

Our one-pager to define our project

Our language learning app helps people of all ages who want to learn a language by reducing the use of AI-based lessons and repetitive lessons and instead increasing the use of videos, structured classes, and a community aspect.

Unlike Duolingo which uses AI alone or Babbel which uses mostly virtual classes

App properties

- We offer languages from all 7 continents

Africa	Asia	Europe	North America	South America	Australia(and Oceania)	Antarctica
Swahili	Mandarin	German	Creole	Portuguese	Maori	Spanish
Hausa	Hindi	Russian	Nahuatl	Quechua	Tok Pisin	French
Amharic	Japanese	Italian	Mayan languages	Guarani	Hawaiian	Norwegian
Zulu	Korean			Aymara	Samoan	
	Urdu					
	Thai					

Lesson Features	Entertainment	Operations
<ul style="list-style-type: none">• We offer teacher-based/AI-based lessons.	<ul style="list-style-type: none">• Podcasts for one-the-go lessons and entertainment	<ul style="list-style-type: none">• For all Operating systems
<ul style="list-style-type: none">• Stories to help users learn and keep them engaged.	<ul style="list-style-type: none">• We also have a video/voice call w/ friends feature. You can play games and practice with people on the same level as you.	<ul style="list-style-type: none">• Age groups for social media aspect of the app = 0-12, 13-17, 18-25, 25+. We have this grouping for safety reasons.
<ul style="list-style-type: none">• Lessons are structured into levels. Eg. A1, A2, etc.	<ul style="list-style-type: none">• Profile page where we list your achievements, etc.	<ul style="list-style-type: none">• Document verification as part of our security aspect we scan any

		official document for verification.
<ul style="list-style-type: none"> Exams at the end of each level. These exams are the official exam sites, eg. telc 	<ul style="list-style-type: none"> We have a social media section where you can engage with other users in your age group. 	<ul style="list-style-type: none"> Our app is available in all countries
<ul style="list-style-type: none"> We offer visual learning components for visual learners. This includes charts, images, etc 	<ul style="list-style-type: none"> Cultural context included: notifications for holidays and historical facts 	
<ul style="list-style-type: none"> We also feature teachers who have courses on different levels of language to help with lessons at each level. 		
<ul style="list-style-type: none"> We have a diverse range of vocabulary to keep users engaged and prevent repetition of words. 		
<ul style="list-style-type: none"> Embedded YT videos to help users on their language learning adventure 		
<ul style="list-style-type: none"> Structured Classes 		
<ul style="list-style-type: none"> Pronunciation feedback to help users with their goals 		
<ul style="list-style-type: none"> Our app also has a translation section where you can scan and get documents, pictures, etc. translated 		
<ul style="list-style-type: none"> Certificate after each level which you pay for. 		
<ul style="list-style-type: none"> Progress tracking for constant motivation 		

ASSIGNMENT #1: FIELD RESEARCH & COMPETITOR ANALYSIS

- List competitors and analogs with descriptions, links, etc. Estimate advantages and disadvantages (workshop 1)

[Copy of Competitor Analysis. Workshop](#)

- Define parameters and KPI for competitors' comparison. Create a competitor analysis matrix with evaluation based on the KPIs

App	Audience segment: quantitative and qualitative attributes	General brand awareness, outreach	Market share: peaks, DAU/M AU visits	Product metrics: functionality and content	Positioning and UVP	Cost and price	Quality	Customer Service
	Demographics: 6+ year olds	Digital marketing strategies including social media and ads	Our goal is to have about 2 million daily users	In our first years, we will offer about 20+ languages	Learn a new language in a fun and engaging way.	Our app is completely free.	Our goal is to gain a 4.5+ rating	We will have 24/7 customer service to cater to people in different time zones.
	Global presence	Partnership with college influencers and influencers focused on studying	And about 10 million monthly users	We will add to it as time goes by		You just have to pay to get the certificate at the end of each level, eg. A1, A2, etc.		
	Appreciate the engagement and the fun aspect our app offers when it comes to language learning	We appeal to people who want to learn a language in a fun more modern way						

[competitor analysis matrix](#)

Comparative Analysis

Criteria	Babbel	Duolingo	Memrise	Rosetta Stone	LingoDeer
Lesson Structure	✓	✓	✓	✓	✓
Price	✓	✓	✓	✗	✓
User Engagement	✓	✓	✓	✗	✓
Number of Languages Offered	✗ (14)	✓ (40+)	✓ (20+)	✓ (25+)	✗ (5+)
Personalization	✓	✗ (limited)	✓	✓	✓
Market Share	✓	✓	✓	✓	✗
Quality	✓	✓	✓	✓	✓
Customer Service	✓	✗	✓	✓	✓

- Write down a unique value proposition that makes you better than others

"Master languages at your pace with our comprehensive and immersive learning experience! Our app combines teacher-led and AI-based lessons, on-the-go podcasts, engaging stories, and interactive games to make language learning fun and accessible for everyone. Tailored to all ages with built-in safety features, we offer structured classes across all operating systems, cultural insights, personalized achievements, and official exams to track your progress. Connect, learn, and grow with a diverse global community. From visual aids and vocabulary variety to live interaction and pronunciation feedback, every tool you need for success is at your fingertips."

- Research the available market and estimate SOM/SAM/TAM/PAM Total Addressable Market(TAM):

The TAM represents the global demand for language learning products and services. According to Global Market Insights, “Language Learning Market size was valued at USD 61.5 billion in 2023 and is anticipated to grow at a CAGR of over 20% between 2024 and 2032. Rising globalization serves as a significant growth driver for the market. As businesses expand globally, there's an increasing demand for individuals proficient in multiple languages to facilitate communication and collaboration across borders.”

Estimate: According to recent research, the global language learning market was valued at around \$60 billion in 2021 and is expected to grow to over \$120 billion by 2030.

TAM Estimation: \$60-120 billion.

Report Attribute	Details
Base Year:	2023
Language Learning Market Size in 2023:	USD 61.5 Billion
Forecast Period:	2024 - 2032
Forecast Period 2024 - 2032 CAGR:	20%
2032 Value Projection:	USD 300 Billion
Historical Data for:	2018 - 2023
No. of Pages:	250
Tables, Charts & Figures:	313
Segments covered:	Language, Learning Mode, Learning Type, End User, and Region
Growth Drivers:	<ul style="list-style-type: none"> • Rising globalization • Increasing demand for multilingualism • Rising trend of e-learning • Integration of AR and VR technology with language learning platform • Growing learning platform collaboration with educational institutions
Pitfalls & Challenges:	<ul style="list-style-type: none"> • Lack of personalized instruction • Competition from free resources

<https://www.gminsights.com/industry-analysis/language-learning-market/market-size#:~:text=Language%20Learning%20Market%20size%20was.growth%20driver%20for%20the%20market>

1. Serviceable Available Market(SAM):

This is the portion of the TAM that our app can realistically serve based on target features, accessibility, and operational reach. Our app is a digital app and so it focuses on online learners, which represent a large subset of the TAM.

Estimate: The online language learning market alone was valued at around \$14 billion in 2022, growing steadily each year as accessibility and interest in online education increase.

SAM Estimation: Approximately \$14-20 billion.

2. Serviceable Obtainable Market (SOM):

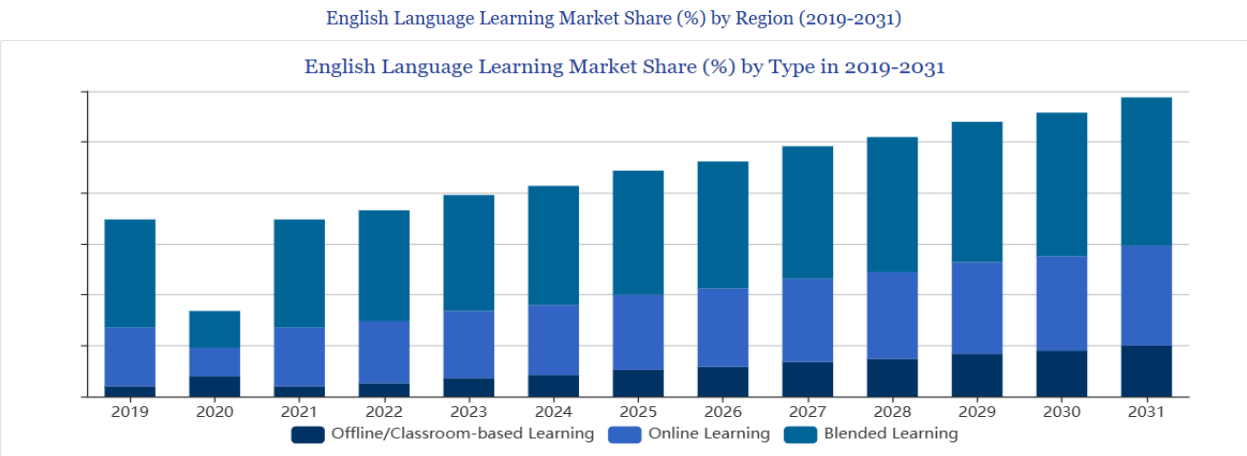
This is the subset of the SAM we aim to capture within a set time frame, considering competitors, market reach, and our app’s unique positioning. Focusing on English language learning, according to cognitive market research, “the Global English Language Learning market size will be \$48,053.50 Million by 2028. English Language Learning Industry's Compound Annual Growth Rate will be 6.32% from 2023 to 2030.”

Estimate: Capturing 1-5% of the online market

SOM

English Language Learning Market Size, CAGR and Industry Statistics	
Base Year	2023
Historical Data Time Period	2019-2023
Forecast Period	2024-2031
Global English Language Learning Market Sales Revenue 2028	\$ 48053.5 Million
Global English Language Learning Market Compound Annual Growth Rate (CAGR) for 2024 to 2031	6.32%

Estimation: 1-5% of \$14-20 billion



https://www.cognitivemarketresearch.com/english-language-learning-market-report?srsltid=AfmBOoo9g8TmAjoz6Yu_89ecRVCWdeeiI2iJUYZaQeRu2FekVHluYezH

3. Potentially Addressable Market (PAM):

This is the potential growth we could achieve by expanding into new regions, languages, or features that might not be immediately accessible.

PAM Estimation: If we successfully tap into new markets, we expect our SAM to rise but approximately 10%

- Estimate draft market model from top to bottom and from bottom to top.
Formulate a hypothesis about the average check, marginality, and expenses.

Top-Down Market Model

- Total Addressable Market (TAM):
As estimated, the global language learning market is approximately \$60 billion today, projected to grow significantly, reaching \$120 billion by 2030.
- Serviceable Available Market (SAM):
The digital or online language learning segment is a substantial portion of this market, around \$14-20 billion.
- Serviceable Obtainable Market (SOM):
Assuming our app can achieve a 2% market share within the online learning segment through differentiation and strategic marketing.
- SOM Estimate: 2% of \$14 billion = \$280 million.

Revenue Goals Hypothesis:

- We can hypothesize an ARPU of \$100 per year (or \$8.33 per month) per active user.
- Required Users = SOM Revenue / ARPU = \$280 million / \$100 = 2.8 million active users.

Bottom-Up Market Model

User Base Hypothesis:

Let's assume we're targeting a mix of language learners in different regions with varied spending abilities and retention rates. We'll assume that we can reach 2 million users within 3 years.

Conversion Rate:

We hypothesize that 15% of users will pay for their certificates at the end of each level.

User Segmentation:

- Users who don't buy the certificate: 85% of 2 million users = 1.7 million.
- Users who buy the certificate: 15% of 2 million users = 300,000.

Average Revenue per Paid User (ARPPU):

Let's assume that each paid user generates an ARPPU of \$200 per year

Projected Revenue Calculation:

Annual Revenue = 300,000 paid users * \$200 = \$60 million per year from paid subscriptions.

Projected Growth: Given the app's global availability and strong features, growth in users could be assumed at 30% annually as the app gains traction.

Hypothesis on Financial Metrics

1. Average Check (Revenue per Paid User): \$200 per year.
2. Marginality:
 - Gross Margin Hypothesis: 80%.
 - Gross Profit Calculation: 80% of \$60 million = \$48 million gross profit annually.
3. Expenses:
 - Product Development and Maintenance (15%): Approx. \$4.5 million annually for ongoing development, server costs, and maintenance.
 - Marketing and Customer Acquisition (30%): Aiming for high growth, \$9 million is allocated to customer acquisition, brand building, and promotions.
 - Customer Support and Operations (10%): Estimated at \$3 million to handle support, moderation, and operations.
 - Other Overheads (10%): Around \$3 million for additional operational costs, licenses, and compliance.
 - Total Expenses: \$4.5M + \$9M + \$3M + \$3M = \$19.5 million annually.
4. Operating Profit Estimate: Gross Profit - Total Expenses
 - Operating Profit: \$24 million - \$19.5 million = \$4.5 million annually.