



# Language Learning Startup

A gateway to language learning excellence!



# Fluencio

-Unleash your linguistic potential

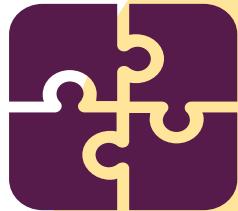




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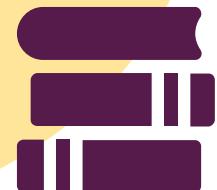
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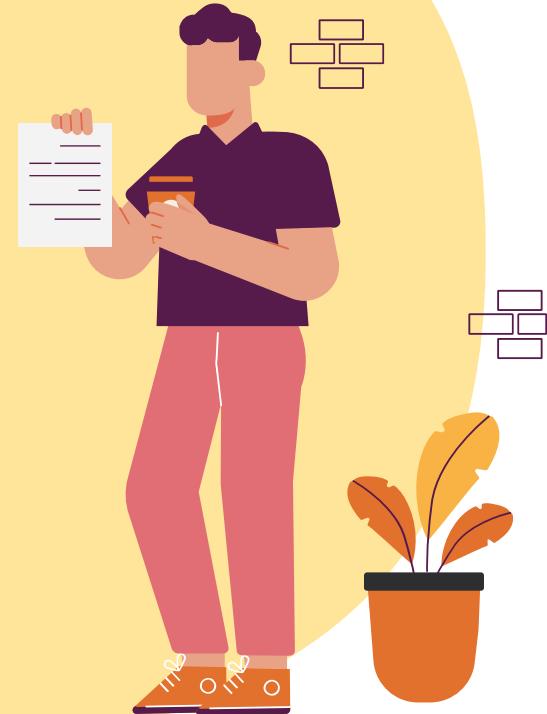
# Introduction

Learning a language is an exciting and a difficult journey too. It is sometimes a desire or a need. We are an innovative language learning platform to revolutionize people acquiring language skills. Our platform combines technology, experiences and a community driven approach to master language that will empower you to confidently communicate and connect with the world.



# **Positioning Statement**

**Fluencio offers a personalized and immersive language learning experience that empowers individuals to confidently communicate, connect across cultures and unlocking a world of opportunities.**



# Business Model



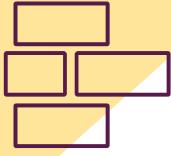
# 01

## Problem



- Language learning is often considered challenging, time-consuming and inaccessible for many individuals.
- Traditional language learning methods often lack engagement, personalization, and the necessary immersive experiences needed to develop fluency.
- For a learner, to boost up their confidence while communicating, improving their performance in professional and personal life.





# 02

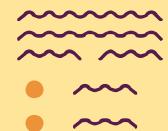
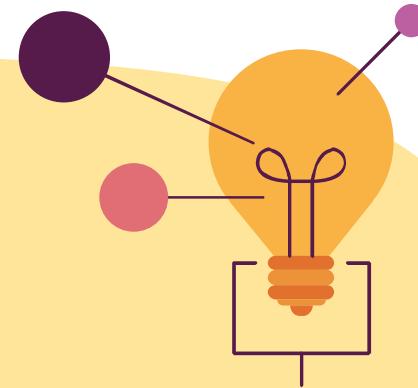
## Customer Segment





# 5,00,000

Estimation of the no.of users in year launched.  
Approximately 30% and 20% users are estimated to  
register pro and premium subscription





People who would like to improve their proficiency in languages like public speakers, Teachers, Translators, etc.

People who intend to learn a new language for different purposes like work, Education, Immigration/ livelihood

People who intend to improve their skills for competitive exams and people interested in learning about new cultures.

# Geography & Country Targeting

English

Chinese

French

Arabic



Spanish

Swedish

Japanese

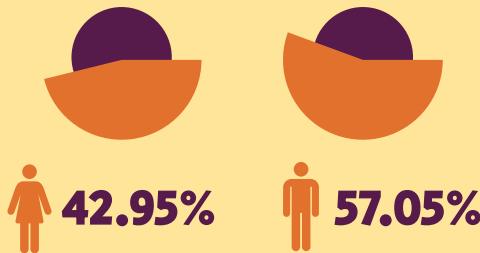
German

# Fastest Growing Languages

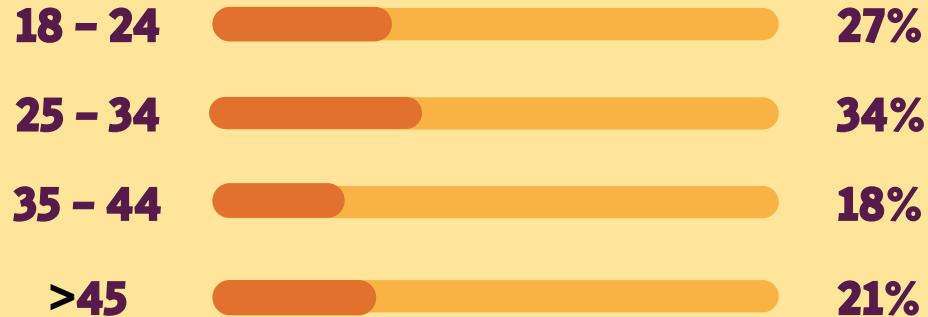


# Target Customers

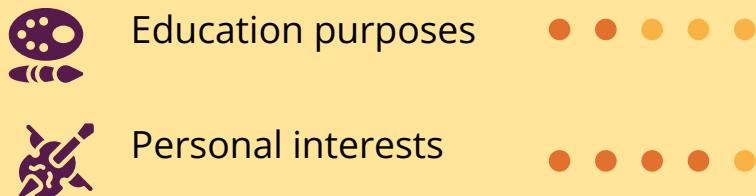
## Gender



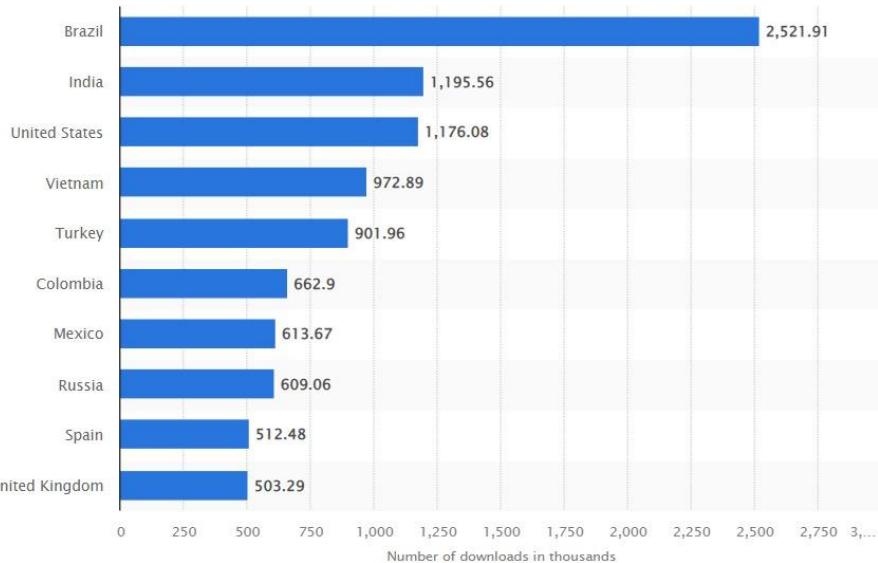
## Age



## Interests



# Market size



**Number of downloads of language learning apps in various country over a quarter period of time in 2021.**

# Market size

**3%**



**India**

11% people are planning to use these apps.

**13%**



**USA**

16 percent plan to give them a try.

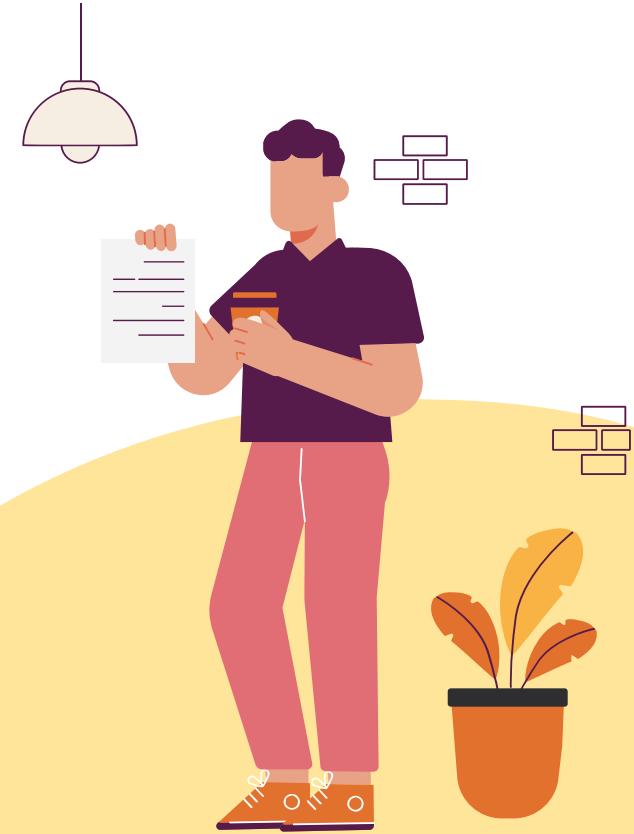
**11%**



**World**

30% people are thinking to start learning a new language.

# 03 Solution



- Our mission is simple yet ambitious, to break down language barriers and empower individuals to communicate effectively across cultures.
- We provide a one-on-one interaction(chat/video chat) with random people in the app which also overcomes the fear of interacting with people for introverts.
- We avoid double interaction of people to make the interaction more secure and more Exciting.



# 04

## Unique Value Proposition

**“Communication works  
for those who work at it”**

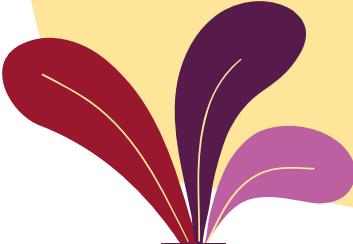


**Unique value proposition** might vary based on different market segments and the innovative way of approaching them.

**Personalized learning:** By understanding individual learning styles, preferences, and progress, the platform can provide tailored content, exercises, and feedback to optimize learning outcomes.

**Random Interaction with People:** Random interaction with people of similar interests in certain areas makes people interested in learning things.

**Professional language training:** This can include business language skills, industry-specific vocabulary for successful communication in professional domain.



# 05 Channels





## Website Advertisements

Advertisements on social media, Travelling sites, Educational sites.

## Referrals

Already using users can give referrals to their friends/family etc.



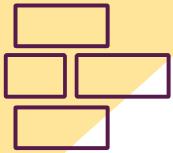
## Word of Mouth

We communicating effectively with people we know for them to know more about the app.

## Content Creators

Collaborate with content creators to try and promote the app.





# 06

## Revenue Streams



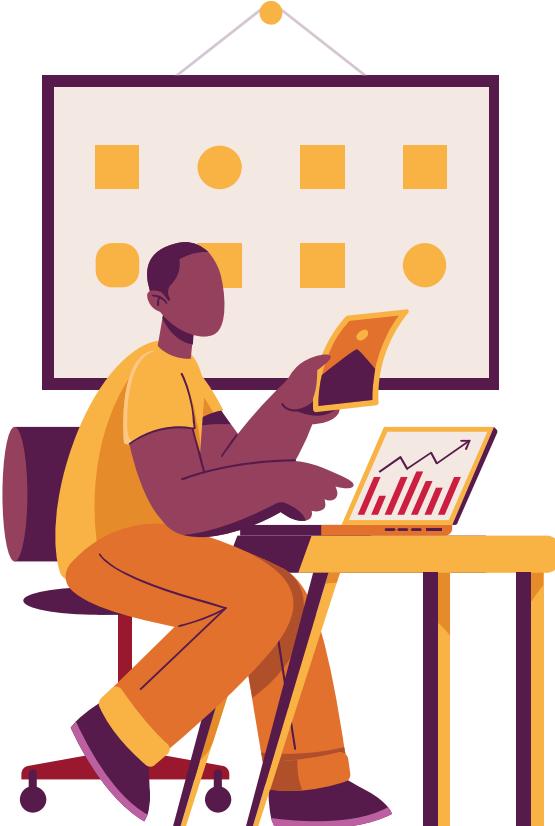


# Our plans



Subscription type	No. of people to interact with	Time per day	Charges per month
<b>Basic</b>	1	30 minutes	Free/ no cost
<b>Pro</b>	5	3 hours	\$2.99
<b>Premium</b>	Unlimited	24 hours	\$4.99





# **900 min/mon**

Basic type of subscription

# **90 hrs/mon**

Pro type of subscription

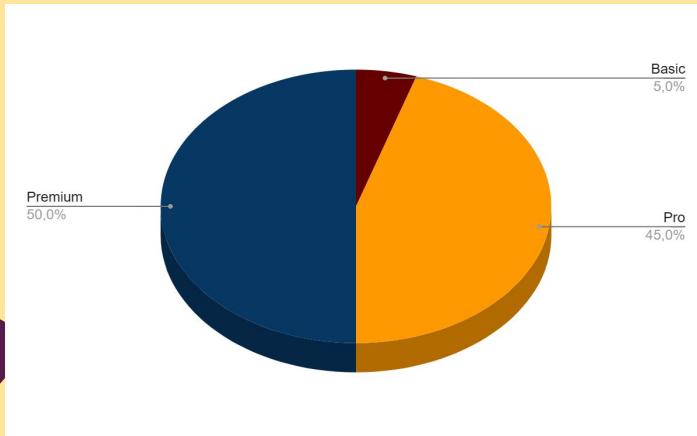
# **unlimited**

Premium type of subscription

# Traction

**\$1,000,000**

Gross Revenue estimated in the launch year



**50K**

**Basic**

Advertisements .

**450K**

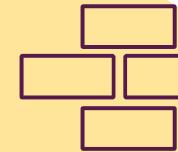
**Pro**

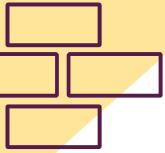
\$2.99 per person per month

**500K**

**Premium**

\$4.99 per person per month





# 07

## Cost Structure



**Subscriptions** : Pro and premium charges

**Advertisements & sponsorship** : Promotional campaigns, offering sponsored content

**Partnerships** : To provide integrated language learning solutions

**Affiliate marketing** : Trending marketing aspect



# 08

## Key Metrics



## **In the first 5 years span (Estimation):**

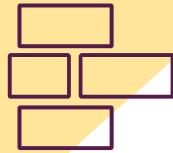
**Number of downloads : 5M**

**Daily Active Users : 10K**

**Monthly Active Users : 40K**

**User Retention Rate : 40%**

**Conversion Rates : 10%**



# 09

## Unfair Advantage



- **Random Interaction with people which improves practical skill while learning languages rather than a bookish knowledge.**
- **Privacy is given utmost priority by using AI to detect abusive content and screenshot protection.**
- **Mobile accessibility and convenience.**
- **Community friendly and social features.**

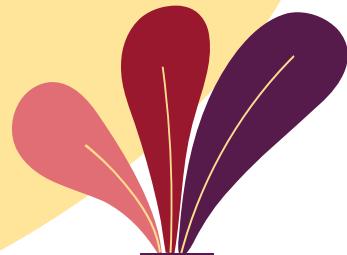
## **Them**

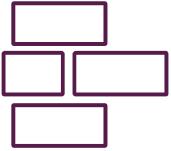
The other apps doesn't prioritize speaking to others.



## **Us**

We intend to focus on practicing by communicating with others





# Competitors



## HelloTalk

- Privacy and safety concerns
- Paid Services Available Free Elsewhere



## Tandem

- Limited Language Instruction.
- No structured lesson guide provided.



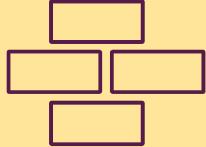
## Babbel

- Tedious lessons & units
- Lack of Cultural Immersion



## Duolingo

- Limited speaking practice.
- Lack of Personalized Feedback



# SWOT analysis

## Strengths

Privacy is maintained.  
Chatbot which uses an algorithm  
that matches the other customer  
according to their interests and  
requirements.

## Weaknesses

Until a good number of  
customers using, the matches  
would not be accurate

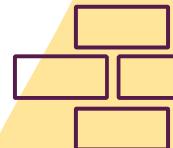


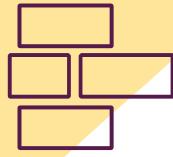
## Opportunities

This is a great platform for  
those who want to learn  
languages but don't know  
where to start and how to start.

## Threats

There are so many existing  
platforms and new may arise  
due to the developing speed of  
the AI





# Solution Demo





# Welcome to Homepage

Do you want to create an account

[Sign Up](#)

**Username**

**Email Address**

**Password**

Show Password

**Sign In**

 **Sign In With Gmail**



**FLUENCIO**

Home

Chat

Call

Video Chat

Profile

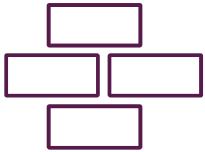
Contact



Chat With Us

Hello, how may I assist  
you?





# Our team



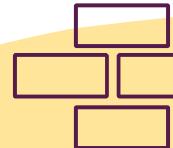
**Lalithambica  
Chepuri (B200038)**  
Executive Director

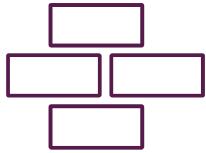


**Manne Nandhini  
(B20212)**  
Marketing Director



**Nelakantam  
Samyuktha (B20055)**  
Finance Director





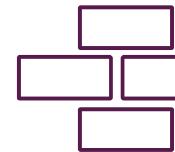
**Gutthula Pavani Sri  
Satvika (B20101)**

Technical Director



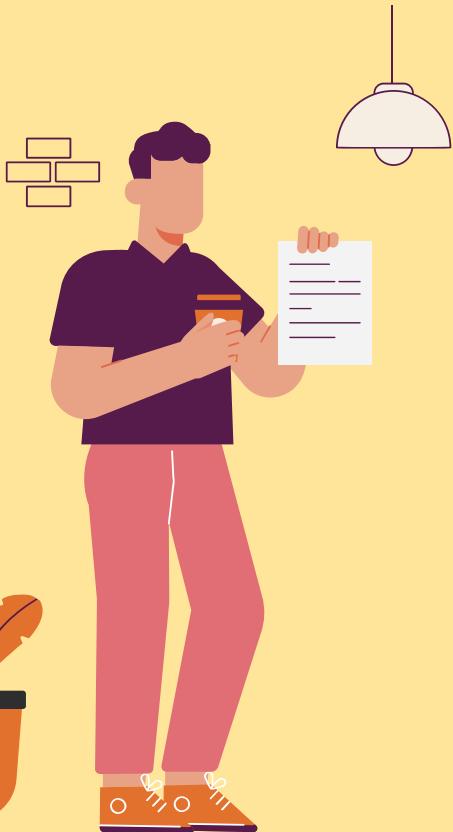
**Yerramsetti Leela  
Chaitanya (B20242)**

Analytical Director



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- <https://www.businessofapps.com/data/duolingo-statistics/>



# Thanks!

Do you have any questions?  
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