



# ORBIS

*"In Orbis We Trust"*



# “In Orbis We Trust”

**O**ppportunity: *In Orbis, everyone will have an opportunity to learn regardless of one’s race, nationality or education level.*

**R**espect: *In Orbis, we respect everyone equally. Furthermore, we value and respect various cultures and nations worldwide.*

**B**elieve: *Genius is one percent inspiration, ninety-nine percent perspiration. In Orbis, we believe in everyone’s potential.*

**I**nterdependence: *“Orbis” is the latin word for “world”. In Orbis, we fully understand the importance of global interdependence as well as hope to raise cultural awareness.*

**S**trength: *Unity is strength. In Orbis, our goal is to channel different cultures. With your effort and our bridge, we can strengthen and perfect each other.*

## ***Opportunity —***

***large market and growing number of our potential customers***

Foreigners are moving to China to try to make their fortune, improve their career or just to have an adventure. Some try to find a high paying management job or employment as an expert. Others pick up one of the many jobs teaching English. They settle in to the expat life and start soaking up the experience.

The Growing Numbers:

**200,000** foreigners worked legally in China  
an additional **400,000** were family dependents.

**848,500** foreign residents in China in 2013  
an average yearly increase of **3.9 percent** compared with a decade ago

data from the State  
Administration of  
Foreign Exchange  
and the Annual  
Report on Chinese  
International  
Migration (2015)

**But there are so many problems need to be addressed!**

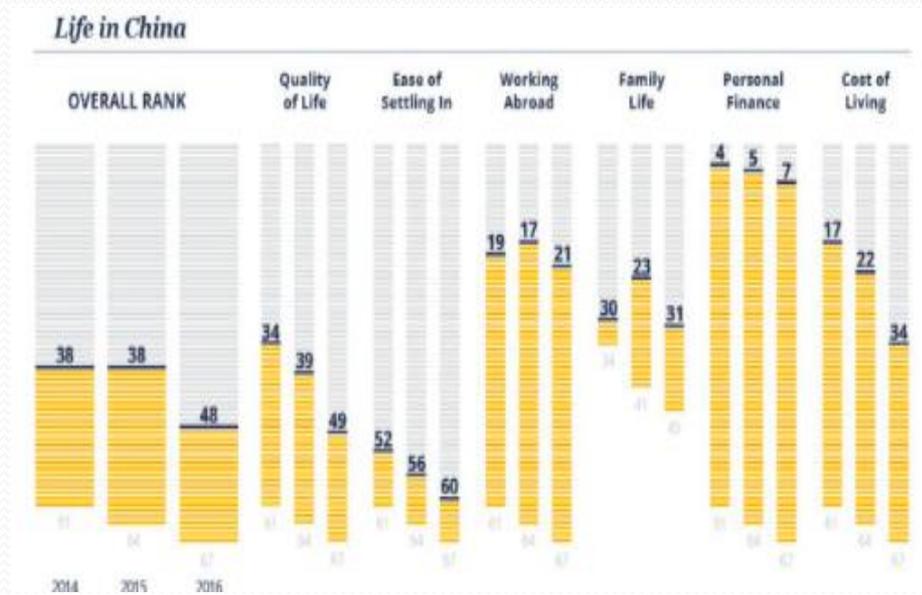
# Opportunity— Problems

## Visa

There were about two million in total in 2015, with up to 300,000 more working illegally, usually on tourist visas. China needs many more foreign workers, but it is often hard for them to receive visas

## living

living in China can be difficult. There's the endless visa dance, problems getting paid, a very different culture to adapt to. More worryingly, there are issues with pollution and food safety. About 65.1% foreigners consider cultural difference as the biggest problem, 55.2% foreigners are facing high pressure and 43.2% having language difficulties.



## Customer segment

About **600 000** foreigners are living in China and China had about **328 000** foreign students in 2012

### Key facts for foreign employees:

**74 percent** of expats in China are male.

**73 percent** of expats living in China can **barely speak Chinese** and only **8%** can speak **basic Chinese**.

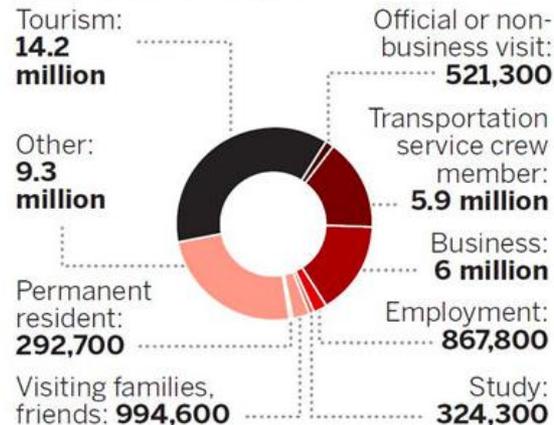
**30 percent** of expats have been living in China for **5-10 years**

**20 percent** have been here for more than **10 years**

### Visiting China

Number of times foreign passport holders entered China in 2016: **38.4 million**

#### PURPOSE OF VISIT



#### TOP 10 SOURCE COUNTRIES:

- South Korea
- Japan
- United States
- Russia
- Mongolia
- Malaysia
- Philippines
- Singapore
- India
- Thailand

Source: Ministry of Public Security

CHINA DAILY

## ***Product—For Individuals***

### **Membership**

Customers will have to pay to be a member of our APP. We engage our members to be more active by divided them into different levels by the tasks(given by us) they have accomplished and hours they have spent on this APP.

### **Chat Function**

The basic function of this APP is to create a platform to help English—speaking people and Chinese speakers chat online so that they can learn how to speak the other language and get to know it's culture.

### **Human Translator**

When foreigners are having difficulties communicating with a person who doesn't speak English, we have staff who are online 24 hours a day to help them communicate.

### **Articles & Online Course**

We offer free articles to let foreigners have a basic understanding of China and Chinese culture. If they want to learn more, we also have online courses that are divided into four parts: living, working, learning and traveling.



## **Product—For Company**

### **Workshop/Club**

In some big cities such as Shanghai and Beijing, **we host workshop and clubs** from time to time for our customers. We are trying to create an atmosphere for our customers to learn proper Chinese and give them an **opportunity to network with other foreigners**. We are not a company that only sells product, but actually **cares about customers and satisfy their need and desire**.

### **cooperation with other companies**

Orbis's target is not only individuals, but also the **foreign companies in China**. We cooperate with foreign companies on different industries, to various, specialized services. Including but not limited to: **Chinese language training**, we offer online and offline courses, have workshop of various topics to make sure our customers can actually **use Chinese for business and daily life; help for legal process**: such as how to get registration for company, help with the foreign business laws; **adaptation in a new business culture**, Chinese business can be very different because of its unique culture and policies, we provide services for companies to **adapt and adjust to Chinese business culture**, such as lecture about Chinese business etiquette so that they can achieve success in such a different market.

## ***Revenue Model***

### **Membership and Special Training**

For membership fee and special training, we are the **message**. ORBIS may be downloaded and used for free, but **one must pay to become a member** to unlock higher features such as human translator. We do charge membership fees in return of our service including setting up natives and foreigners. It applies for both America and China because one's native is another's foreigner.

**Special training** is meant to be personalized, and because of its specialty, it costs more. We charge people to personalize a plan for their benefits. The target audience are soon-to-be international students. These students are expected to go abroad shortly, and therefore, they would pay more to have a more thorough, fast, and effective service.

### **Cooperation with other companies**

We offer **specialized training** for foreign companies. Companies can be major clients because we serve many employees at the same time.

# Revenue Model

## Advertisement

Serving as both the **messenger** and **environment**. As a messenger we promote events, companies and other important info on our web in exchange of financial support. Meanwhile, based on our vast target audience, our promotion can be environmentally influential as well.

- **Online Advertising**

Nowadays, **social media** is becoming a major part of people's lives, especially among the younger generations. Therefore, Orbis will use social medias such as WeChat, Instagram and Facebook to promote our brand. Using viral marketing, we guarantee free trials of our app if you forward or send it to at least five group chats.

- **Event Sponsorship**

Our target customers are **international students** and **tourists**, or just **foreigners** in general. Ergo, we will collaborate with tourists organizations such as tourist sites as well as travelling agencies. In addition, Orbis will **sponsor variable tournaments** at different international schools to promote our brand.

## Competitor Analysis

Other Language APP: **Rosetta Stone**



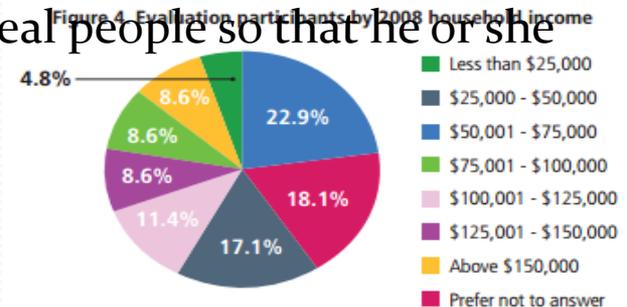
Rosetta Stone is one of the most used language app in the contemporary market. Its unique voice-detecting technique helped a lot of people with their pronunciation.

**HOWEVER**

It **cost a lot of money**. As it is shown in the chart, Rosetta Stone's target audience is extremely **limited by the expensive fee**. ORBIS is more mild when it comes to money. Furthermore, Rosetta Stone uses machine detection which **lacks flexibility**. ORBIS connects people to other real people so that he or she can get a more creditable help.

Table 4. Evaluation participants by 2008 household income

	Frequency	Percent
Less than \$25,000	4	4.5
\$25,000-\$50,000	14	15.7
\$50,001-\$75,000	21	23.6
\$75,001-\$100,000	7	7.9
\$100,001-\$125,000	9	10.1
\$125,001-\$150,000	7	7.9
Above \$150,000	9	10.1
Prefer not to answer	18	20.2



## Competitor Analysis

These agencies often refer to face-to-face agencies with maybe some foreign teachers. English and Chinese are both so **different** from one another. **English is a alphabet-based language while Chinese consists only characters.** In the UN language difficulty ranking, Chinese is even ranked in **the hardest category for English speakers to learn.** Therefore, just merely some native teachers are not going to meet the full need of learning a language. What the student need is a flexible, exclusive training with a native-like environment, which these agencies cannot provide. ORBIS, on the other hand, is designed to meet these requirements and thrive to excel

### Category V: 88 weeks (2200 hours)

Languages which are exceptionally difficult for native English speakers

Arabic

Cantonese (Chinese)

Mandarin (Chinese)

\*Japanese

Korean

## ***Competitor Analysis***

From our wide market research, we surprisingly find out that we are the only company helps foreigners and foreign companies in China with their immersion into Chinese society. Even though there are some websites provide basic information about China and Chinese language learning, but there is no company specifically helping with the process of individuals.

SAMPi: a web to help foreigners do market research, but they don't provide help of all aspects as particular as we do. SAMPi provides market on email and other medias, but that's it.

SAMPi

advantages: 1. specific marketing on many medias, such as email and social media

2. good reputation

disadvantage:

1. only marketing, no more further help

2. no specialized service and no specific target group

## *SWOT analysis*

<b>Strengths</b>	<b>Weakness</b>	<b>Opportunity</b>	<b>Threaten</b>
Competitive	Difficulties with exploration of new market	New model	New competitors
Sophisticated internationalization service	Customers management	New platform	China changes foreign polices
Large market, not so many competitors	Market saturation	New and nearly empty market	Replaceable products
Developed propaganda strategies		Mature product and service	

However

we have confidence and strategies to overcome the disadvantages!!

<b>weakness strategies:</b>	<b>threaten strategies:</b>
sufficient market research toward different target group	use developed product, caring service, creative ideas to dominate the market
follow-up with the all the processes, focus on customers' experience	China is only to be more open and take advantages in globalizations, sudden strict policies toward foreigners won't appear
never stop advancing our product and service, always have more to offer	since we are the first and only product offers help to foreigners in China, not only language-wise but also life-wise, it is hard to replace Orbis

## *Financial Highlights*

### **Financing: KICKSTARTER and ZhenFund**

We would send our business plan to Kickstarter and ZhenFund for startup capital. Kickstarter is an American website designated for both entrepreneurs and investors. The business owner post their idea online while the investors choose their interested companies to invest.

ZhenFund is a Chinese angel investors foundation that provides opportunities for young entrepreneurs. With the tartup capital from both the foreign fund and Chinese fund, we can make ORBIS happen on Chinese and American markets.

The average cost of developing a functioning APP is approximately 50,000 RMB or 7300 dollars. However, because Andy, our group member, has the ability of developing APPs, ORBIS can have its APP at a cheaper price.

## Team Diversity

- × Each of our team members is either **studying abroad** or is about to do so.
- × We have each run into different issues of trying to incorporate ourselves into the US.
- × **Sophie** is an **international student**; her problem is that she cannot immerse into American culture.
- × **Kathy** is an **immigrant**. Although she has lived there for years, she doesn't feel like she really belongs there.
- × **Andy** is a **future overseas student**; his problem is that there is no efficient way to get prepared for studying in the US, both culturally and linguistically.
- × Since fitting into another culture is hard for us, we wondered, about the foreigners who come to China. We see more and more foreigners on the streets. **Do they have problems? Who is helping them?**

As the **CEO**...

**S**  
**O**  
**P**  
**H**  
**I**  
**E**  
  
**W**  
**A**  
**N**

-Setting strategy and directions for the company

-Guiding and evaluating the work of other chief executive officers

- Overseeing all operations and business activities

-Designing business plans ensuring their alignment with short-term and long-term objectives

-Has the ultimate power of making final decisions

## **Andy Lin**

- × As the **CFO**...
  - Providing financial and tax strategies
  - Overseeing and guiding the implementation of strategic business plans
  - Responsible for setting budgets and financial strategies
- × As the **CIO**...
  - Familiar to the trends of the market
  - Directing the market research for the company
  - Monitoring marketing strategies to support the company's overall strategies and objectives

## **Kathy He**

- × As the **COO**...
  - Developing and implementing business strategies, plans and procedures
  - Supervising operations of the company and the work of other executives
  - Second in command
- × As the **CIO**...
  - Selecting and implementing suitable technology to optimize the company's strategic benefits
  - Setting objectives for the IT department

## ***Next Step***

### **Cooperation with Schools**

We create a cultural bridge connecting the two worlds—outside of China and China, to achieve the true cultural exchange. We do this by cooperate with schools such as international high schools and universities that host foreign students. The students can use our APP for a three month free trail, then they need to pay to be a member. We will create clubs in those schools, we offer workshops and seminars to give students a global view. This is also a chance to propagandize our product for the foreign teachers and students who want to study abroad.

Thus, we find out primary customers and have positive educational influences on the foreigners and also the students.

# THANK YOU

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