

Pedagogical Consulting

Optimize your EdTech and AI digital solutions

in language and culture teaching/learning



Nali Nali Languages & Cultures

Strategic guidance and pedagogical consulting for
EdTech & AI solutions

Presentation



Dr. Li Xia - Founder of Nali Nali Languages & Cultures

Specialist in **Teaching/Learning Languages and Cultures**

Holds a Master's in **Management** (Grenoble IAE) and a Master's in **Teaching French as a Foreign Language**. I draw on a rich background of experience in **teaching/learning**, **research**, and **innovation** to support EdTech stakeholders.

A **cross-disciplinary expertise** structured around four key areas:

- **Passionate learner** of foreign languages (English, French, Spanish...)
- **Chinese language teacher** at Sorbonne University (2022–2024) and **independent trainer** since 2020 with over 1,500 hours of training delivered
- **Researcher** in Language and Culture Didactics affiliated with LIDILEM laboratory – University of Grenoble Alpes (France)
- **Entrepreneur** engaged in innovation, focused on product added value and aware of key aspects of marketing and communication

Is this you? Let's see...

Are you a...



Startup or scale-up in
EdTech?



Content publisher or learning
platform?



Educational organization
with digital projects?

Do you have...



An **idea** to test?



A **project** in progress?



A **product** to promote?

You want to...

- **Clarify** your solution's pedagogical framework to **enhance** credibility with teachers and **engage** learners
- Turn every product **update** into real educational value
- **Differentiate** your product in the highly competitive EdTech & AI market

I offer you...

An **expert diagnostic** at the crossroads of teaching/learning, research, and innovation

- **Align** your content and features with real-world educational needs
- **Enhance** the coherence between teaching and learning approaches in your EdTech solution
- **Boost** the added value of your EdTech product for stronger impact

A Three-Step Approach

1 Define your core strengths (Leverage what's already in place)

- **Immersive analysis** of the user experience (learners and teachers)
- **Combined perspective** of a practitioner and researcher
- **Revealing** pedagogical limitations
- **Spotting** high-impact opportunities for improvement

- **Review** of your pedagogical foundations
- **Spotting** features that set your solution apart
- **Showcasing** the elements that already support your market positioning

2 Diagnose key improvement areas (Pinpoint levers for progress)

3 Formulate results-oriented recommendations (Move into action)

- Structured and illustrated **report**
- Concrete, prioritized **recommendations**
- Grounded in strong **theoretical references** and practical field experience

Consulting Cycle

Phase 0: Initial Consultation



- Product presentation and discussion of your expectations
- Dialogue on pedagogical and strategic consulting needs

💰 Hourly rate: €80



Preparation and submission of the quote

Presentation of the project plan: objectives, estimated duration, timeline, working methods, and pricing...



Contract signing



Phase 1: Deep-Dive Assessment and Exploration

Analyze your product and its functionalities through a pedagogical lens, considering user experience, adaptability to real-world educational settings, and teaching and learning coherence...)

Drafting the report



Initial report delivery

Phase 2: Feedback and Adjustments

- Debrief Meeting: Oral presentation of the results, explanation of key points, and answers to your questions
- Report Review or Adjustments: Revisions made based on your feedback

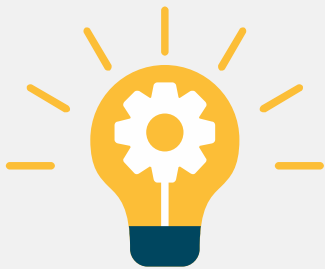
Final report delivery



Project closure

Looking for tailored guidance?

Tailored support is available to help you put the recommendations into action and **fine-tune** your pedagogical strategy. This personalized follow-up enables you to **keep developing** your EdTech/AI solution by **enhancing** its **teaching and learning coherence** and overall **added value**.



Post-consulting

- **Critical review** of new features or content
- **Expert feedback** on prototypes or tested versions
- Support in setting up **pedagogical frameworks** or **tracking indicators**
- **Pedagogical co-reflection** sessions with your team
- **Targeted feedback** on educational communication (UX/UI, onboarding, messaging)



A **tailored quote** will be provided according to the desired scope, with a flexible and adaptable commitment to match your pace and priorities

**Are you developing an EdTech or AI solution for
language and culture learning?**

**Looking to optimize it and strengthen its
educational value?**



**Leverage expert insight to build a coherent, credible,
and truly value-driven EdTech/AI solution**



Contact

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Located in France — available for remote collaboration