

# Supporting Hispanic Americans with Limited English Proficiency

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# The Research

- Hispanic Population: 19.1%, roughly 63.7 million
- Unemployment Rate: 4.6%
- Hispanic Poverty Rate: 17% (National Average of ~11%)
- Limited English Proficiency (LEP): 39%

# Target Audience

Our translation tool is designed to help businesses effectively communicate with Hispanic Americans who have limited English proficiency, addressing language barriers and creating greater opportunities for engagement and support.



# The Issues

1

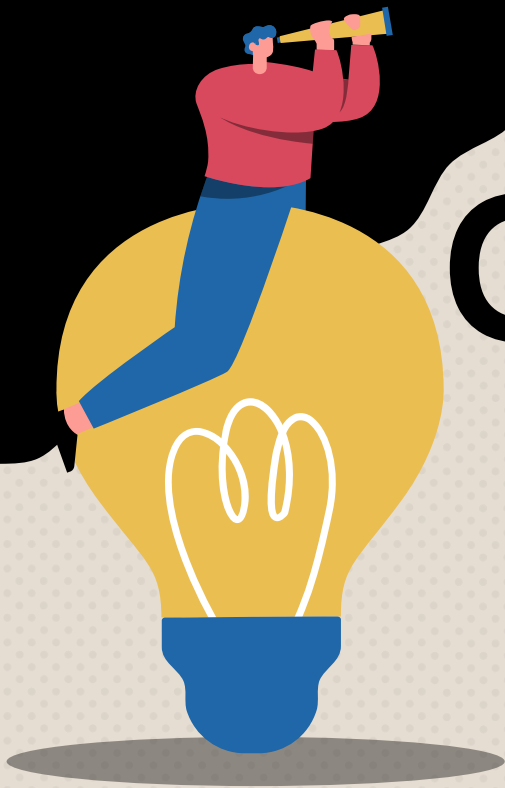
Over-reliance on manual labor roles keeps many Hispanic individuals living paycheck to paycheck, with higher unemployment and poverty rates than the national average

2

Navigating job applications and interviews in English is intimidating and often excludes skilled workers from professional roles

3

Lack of tools to communicate effectively in the workplace reduces confidence, limiting career growth and social mobility



# Opportunity

The Market for a Solution

# Marketing Opportunity

## Solution Impact

AI powered translation tools empower Spanish-speaking workers to access better jobs, navigate the workplace with confidence, and provide for their families.



### Current Gap

Many Hispanic workers are excluded from higher-paying jobs due to English-only hiring processes and workplace communication challenges



### Cultural Relevance




An AI translator would allow individuals to achieve professional success while maintaining their cultural identity and use of their native language, Spanish.

# The Product



## AI, Use Based Translation for Employers

We are striving to create a hands free AI translation experience that accurately captures regional dialects and supports Spanish-Speaking Hispanic Workers.



# Product Features



## Multi Platform Compatibility

Available as a app on IOS and Android in addition to browser compatibility



## Intelligent Adaptability

Using AI, the translator will be able to adopt regional dialects and shorthands over time.



## Instant Audio-to-Audio Translation




The AI Translator will be able to take Audio-In and directly translate it to Audio-Out through headphones and Text-To-Speech

# Main Message



## “Your Voice, Your Future”

An AI-powered translator will allow Spanish-speaking individuals to access higher paying jobs, advance their careers, and secure a better future for their families. All while preserving their cultural identity.



# Appeal- Connection to Hispanic Workers' Values

- Family Values- Emphasize how the AI translator helps individuals secure stable jobs, benefiting their families and communities.
- Cultural Pride- The tool celebrates and respects the Spanish language and heritage, providing authentic translations.
- Economic Security- Position the translator as a gateway to financial stability, retirement savings, and upward mobility.



# Strategy



## Goal

Position the AI translator as a resource that empowers Hispanic workers by breaking down language barriers



## Objective 1

Highlight the personal stories of Spanish-proficient individuals whose lives improved through better job opportunities enabled by the tool



## Objective 2

Inspire employers to see this tool as a way to transform lives and invest in the community's future

# Competitor Analysis



## Google Translate

The golden child of online translators, outdated by new AI tools



## Chat GPT

A great option and the basis for our translator, but lacks features and a use-specific UI



## Youtube

Youtube provides a valuable free resource to learn english, but it takes lots of time

# SWOT Analysis

## Weaknesses

Finding early adopters will be very difficult and take time

## Threats

Easy Entry for large companies to create use-specific translators

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## Strengths

An AI translator will sell itself, hired Latino Workers are some of the most Robust, Strong Employees available

## Opportunities

If popularity picks up, the opportunity for growth is truly exponential with B2B communication

# Employer Marketing Examples

## Ads Embedded into Hiring Websites (e.g. Indeed)

Real Indeed Employer Side  
UI with Hypothetical Popup

**Edit the job post** [X]

**Country where job post is shown\***

United States [v]

**Language of job post\***

English [v]

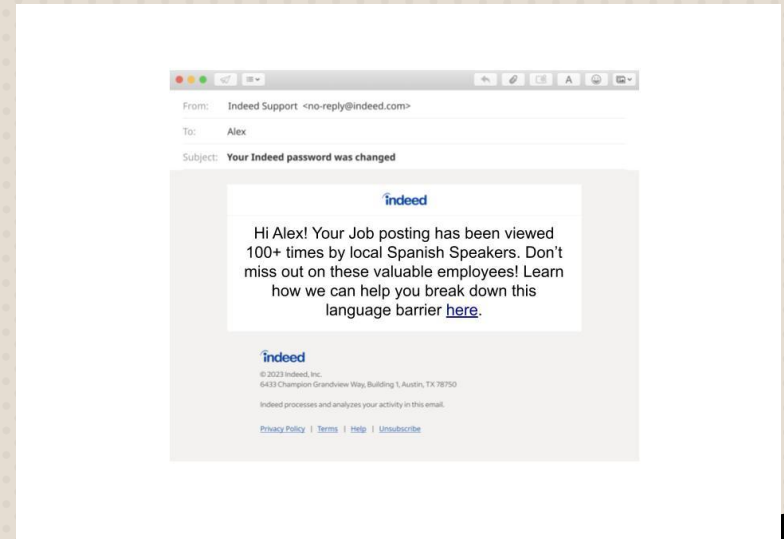
**Why not Spanish? Learn how our partners can help you communicate with Spanish Speakers using AI [here](#).**

Close Done

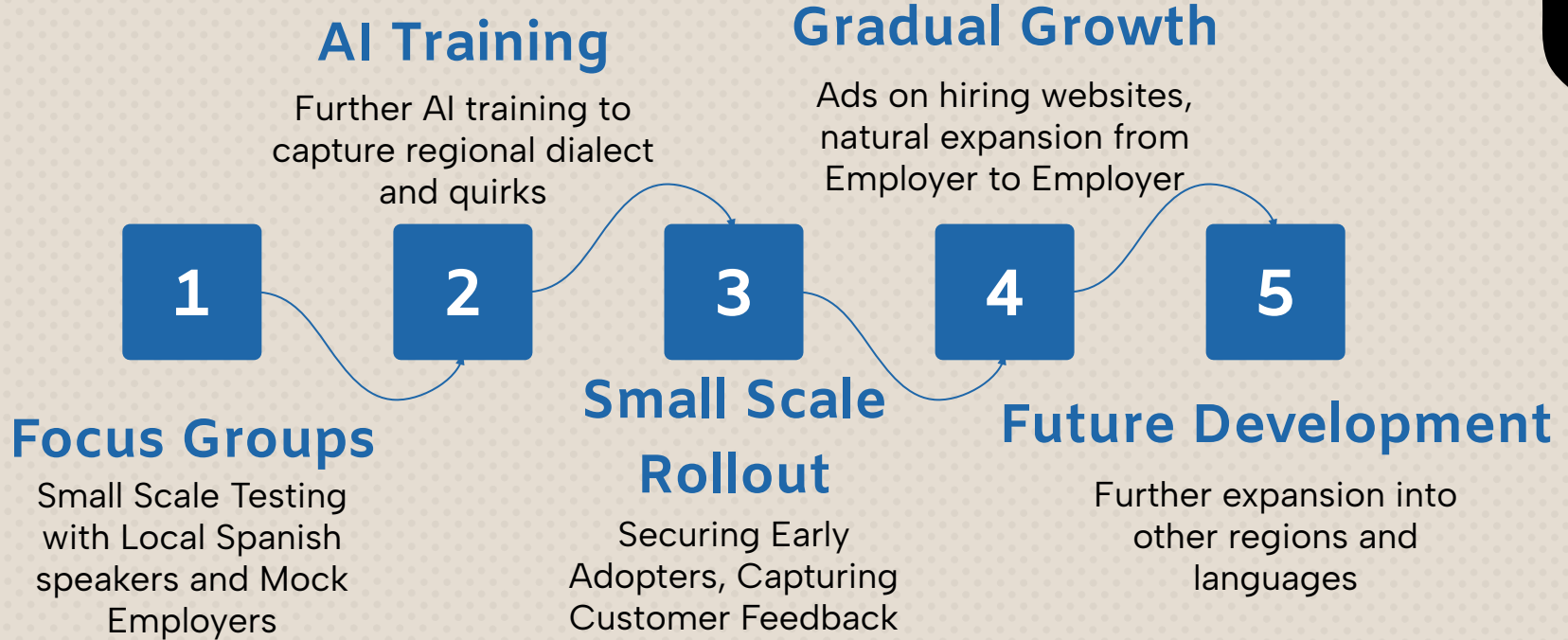
By selecting **Confirm**, you agree that this job post reflects your requirements, and agree it will be posted

## Direct Email Communication from Partners or Ourselves

Fake Email Based on  
Indeed's format



# Timeline






# Ethics & Social Responsibility



## **Cultural Sensitivity:**

- Ensure the tool is accurate by working with focus groups

## **Social Impact:**

- Highlight how the translator helps individuals break cycles of poverty and achieve long-term stability
  - Reinforce the importance of equitable access to job opportunities
  - Employers play a pivotal role in creating job opportunities for Hispanic workers, but the focus is on how these tools transform the lives of Spanish-speaking workers.
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# Thank You!

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