

Lesson 1: “App revolution”

1) Warm up – getting to know you!

- My mystery words → what do they correspond to? (EOI).
- Lie detector → find the 2 lies out of the 8 crazy sentences about me. (EOI + EE).
- Levels & skills + evaluations.

Compréhension Orale / Compréhension Ecrite / Expression écrite / Expression Orale en Continu / Expression Orale en Interaction.

- My website & contact details.

2) “I forgot my phone”

- Discussion on a still from the video (description and suppositions on feelings). (EOI).
- Video & comprehension questions + message. (CAV + EE + EOC).
- Social media & your relationship with your phone. (EOI).

3) Discover “Bristlr”, a dating app for beard lovers!

- Discussion on [Dragons’ Den extract](#), and focus on figures. (EOI).
- Fill out the app information grid using the video and the Internet (CO + CE).
- What’s your favourite & most useful app? Present it to a partner to convince him/her. (EOI).

4) “Top 5 apps to ease you into a sustainable lifestyle and change the way you shop”.

- Observe Instagram posts advertising for the 5 apps. (CE + EOI).
- Reading comprehension on the [Euronews article](#). (CE + EE).

5) Listening comprehension assessment on “Mobile dating apps”.

6) Final project: design & present your revolutionary app! Investors will ask you questions too!

- Define your app (name, category, objective(s), logo...).

<input type="checkbox"/> Productivity & organisation	<input type="checkbox"/> Education & learning	<input type="checkbox"/> Sustainable living and eco apps
<input type="checkbox"/> Health & wellness	<input type="checkbox"/> Finance & shopping	<input type="checkbox"/> Dating
<input type="checkbox"/> Entertainment & gaming	<input type="checkbox"/> Travel & lifestyle	<input type="checkbox"/> Communication
- Explain how people can use it.
- Why is this a revolutionary tool that can change people’s lives?
- How much money do you need for your business to grow?

➤ Success criteria:

- Communication skills: /5.
- I can convince potential investors to choose my project: /5.
- Language: /10.
- + Bonus points for originality & life changing concept.

❖ Lesson 1 vocabulary :

Nouns	Verbs	Adjectives
Advantage	Deal with	Addicted
Disadvantage	Expect	Real
Follower	Attend	Virtual
Device	Analyse	Compromising
Computer	Communicate	Revolutionary
Tablet	Download	Professional
Smartphone	Explain	Unprofessional
Account	Define	Lame
Social media	Pick out	Private
Network	Identify	Public
Update / upgrade	Check	Lazy
Search engine	Quote	Available
Dating app	Find	Successful
Developer	Describe	Arrogant
Download	Compare	Lonely
Figures	Publish	Different
Hundred	Update	Sustainable
Thousand	Post	Niche
Million	Follow	
Billion	Share	
Percent	Develop	
Match	Keep	
Healthiness	Send	
Dating	Target	
	Stroke	
	Launch	
	Expand	
	Grow	

❖ Recap on “I forgot my phone”:

“I forgot my phone” is a video, that advertises to prevent from not enjoying simple things with loved ones. The girl is very alone, like she is isolated from the group because she’s the only one without a phone. Others are obsessed with it, even in intimate moments (birthdays, proposal, in bed...). She feels different but she’s the one that’s real!

❖ Read the article carefully then write a 10-word definition for each app. (highest level!):

- *Co-Go* is an app permitting us to find vegan addresses.
- *Good On You* rates fashion brand for ethical, sustainable, responsible shopping decisions.
- *Happy Cow* is helping the selection for your future vegan restaurants.
- *Sustainable Palm Oil Shopping* can help us purchase ethical products without palm oil.
- *Good guide* is a guide for finding vegan and vegetarian restaurants.

❖ *Bristlr on Dragon's Den:*



Name	Bristlr
Category	Social Networking / dating app
What is the app about?	<p>-This is the world's greatest free dating site for people into beards.</p> <p>-Connecting those with beards to those who want to stroke beards.</p> <p>-Login with Facebook after answering the all-important "do you have a beard" question.</p> <p>-You can filter by gender, distance, and age, and instantly be matched with people looking for you.</p> <p>-Bristlr works if you're straight, gay, bi, and/or just beard-curious. Our custom-made "open gender" system is open to everyone and constantly being improved.</p>
Number of downloads	170,000+
Last update	February 2019 on IOS and Android
Size	6.2 MB
Content rating	3.5 /5
In-app products (extra content or upgrades)	None
Permissions	You must be at least 17 years old to download this app.
Developer	John Kershaw
Opinion	<p>-Very original, funny and free!</p> <p>-Beards are trendy nowadays so it's great to offer a dating app targeting beard lovers.</p>

➤ *Recap on figures collected from the video extract:*

1. **£ 3 billion a year** -> value of the dating industry.
2. **2 choices** (too complicated or too simple)
3. **hundreds** or **thousands** of questions.
4. **Bristlr** is his **1st** product
5. **A year ago** -> he launched the app.
6. **150,000** people on the platform.
7. **half a million** matches.
8. Top **30** apps for Londoners / top **10** in New York.
9. He's asking for **£80,000** to expand.
10. **15%** -> part of his business to share with investors.