

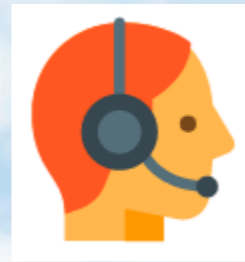


ACCENT CHAMPION

Problem / Opportunity



- \$100-400/hr for personal coaching



- 300 million native Chinese learning English



- Local teachers provide subpar English trainings



ACCENT CHAMPION

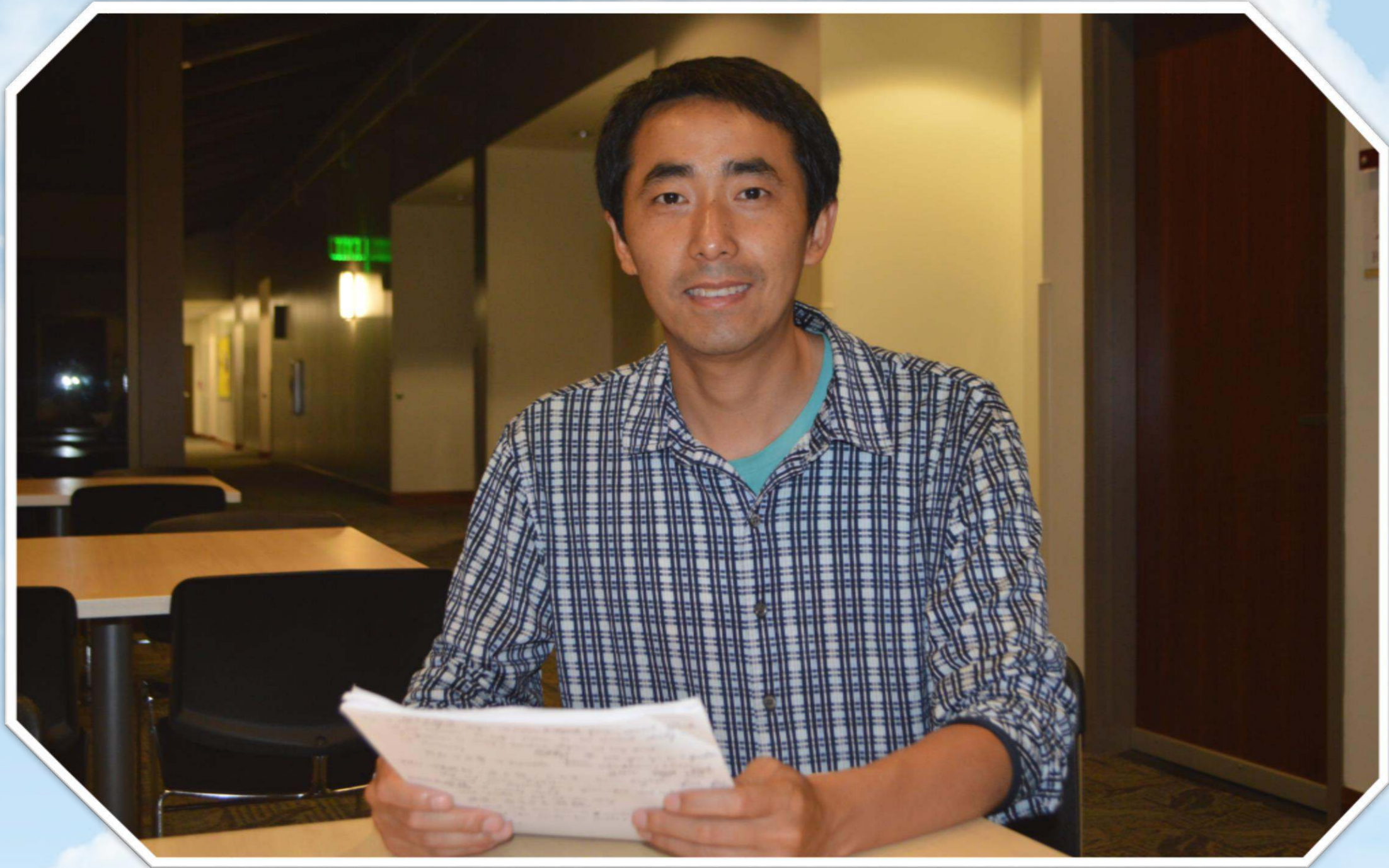
Who is Lu?

From: **Shaanxi, China**



Profession:
**Senior Interpreter for
Shaanxi Foreign Affairs
Office**

Before & After



Unfair Advantage

1

Use of Cisco Webex

-File sharing ✓

-Recording of lessons ✓



Webex HOW?

Share files/ screen

Cisco WebEx Meetings – Sze Wan Feigleson's Instant Meeting

Quick Start Meeting Info + New Whiteboard Participants Chat

6 Surprising Reasons Younger Managers Perform Best

Joseph Folkman, contributor - Forbes

“He doesn’t have a lot of experience managing people. Do you think he can do the job?” This is a phrase we hear more frequently as organizations fill the vacancies | retiring Baby Boomers leave behind. Recently, a younger friend told me his experience of being hired after receiving his graduate degree. Most of the team he would manage had been working for the organization for more than 10 years and were his seniors by approximately 20 years. Some of them expressed frustration about being managed by someone so young and inexperienced. Were their fears grounded? How effective are newly appointed managers compared to the older and more seasoned folks they replace?

Frankly, being an older boss myself, I assumed veteran managers would prove to be the more effective leaders. But the data surprised me. In a recent article for [Harvard Business Review](#) my colleague Jack Zenger and I explored our database of more than 65,000 leaders and looked more deeply at managers who were 30 years of age and younger (455 leaders) and compared them to an older group of leaders over 45 years of age (4,298). Once we separated the two groups, we looked at the distinguishing characteristics of each.

When comparing groups, we strive to make them as similar as possible. But by the very fact they were promoted to managerial positions at a relatively young age, we realized that those in the younger group were primarily high potential achievers. It is not common to be elevated into a managerial job at such a young age. Of the younger group, 44% ranked in the top quartile on overall leadership effectiveness when compared to all leaders in our database. In contrast, the older group contained only 20% who were in the top quartile. In all, the older group was a combination of leaders who were exceptional, more that were good and an expected percentage who needed improvement.

Participants

Sze Wan Feigleson (Host)

Yang Li (me)

Sze Wan Feigl... (Host)

Audio Chat

Meeting recording is paused

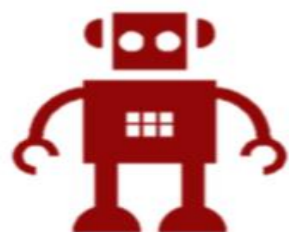
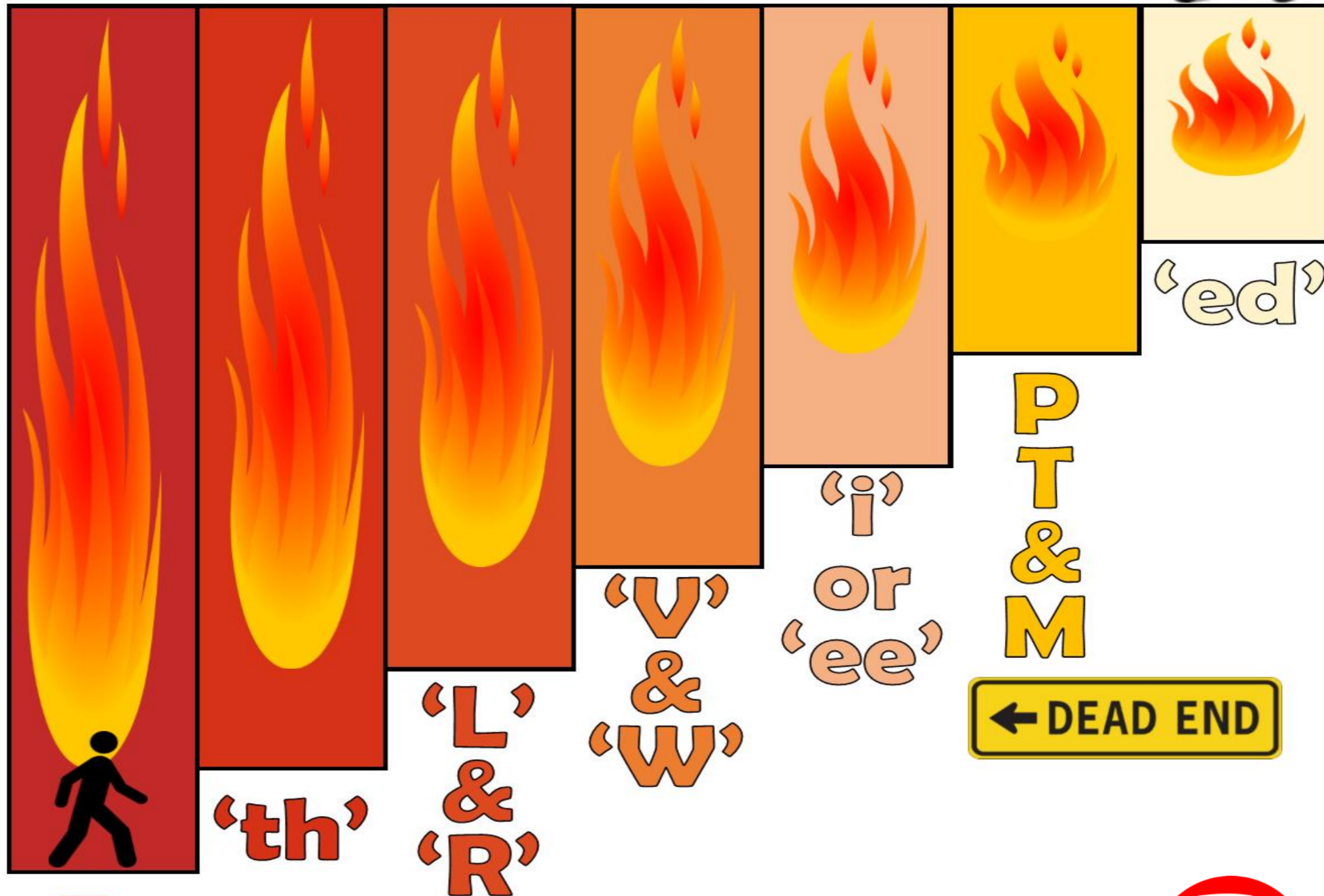
Connected

Record the meeting

Curriculum Specially for Chinese



The 7 Deadly Sins for Chinese Speakers



Unfair Advantage



Unfair Advantage

3


**Mentor fluent in both
Chinese and English**



MISCOMMUNICATION

Competition



	Low Cost	Face to Face	Professional (Webex) Videoconferencing	Specialize in Chinese Market
 Accent Champion	★	★	★	★
Individual SLPs		★		
Accent Reduction Institute		★		
Udemy	★			

Key Team Members

Sze Wan Feigleson – Founder



Kristin Horton – Techniques Consultant
(MA/SLP, 10+ years of experiences)



Dr. Yifen Beus – Curriculum Consultant
(Chinese and Humanities Professor
at BYU-Hawaii)



Other Mentors -



Business Model



\$50/hr
with annual
increases



One on One
lessons



Workshops for
companies



Materials for
purchase

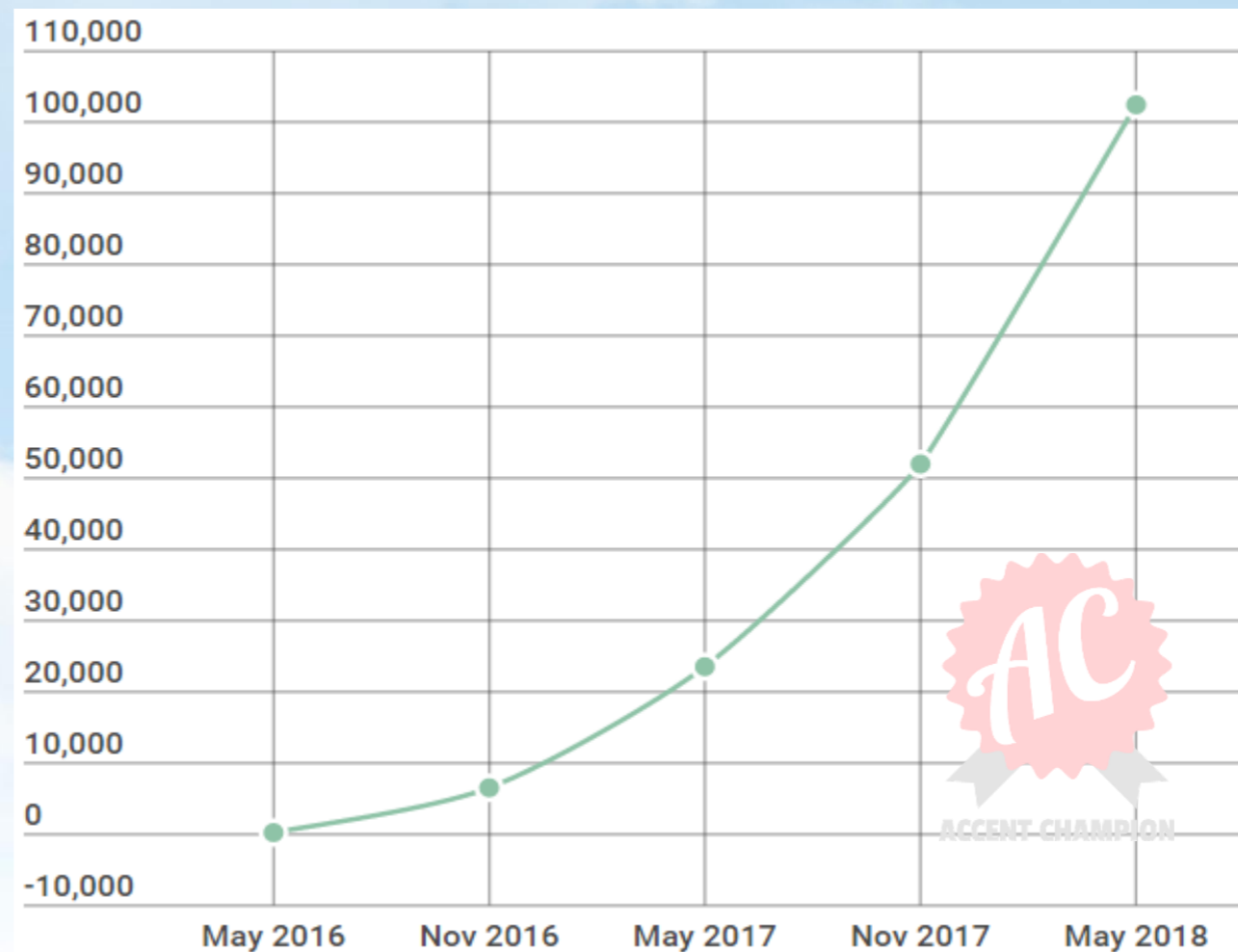


Website &
Blog

Forecast (1st Year)

	1 st Quarter	2nd Quarter	3 rd Quarter	4 th Quarter	<u>1 Year Forecast</u>
Customers	7	24	36	45	112
Employees	1	2	3	3	3
Sales	\$2450	\$8400	\$12600	\$15750	\$39,200
Expenses	\$980	\$3360	\$5040	\$6300	\$15,680
Profits	<u>\$1,470</u>	<u>\$5,040</u>	<u>\$7,560</u>	<u>\$9,450</u>	<u>\$23,530</u>

2 Year Net Profit forecast



Sales and Marketing Tools

Online website
and blog



Recruiters



Companies



Chinese
students at local
universities



LinkedIn
Network

Sales and Marketing to Date

- **Companies interested**

- Shaanxi Foreign Affairs Office
(200 employees)

- Younique
(450 employees)



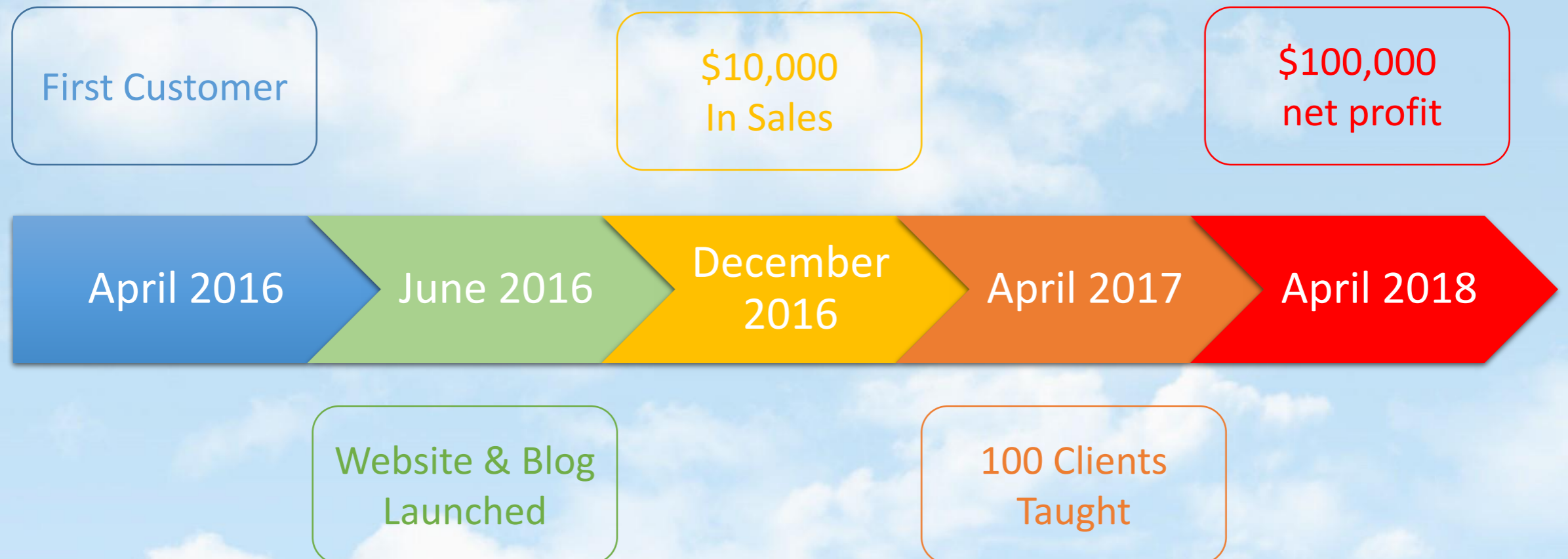
- **Partnering opportunities:**

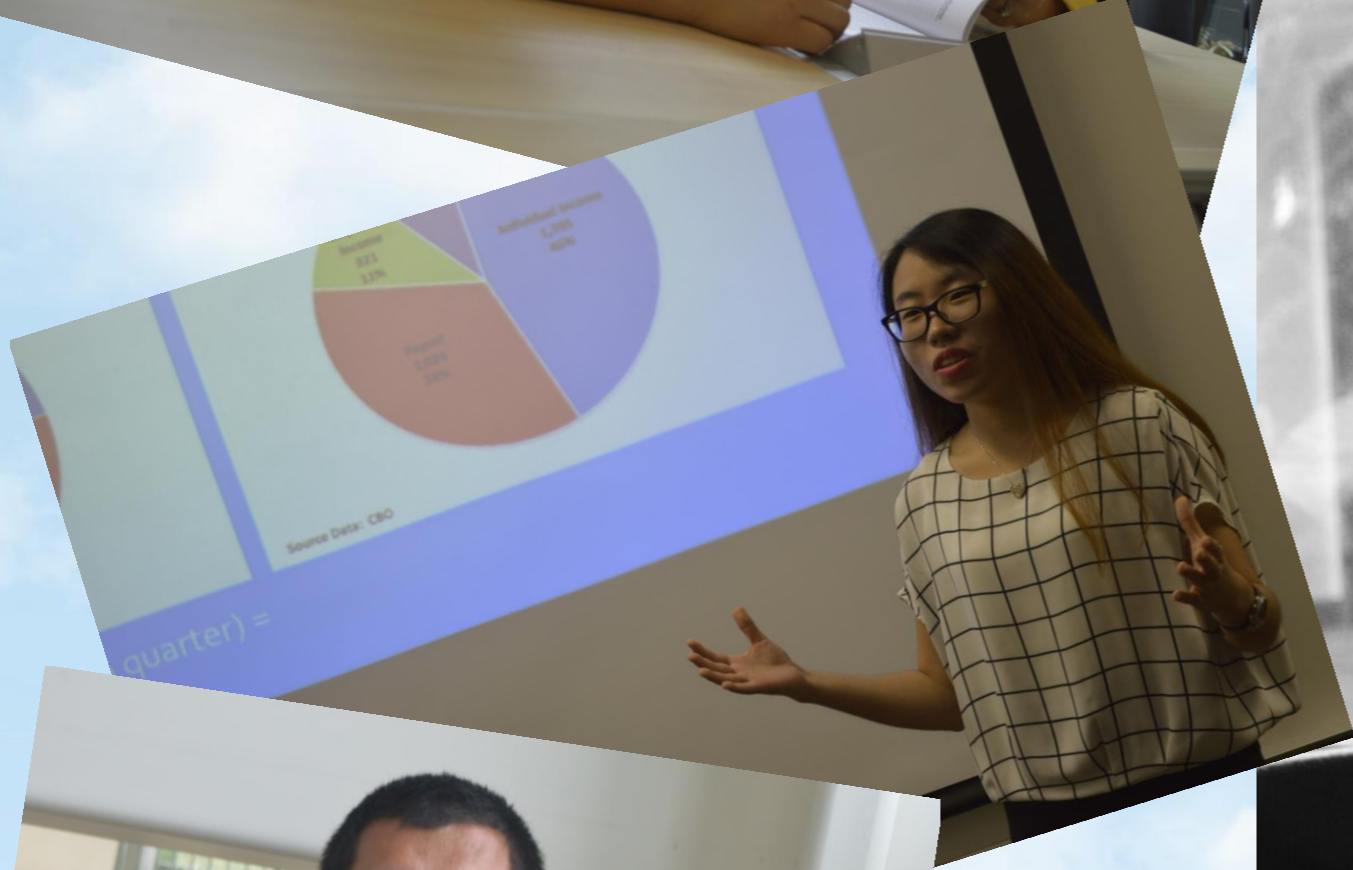


- **Personal networks:
10+ recruiters**



Milestones





AC
ACCENT CHAMPION