

# Contextual Language Technologies

ETEC 522 Assignment #3  
Michael Awmack

## Executive Summary

### Contextual at a Glance

- Founded in Nov. 2008 in Vancouver, BC
- Offers language instruction videos for mobile devices (ie iPods and cell phones)
- Provides authentic, contextual content for language learners
- Targeting two markets: educational institutions of all levels, and individual consumers; with different marketing strategies for each market
- Subscription-based for institutional clients and per-product for consumers

### View my pitch at:

Part 1: <http://www.youtube.com/watch?v=o3ToH59tRHg>

Part 2: [http://www.youtube.com/watch?v=ZFV\\_NH2Y9wo](http://www.youtube.com/watch?v=ZFV_NH2Y9wo)

### Benefits for Investors

- 300% ROI expected over 5 years
- Provides access to the rapidly growing mobile content market

### Key Selling Features

- Promotes authentic listening experiences for students
- Saves teachers time by providing quality instructional content
- Enables technological integration for less tech-minded instructors
- Engages students on their technological terms

### References:

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Duke iPod First Year Experience Final Evaluation Report (2005). Retrieved Nov. 19 from [http://cit.duke.edu/pdf/reports/ipod\\_initiative\\_04\\_05.pdf](http://cit.duke.edu/pdf/reports/ipod_initiative_04_05.pdf)

Experian. (2008). Retrieved Nov. 19 from <http://press.experian.com/documents/showdoc.cfm?doc=3151/>

Moore, E.A. (2005). "When iPod goes collegiate". Christian Science Monitor. Retrieved Nov. 19 from <http://www.csmonitor.com/2005/0419/p11s01-legn.htm/>