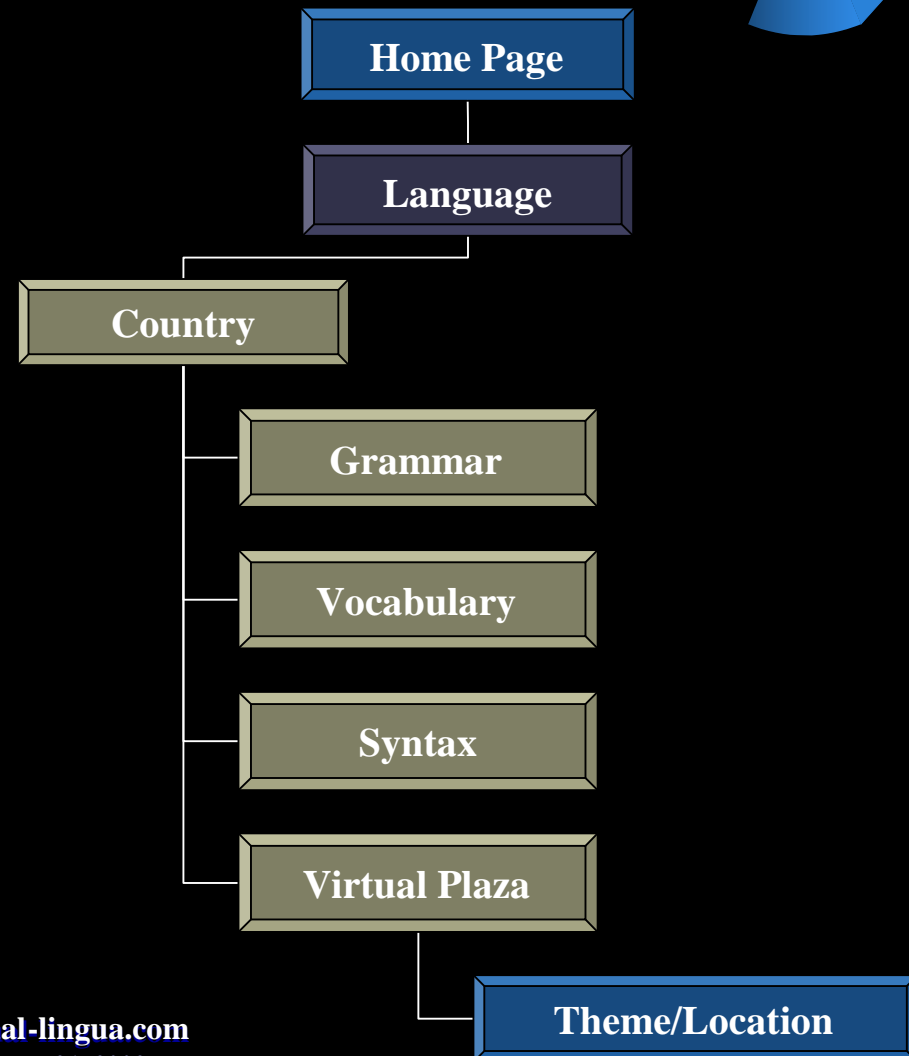
- **Computer Generated Environment**
- **Data Gloves**
- **Joystick or Mouse**
- **Head Mounted Display**



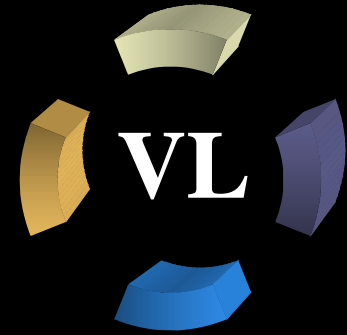
# Customer Process



- Home Page
- Language Choice
  - Country Desire
    - Grammar
    - Vocabulary
    - Syntax
- Virtual Plaza
  - Theme

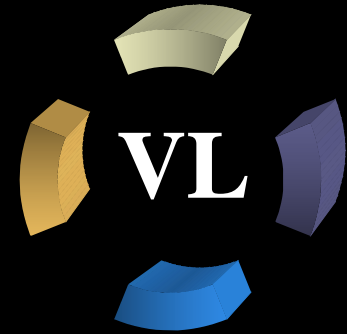


# Revenue Model



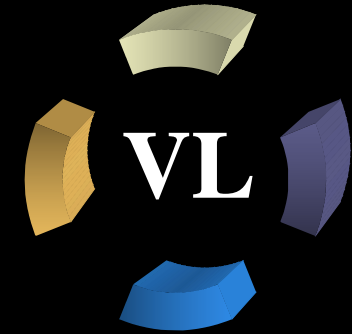
- Advertising
- Services Fees
- Universities and Colleges
- Corporations
- Tourists
- Government Agencies
- Additional Divisions
- Miscellaneous

# Review



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# Recommendation



**Invest in the future of learning!**

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