

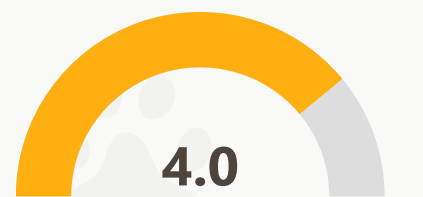
A creative way of
learning English communication



Mewlin'



Healing English communication solution to improve
young adult confidence in communication for **self-**
development and **self-healing**



Business mantra interesting

The average point of the respondents'
interesting in Business Mantra evaluation

Mewlin' quantitative survey report (N = 402)



When there is an app that can
help you relax comfortably and
update your knowledge, it is a
positive method

Mewlin' - Qualitative research methodology
Final report



It sounds good. The positive
aspect makes the application
stand out.

Mewlin' - Qualitative research methodology
Final report



Sustainable Development Goals

Mewlin' contribution

Mewlin' action

Target 4.7



Ensure that all learners acquire the knowledge and skills needed to promote sustainable development (SDGs, Target 4.7)

Assisting **10,000** young adults in enhancing their confidence in English communication by 2030.

Developing an **edu-healing mobile app** to promote self-study in English communication learning.

Target 8.6



Substantially reduce the proportion of youth not in employment, education or training (SDGs, Target 8.6)

By 2030, **30%** of Mewlin' users will experience enhancement in their English speaking and listening proficiency.

Hosting **workshops** about English communication skills with healing content.



Mewlin' character concept

VISION

Offering practical English communication education to young adults nationwide through relaxing and healing activities.

MISSION

Reducing the prevalence of Vietnamese youth lacking proficiency in English communication knowledge and skills by employing an innovative and unique educational approach.



Secondary research

Qualified sources such as WHO, Ministry of Information and Communications, journals, et cetera.



World Health Organization



IELTS™



Primary research

402 quantitative responses

- The quantitative report is [here](#)

16 qualitative interviews,

including 13 target customers and 3 experts

- The qualitative report is [here](#)



495
/800 is the average EPI score of Vietnamese adults aged **18 - 25**, classified as **LOW** proficiency (EF EPI, 2023)

23/40 is **Vietnam's ranking** compared to countries organizing the **IELTS** exam. (VNA, 2023)

24/30 is **Vietnam's TOEFL ranking** compared to countries and territories in Asia (VNA, 2023)



English language proficiency was the **strongest** predictor of academic success for students, **significantly** impacting their ability to:

- **Inability** in seeking support with academic challenges.
- Spending more time and effort into studying, often resulting in **exhaustion** and **burnout**.
- Encountering **negative** feelings of frustration, embarrassment, and shame.

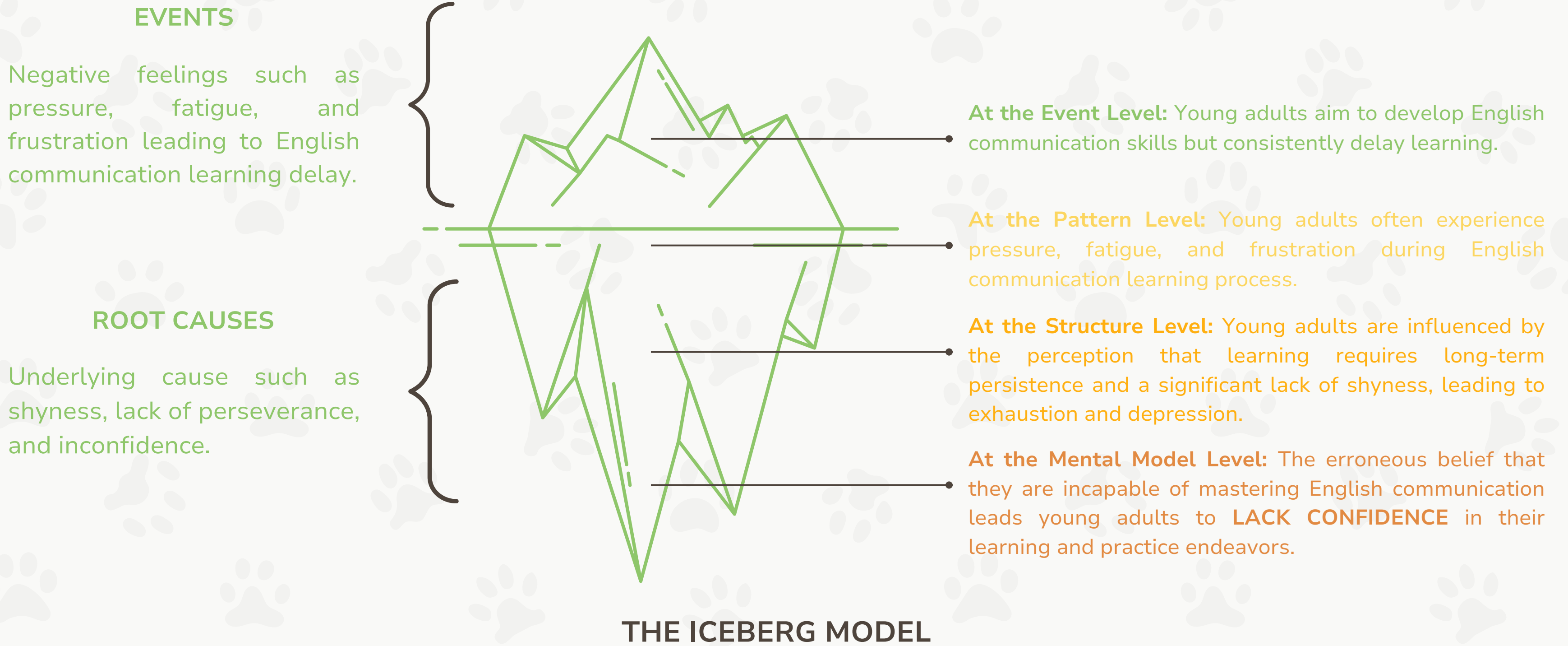
(IELTS, 2024)



The more limited the integration into international language, the further one falls behind in globalization.



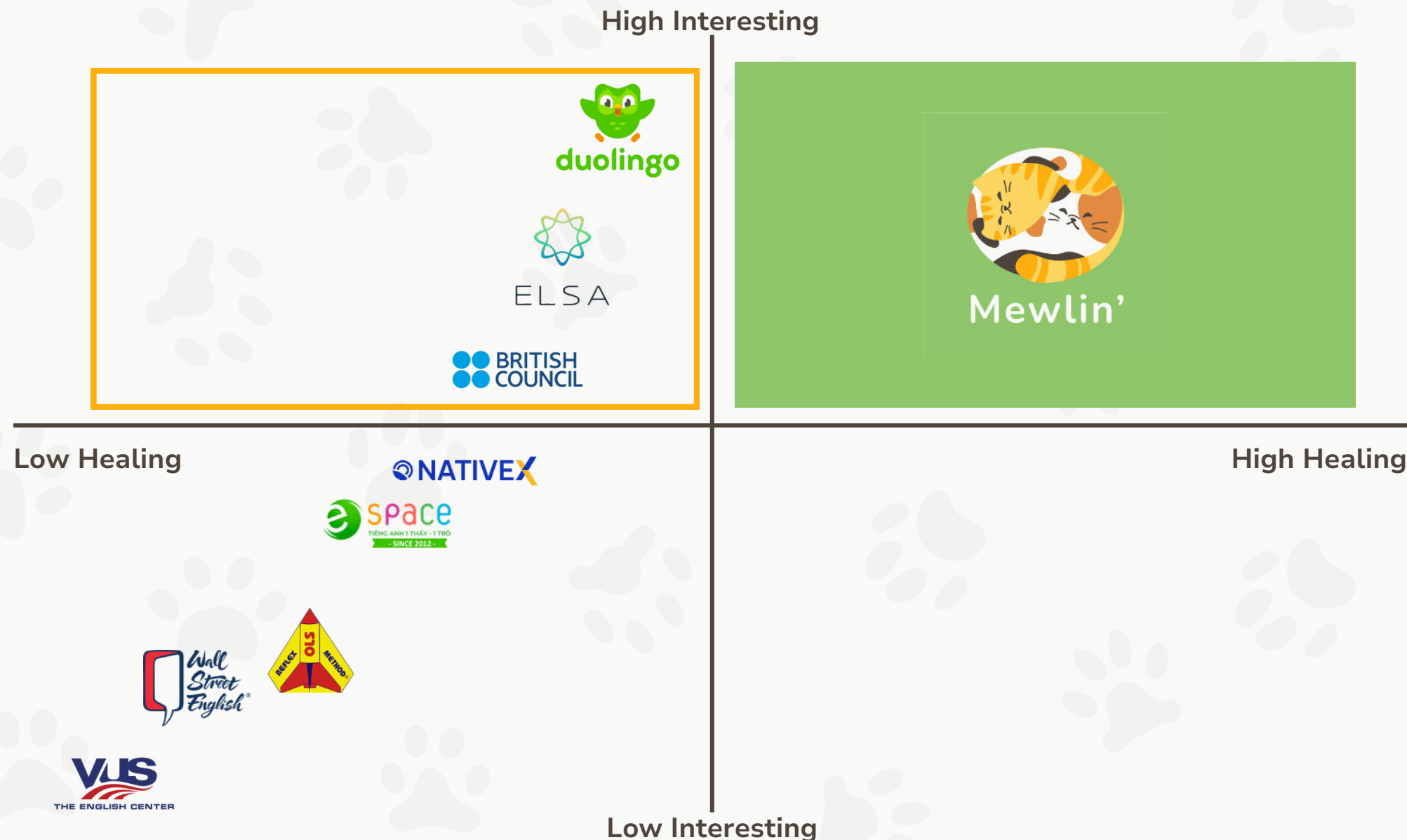
Mewlin' aims to construct a better Vietnam where English proficiency is no longer hard for young adults



Part B: ESG preparedness
B3. Current solution landscape



Comparing Mewlin' with some dominant competitors:



Brand	PROs	CONs
Mewlin'	<ul style="list-style-type: none"> - Unique English communication learning approach featuring various relaxing and healing activities. - Absence of direct competitors in the market. - The rising trend of healing content on Vietnamese social networks. - Many free functions. 	<ul style="list-style-type: none"> - Mewlin' is in its nascent stage, lacking widespread recognition. - Necessitating a long-term testing period.
Duolingo	<ul style="list-style-type: none"> - Integration of gamification elements for enhanced engagement. - Personalize user journey. - Availability of numerous languages, including minority languages. 	<ul style="list-style-type: none"> - Not focusing specifically on English communication skills.
ELSA Speak	<ul style="list-style-type: none"> - Direct learning via lectures, videos, and interactions with native speakers with the pro upgrade. - Access to standardized pronunciation, topic-specific vocabulary, and distinct certificate courses. 	<ul style="list-style-type: none"> - High pro and premium upgrade fees
British Council	<ul style="list-style-type: none"> - Experienced teachers with official materials - Many classes serve diverse needs and ages 	<ul style="list-style-type: none"> - Highly cost - Fixed location

9.05/10

is the average score of **interesting degree**, as rated by respondents for Mewlin'

Source: Mewlin' - The quantitative survey for Mewlin''s of interesting healing, and newness degree (N = 43)

9.49/10

is the average score of **healing degree**, as rated by respondents for Mewlin'

Source: Mewlin' - Competitor analysis (08 reputed competitors)



CHALLENGE MAPPING

Learners lack the confidence to practice English communication skills in public.

Young adults find it boring to work on unchanged theoretical lessons

Young adults lack motivation to learn after a long working day.

Young adults lack opportunities to experience face-to-face conversations in real-life situations.

IMPACT GAPS

Creating a fully communication-concentrated app tailored to individual learners needs with four USP models.

Providing lessons under four functions to create the engagement and interaction between learners and the app.

Combine relaxing activities and learning together to bring about a sense of comfort while still providing education.

Creating AI celebrities chatting function to facilitate interaction and improvisation of learners.

SOLUTION MAPPING

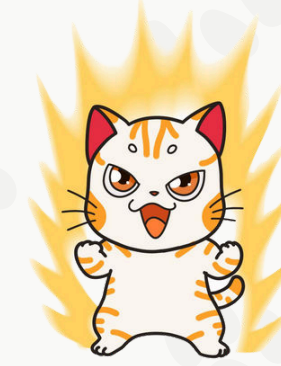
Acquiring English language proficiency through applications at own pace.

Limited provision of lessons with diverse and engaging forms.

Limited healing activities which incorporates learning in the process.

Limited provision of real-life conversations through the English learning app for learners.

B4. Solution to implement
Mewlin' achieves these goals through three main activities:



Edu-healing mobile app

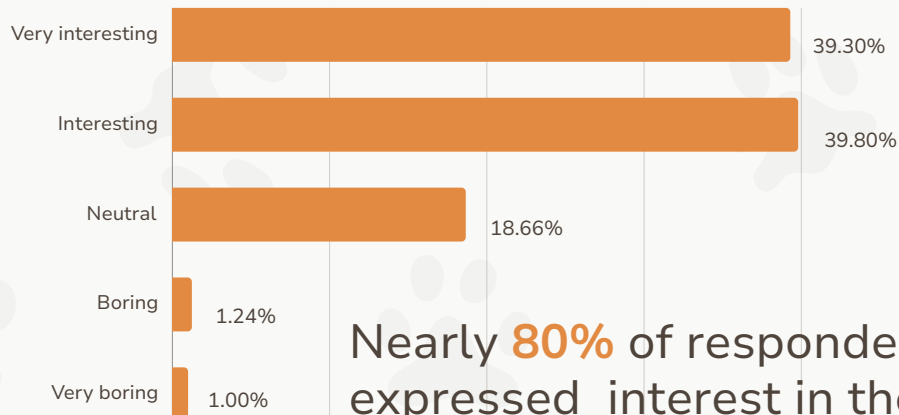
Workshops

Social activities

- Study vocabulary and structures through motivating quotes and podcast
- Writing diary
- Interacting with AI celebrities
- Feeding and playing with the given cat

- English-spoken healing workshops

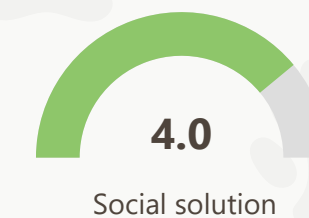
- Funding for English teaching fund for disadvantage students.
- Provide free accounts and teach English for disadvantage students.



Nearly **80%** of respondents expressed interest in the **Podcast** function



The average point of the respondents' likability in Mewlin's concept



The average point of the Social solution of the project

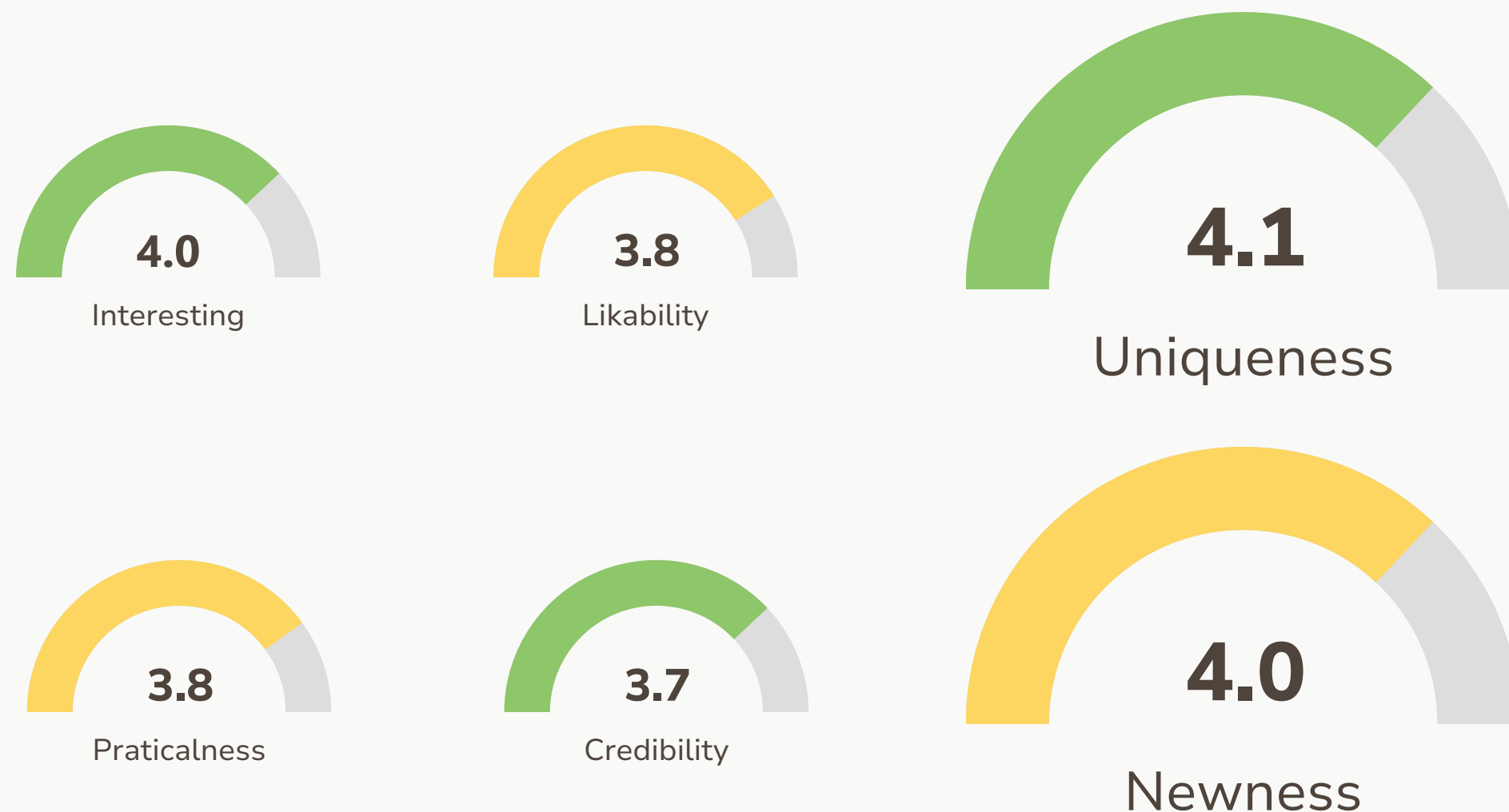
Source: Mewlin' - Quantitative Report of Edu-healing English communication mobile app (N = 402)

B5. Solution uniqueness

Mewlin' stands as the sole application in the English communication learning market implementing relaxing and mental healing activities.



Mewlin'



Mewlin' faces stiff competition in a crowded English learning app market, requiring distinctiveness and creative messaging to succeed.

WHAT MADE MEWLIN' DIFFERENT?

Mewlin' main function:



Study vocabulary and structures through motivating **quotes** and **podcast**



Writing **diary**



Interacting with **AI celebrities**



Feeding and playing with the given cat

Source:

Mewlin' - Quantitative Report of Edu-healing English communication mobile app (N = 402)

Mewlin' - The quantitative survey for Mewlin''s of interesting healing, and newness degree (N = 43)

Social business idea

Social issues & root causes

Social solution

Stakeholder engagement

Learning curve



Mewlin' employs the Power Interest Matrix to categorize our stakeholders according to their power and interest volume in the project.

POWER





According to the Power Interest Matrix, stakeholder groups characterized by both high power and interest is closely managed

	GROUP 1	GROUP 2	GROUP 3	GROUP 4
Who	English lecturer/ Linguist	Psychologist/ Mental health specialist	Website and app specialists (Concept artist, UX/UI designer, IT)	Investors
Role	Offering knowledge, guidance, and professional experience in English learning	Offering knowledge, guidance, and professional experience in mental healthcare	Participating in building website and app	Offering financial support and advices
Interests/ Concerns	Self-development ability of young adults (18 - 24)	Self-healing ability of young adults (18 - 24)	Revenue and profits	Potential profit and social value contribution
Value-added	Professional knowledge and experience	Professional knowledge and experience	Ensuring app/website operation and development	Financial management and supervision



Mewlin' employs a social campaign to garner support and resources from multi-field stakeholders.

Online crowdfunding

Mewlin' conducted capital funding initiatives through its Facebook page to engage potential investors and sponsors.

Direct approach

Mewlin' reached out to stakeholders via email, both online/offline meetings, and social platform' messages to present our social business idea and seek support agreements.

The way Mewlin' receive their support agreements?

Sponsor rankings

- Platinum Mew (Over 500.000 VNĐ)
- Gold Mew (From 350.000 - 500.000 VNĐ)
- Silver Mew (From 200.000 - 350.000 VNĐ)
- Cooper Mew (100.000 - 200.000 VNĐ)

All sponsorship levels receive corresponding gifts

Endorsement

- For stakeholders of low and medium importance, Mewlin' has gathered digital signatures.
- For stakeholders of high importance or those unfamiliar with digital signatures, Mewlin' has gathered physical signatures to ensure their involvement in the project.

CAMPAIGN'S RESULTS:

Online crowdfunding:

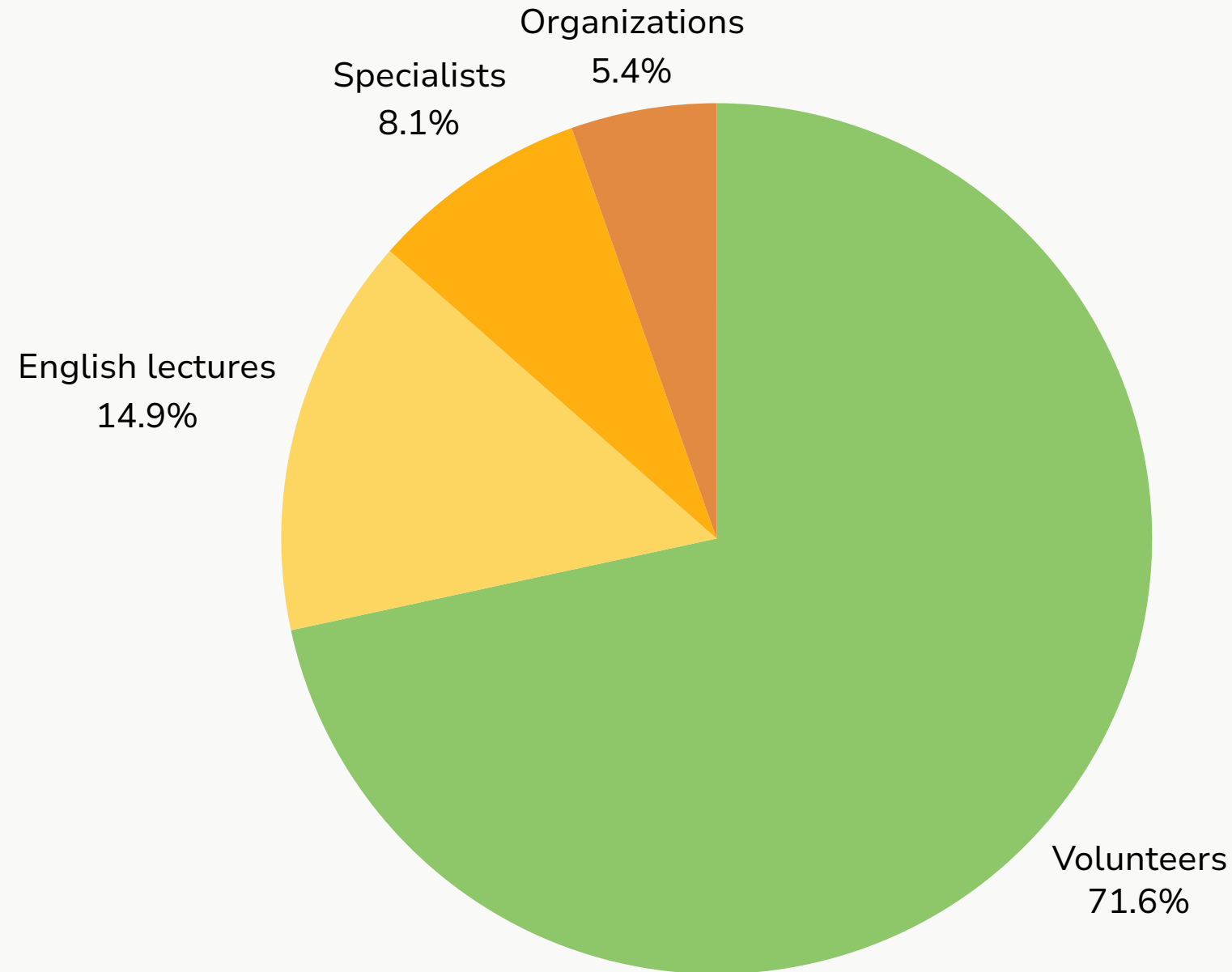
- Total followers: **91 followers**
- 5-star reviews: **11 reviews**
- Crowdfunding post: **1 post**
 - Reach: **322**
 - Interactions: **116**
 - Share: **35**

Direct approach:

- Endorsement: **74 physical signatures**



Mewlin'



MEWLIN'
NOTICEABLE
STAKEHOLDERS:



74 TOTAL SIGNATURES

from different perspectives express support for Mewlin':



04 well-known organizations provided confirmation of corporate funding.



06 specialists in media and tech fields contributed to the project's rising popularity and broader influence.



11 university lecturers collaborated with us to develop lesson plans and business strategy.



53 volunteers signed up for our project.

Support form evidence is [here](#)

Total fund as of May 4th, 2024:

53.630.000 VND (~ 2.200 USD)

Social business idea

Social issues & root causes

Social solution

Stakeholder engagement

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Insights from target customers and experts have prompted Mewlin' to make improvements for enhanced performance.

 **Young adults**

Aim to develop English communication skills but continuously delay learning




Mewlin' focuses on developing relaxing and mental healing learning content

 **English specialist**

The existing general English program predominantly emphasizes theoretical aspects and lacks a focus on developing communication skills.



Mewlin' needs a more creative approach to reach learners

 **Mental health specialist**

Relaxation and mental healing activities may enhance the learning process



Mewlin' seeks additional support from mental health experts



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