



Learning Experience

Copyright © 2015-2017 Carlos Vera. All Rights Reserved.

Learning Experience (L.X.)

Website: <https://charlesc28.wordpress.com/2015/03/09/business-ideas/>



“My company is yet to be established as I’m still in the conception stage”

“I’m currently looking for software developers to team up with.”

“I’m based in Venezuela but I’d love to register my company in a first world country”

“Contact me via Twitter @charlesc999.”

<p>Team: Carlos Rosales Vera Founder/Full Time Project Leader.</p> <p>LinkedIn: https://ve.linkedin.com/in/carlos-vera-6a7218aa</p> <p>Skills Set: * Humanitarian Innovator. * Linguistic expert with exceptional marketing skills. * Resourceful and skillful at brainstorming strategic solutions for business challenges.</p>	<p>Problem: Unfortunately, we live in times filled with diplomatic issues, radicalism, terrorist attacks, social injustice and inequality as well as discrimination and racism. I firmly believe that as citizens of this world, we have the responsibility to maintain a harmonic and prosperous environment for future generations to come. And to achieve this goal, we all need a deeper understanding of each other’s cultures and languages.</p> <p>With that said, my company’s goal is to leave a positive footprint in the world by increasing global consciousness, tolerance for diversity, social justice and economic progress. We will do this by helping people learn new languages in an extremely effective way.</p>	<p>Competition: - Rosetta Stone. - Duolingo. - Lingoland. - Busuu. - Speaky. - AltspaceVR. - Fox3D VR.</p>	<p>Target Market: L.X.’s handful of future products will help people from all walks of life and backgrounds become better versions of themselves. Therefore, our target market will include people from all generations interested in improving their intellectual and social skills.</p>	<p>Revenue Model: 1) Consumable in app purchases. 2) Ad revenue. 3) Subscription based apps. 4) Our free apps will also work as our custom app development marketing. 5) Users interested in upgrading their services will be able to access mobile apps and VR games that will help them acquire a variety of valuable skills such as social and business acumen, among others.</p>
<p>Bio: Ever since I was very young, I felt intrigued about the English language. This curiosity put me on a path that led me to understand how the language acquisition process actually works. After two decades of research and personal experience, I’ve developed psychological techniques that can help anyone interested in learning new languages accelerate their learning process. This is the main reason why I decided to take on the big challenge of helping people all over the world with their personal development journeys.</p>	<p>Solution: LX will produce mobile apps and VR games capable of helping individuals improve their inherent abilities such as language acquisition, social interactions and business acumen, among others. Our handful of future products will offer our users a world class educational technique using modern technology as our main delivery platform. By presenting users with real life challenges within our virtual reality games, we will be forcing them to improve their inherent skills in real time. This interactive way of dealing with the unknown is proven to be the most effective way for the human brain to learn new information. Our mission is to allow people from all walks of life and backgrounds to have access to this innovative educational platform. Education is definitely one of the most important aspects of people’s lives and personal growth. And our team will take seriously the job to impart new knowledge all over the globe.</p>	<p>Competitive Advantage: Most competitors available out there are not offering effective platforms that allow people from all over the world to connect with one another in a fun way. These companies are not taking into account the psychological element of social pressure and fear that most of users experience when meeting strangers on-line for the first time. This social pressure element can be completely removed out of the equation by having the same users immersed in virtual reality games instead. It is a fact that people are more open to interacting with strangers if they’re within the context of a game. L.X. will offer its users safe and friendly virtual environments to experiment and learn new skills.</p>	<p>Advertising Method: 1) Social media sites such as Twitter, Facebook, among others. 2) Radio and TV ads playing in key countries around the globe.</p>	<p>Resources Needed: L.X.’s team is currently in search of the following list of resources that are required to set the projects in motion: 1) \$1,000,000.00 as startup capital. 2) Software Development Team. 3) Electronic Equipment/Tools. 4) International Investors/VCS. 5) Business Counseling Team. 6) Legal Team. 7) Marketing Team.</p>
<p>Project Status: L.X. doesn’t have sales metrics at the moment as we’re still in the conception stage. However, L.X.’s strategy to target people from all generations will certainly result in broad customer demographics.</p>		<p>Challenges and Objectives: Due to the fact that I live in a third world country, I’m not allowed to make use of crowd-funding websites such as Kickstarter.com, Seedrs.com, among others. Therefore, I’m currently looking for VCs, accelerator programs, software developers and/or entrepreneurs living in first world countries that would be willing to collaborate with me in bringing my projects to life. This is literally the only way I can actually ensure that my ideas get materialized into physical form.</p> <p>Please visit the following links for more detailed descriptions of L.X.’s future products: 1) https://www.youtube.com/watch?v=bwrmgnXiZCs 2) https://charlesc28.wordpress.com/2015/03/09/business-ideas/ 3) https://charlesc28.wordpress.com/2016/04/02/pitch-deck/</p>		

BUSINESS PLAN

- 1) Find investors, software developers and entrepreneurs living in first world countries willing to partner up with me.
- 2) Raise a \$1,000,000.00 as startup capital.
- 3) Build language learning app and VR game.
- 4) Target a global market and promote L.X.'s products via social media, radio and TV.
- 5) Pay investors and shareholders once L.X. breaks even.
- 6) Reinvest it all in the next set of products as soon as L.X. starts generating profits.
- 7) Enjoy the journey.

L.X.'s culture will be one of collaboration and full cooperation among colleagues. Our mission to help individuals from all over the globe enhance their inherent abilities will always be present in every decision and action that we implement as a team. Our handful of products will be created taking into account every aspect of our vision and core values.

Our target market will be enormous as we will be the ones magnifying it. Our main objective will be to attract people from all generations by appealing to their deepest desire to improve their cultural knowledge and intellectual/social skills. Our strategy to include older folks in the mix will result in broader customer demographics.

L.X.'s mobile app products will be available for free download all over the web. Our business goal is to be recognized around the globe as one of the most educative and progressive software development companies in the industry.

Written by Carlos Vera

Twitter: @charlescv999

ABOUT ME

My name is Carlos Vera and I'm originally from Venezuela. As a Spanish native speaker, I've always felt intrigued about the English language. This curiosity put me on a path that led me to understand how the language acquisition process actually works. After two decades of research and personal experience, I've developed psychological techniques that can help anyone interested in learning new languages accelerate their learning process. I firmly believe that as citizens of this world, we all have the responsibility to maintain a harmonic and prosperous environment for future generations to come. And to achieve this goal, we need a deeper understanding of each other's cultures and languages.

Having said that, my intention is to build a software development company that will produce mobile apps and VR games capable of helping individuals improve their inherent abilities such as language acquisition, social interactions, business acumen, among others. Therefore, I'm currently looking for accelerators, VCs, software developers and loyal entrepreneurs living in first world countries that are willing to support me in materializing my ideas into reality.



Written by Carlos Vera

Twitter: @charlesc999