KANJI BATTLER

Kanji Battler transforms Japanese character learning into addictive Street Fighter-style battles where every correct answer lands a hit. Users master 2,000+ kanji through head-to-head combat, turning studying languages into the gaming experience they already love.

PROBLEM & OPPORTUNITY

Traditional language apps **bore users into quitting**. Duolingo's 4% completion rate proves it.

Meanwhile:

- The Japanese-learning market is estimated at $2.0B globally for 2025
- Digital/app segment alone worth $550M and growing 20% annually *(pulled from perplexity research)*
- Estimated 230 million downloads of language learning apps each year
- Anime viewership has exploded 300% since 2020, driving Japanese interest
- Current apps treat learning like homework, not entertainment

SOLUTION

Kanji Battler gamifies every interaction through real-time versus battles. Users navigate a world map of "continents" (West Topics, East Topics), unlocking new territories as they master kanji. In battle, players select correct readings to attack opponents on Street Fighter-style stages, with health bars depleting for wrong answers. Each victory earns points, unlocks gear, cosmetics and advances players through increasingly challenging kanji sets.

KEY FEATURES & GAME MECHANICS

- Battle System: Street Fighter-style combat with health bars; correct answers deal damage
- World Journey: Navigate continents, regions & topics (Gaming/Anime/Daily /Food/Travel) unlocking lessons progressively
- Fighter Avatars: Build your own characters/avatars
- Arena Modes: 1v1 Duels, battle royales?
- Practice Mode: Train against NPCs to master words before pvp
- Friendlist Leaderboard: Track friends progress and challenge their best scores
- Global Leaderboards: Live rankings showing totals
- Streak System: Daily login can give extra rewards but daily challenges can multiply damage or earn points
  - *Note: Logging in isn't enough ->*
  - *Proficiency tracker: allows users to get a clear understanding of their Kanji proficiency Pro*
- Seasonal Content: competitive seasons with exclusive rewards
- Proficiency Tracker(?) that allows users to get a clear understanding of their Kanji proficiency
- Proficiency Checker(?) allows users to check if documents, books, articles etc match their level and compiles unknown/weak vocabulary into custom stages to fill in knowledge gaps

---

TARGET USERS & TAM

Primary: Gamers (18-35) interested in Japanese culture

- 15M anime fans actively studying Japanese
- 8M travelers planning Japan trips
- 5M professionals needing business Japanese
- Market size: $2.0B global Japanese learning market
- Digital/app segment: $550M addressable market

Secondary:

- Travellers
- Workers
- Hobbyists

COMPETITIVE LANDSCAPE

Proven market with clear differentiation:

	Traffic	Users / Rev	Pricing	Edge	Japanese relevance
Duolingo	60M visits	130M MAU, 10M paid, $987M est revenue	Free/$7-20/mo	AI personalization, broadest reach	Japanese is top-5 language
Wani Kani	2.4M visits	110K forum users, ~30K paid subs	$9/mo, $299 lifetime	Deep kanji focus, SRS system	Direct specialist competitor (kanji mastery core)
Busuu	3.2M visits	120M registered, ~500K paying	$7-14/mo	Community feedback, speaking practice	Offers Japanese with integrated speaking/writing feedback
LingoDeer	220K visits	20M+ downloads, $200K/mo iOS rev	$12-40/mo	Strong Asian language curriculum	Competes on structured path & Asian language

					depth
Bunpro	769K website	No public MAU's	Free tier; $5/mo; $50/yr; $150 lifetime	Grammar-first SRS, textbook-aligned paths, input-based drills	Strong JLPT/grammar focus; lighter on kanji than WaniKani

Key insight: Japanese ranks top-5 on Duolingo, validating massive demand. Yet no competitor delivers authentic gaming—they bolt on points and streaks to traditional lessons. We flip this: build a fighting game that happens to teach kanji.

BUSINESS MODEL

- Freemium: X free battles daily
- Premium: $9.99/month unlimited battles + exclusive fighters
- Module Packs: $4.99 for specialized sets or arenas (business, travel, JLPT prep)

Initial GTM

1. Kickstarter Launch (Q1 2025): Target $50-100K for final development
2. AppSumo?
3. Solaris email list
4. Gaming / Anime related creators: Partner with fighting game YouTubers/Twitch streamers
5. Organic tiktok
6. Anime Conventions: Demo booths

Notes for Kickstarter

- You have to learn the words that are in the textbook to even be able to do the exercises.
  - Let you deal with the vocab
- Don't focus on market size
- Focus on how BORING the current options of learning the language are and why this is the best.
  - Highlight completion rates
  - Anime / gamification
  - keeping tracking of progress and visualising it
- Kickstarter is no longer fundraising, it's pre selling.