



## Lydia Fisher

EnglishCentral Spain

### Bilateral Meetings

- 02.03.2015 Monday (11.00h - 13.05h)
- 02.03.2015 Monday (13.05h - 15.10h)
- 02.03.2015 Monday (15.10h - 18.05h)
- 03.03.2015 Tuesday (9.00h - 11.05h)
- 03.03.2015 Tuesday (11.05h - 13.10h)
- 03.03.2015 Tuesday (13.10h - 15.15h)
- 03.03.2015 Tuesday (15.15h - 16.55h)
- 04.03.2015 Wednesday (9.00h - 11.05h)
- 04.03.2015 Wednesday (11.05h - 13.10h)

### Description

ENGLISHCENTRAL is based in Boston, Massachusetts. It is part of the Google Ventures group. It received initial and later funding from Google Ventures. The company's platform has a strong presence in South Korea, Japan, China and Brazil. THE MOBILE VAS OPPORTUNITY is derived from monthly, quarterly, semi-annual or annual subscription income to the mobile app. Follow up revenue opportunities exist. THE ENGLISHCENTRAL mobile app launched in December 2014. The launch followed 12 months of development and testing. The mobile app is built around the essential core features of the tried and tested online platform. The online platform is a unique video and speech assessment technology that gives automatic and immediate feedback to the student. Content partners include Voice of America, National Geographic Learning, Cengage Learning and Garnet Education, among others. Courses include TOEIC and Cambridge preparation. ENGLISHCENTRAL's pedagogical team travels around the world to give training and support to institutions and teachers. The company has a network of local distributors who ensure high standards of support and adaptation to local market needs. ENGLISHCENTRAL is a comprehensive elearning, mlearning and blended learning English language acquisition platform. It contains over 9,000 videos. Between 15 and 20 new videos are added each week. There are also themed courses on business, law, banking, aviation and travel amongst others. The platform makes improving English language skills fun and effective by turning popular web videos into powerful language learning experiences. Over 235,200,155 lines of speech have been recorded, analysed and evaluated giving feedback to students so that they can acquire the best standards of pronunciation and accent that they can reach.

### Organization Type

Company

### Organization Size

1-10

### Areas of Activities

## **SERVICES/OTHERS**

1. Education and training

Request

### **Looking for partners**

Mobile phone operator and online rollout partners. Also publishers, government agencies, schools, higher education and businesses with high volume end-users.

Cooperation Requested

1. Sales / Distribution
2. License agreement

Offer

### **VAS - Mobile learning**

VAS for Mobile Network Operators: Unique video based mLearning app and system for English language acquisition as a revenue source for local and global mobile network operators.

Cooperation Offered

1. License agreement
2. Sales / Distribution