



BRIC

LANGUAGE SYSTEMS



The Evolution From “Ignorant American” To “American Polyglot”

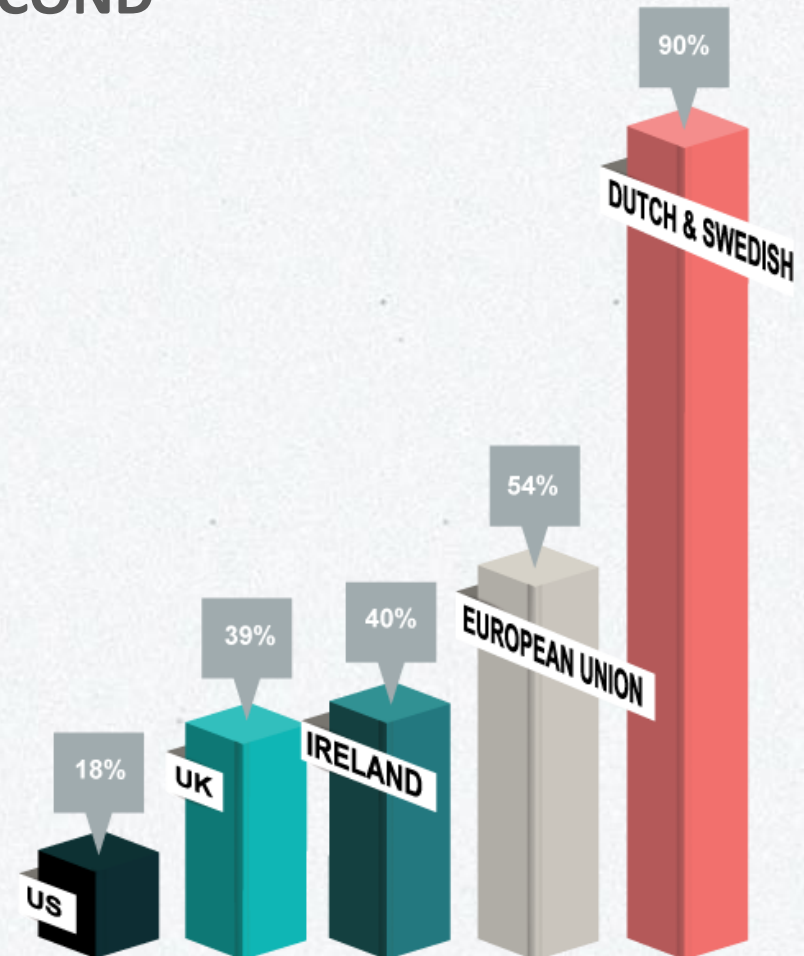


ONLY 18% OF AMERICANS SPEAK A SECOND LANGUAGE OTHER THAN ENGLISH

- UK: **39%**
- Ireland: **40%**
- European Union: **54%**
- Dutch and Swedish: **90%**

WHY? LACK OF INTEREST OR ABILITY?

- Failure of US Public Education, Rosetta Stone, and other large language training companies





DISPELLING A MYTH: LACK OF INTEREST

- 70% of American parents agree that their children need a 2nd language to succeed
- Only 7 States have a foreign language requirement
- Yet 44% of US students choose a language as an elective





AMERICA INC.

- US Business needs multi-lingual employees
- UK loses 3.5% of GDP to language deficit
- Larger US deficit = Larger GDP loss
- Reasons: Increased efficiency, better cooperation with staff and local partners
- Respect from employees and colleagues
- Multilingual employees paid 5-20% more





US GOVERNMENT

Government Need for Foreign Language Speakers

- Embassy, Consulate, Military
- Restoring America's image
- Bolstering diplomatic relations

Government Failure

- Early 2000's US Government begins spending on foreign language programs
- 2012: Government cut spending on language programs by 40%
- Other Failures:
 - Outdated material
 - Poor teaching quality
 - Inadequate classroom time



Proof: 75% of Americans have studied a foreign language in school;
18% of us speak that language today



PROBLEM

US Public Education and Berlitz Have Failed

- Not customizable
- Outdated non-interactive material
- Non-native speakers
- No schedule flexibility

Rosetta and Pimsleur Have Failed

- No teacher
- Not customizable to student
- Not customizable to language
- No cultural training
- Not interactive





SOLUTION

Technology

- 81% of Americans own laptop
- 65% own smartphone
- 48% own tablets
- 32% of students have taken online courses





TECHNOLOGY ALONE WON'T SOLVE THE PROBLEM: SOLUTION

Blended Technological Learning of “blendTech”

- Combines traditional face-to-face with advanced technology
- Chinese teachers from China to students in the US
- On-screen interactive modern content
- Customizable courses to increase interest
- Cultural training



This will lead to the language revolution in the US,
transforming the “*Ignorant American*” into the “*American Polyglot*”



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THANK YOU!

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