



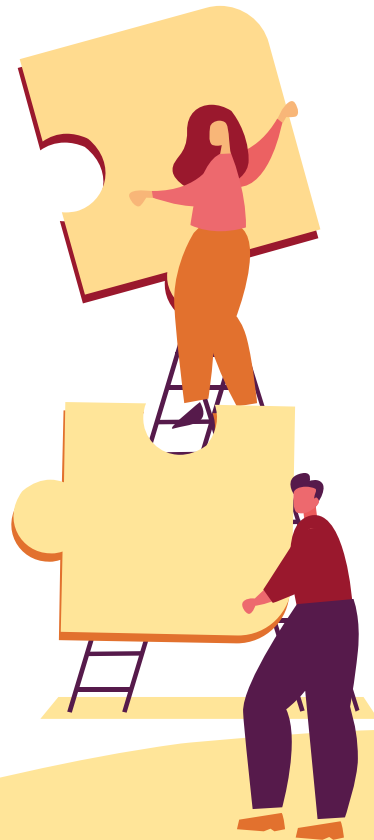
# Language Learning Startup

**A gateway to language learning excellence!**



# Fluencio

-Unleash your linguistic potential



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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

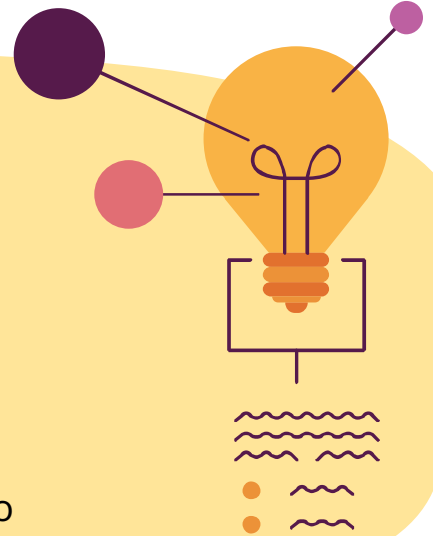





5,00,000

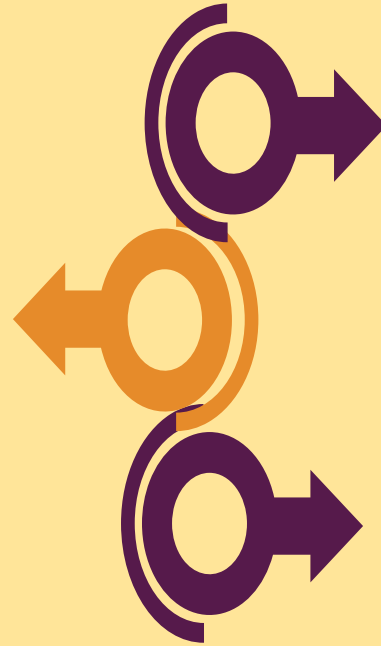
The illustration features a man in an orange sweater and dark pants, pointing his right hand towards the large number '5,00,000'. He is standing on a white background with a small, stylized trash can at his feet. The number is set against a large, light yellow oval background.

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



# Fastest Growing Languages

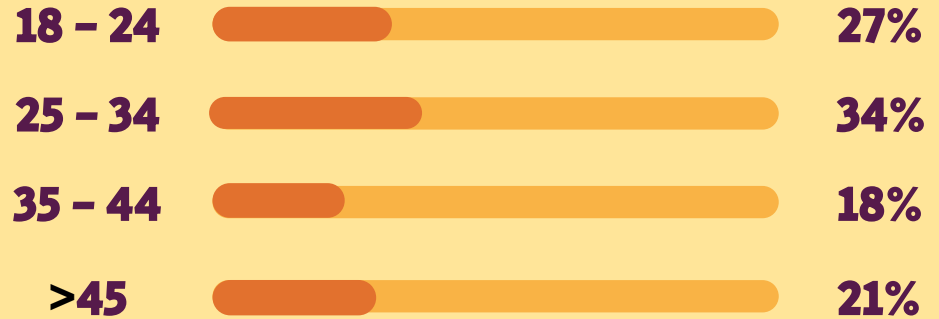


# Target Customers

## Gender



## Age



## Interests



Education purposes



Work purposes



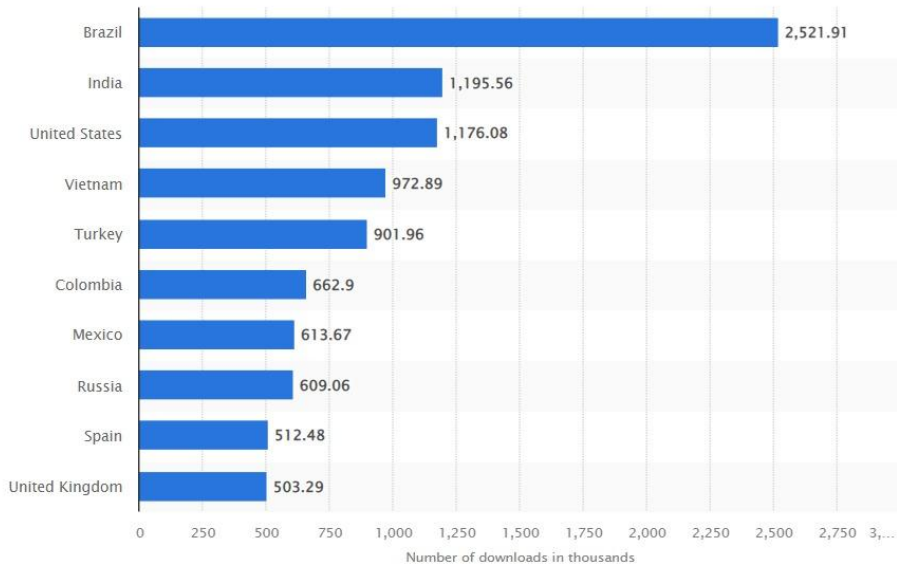
Personal interests



Adapting cultures



# 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**

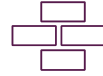
30% people are thinking to start learning a new language.





# 03

## Solution



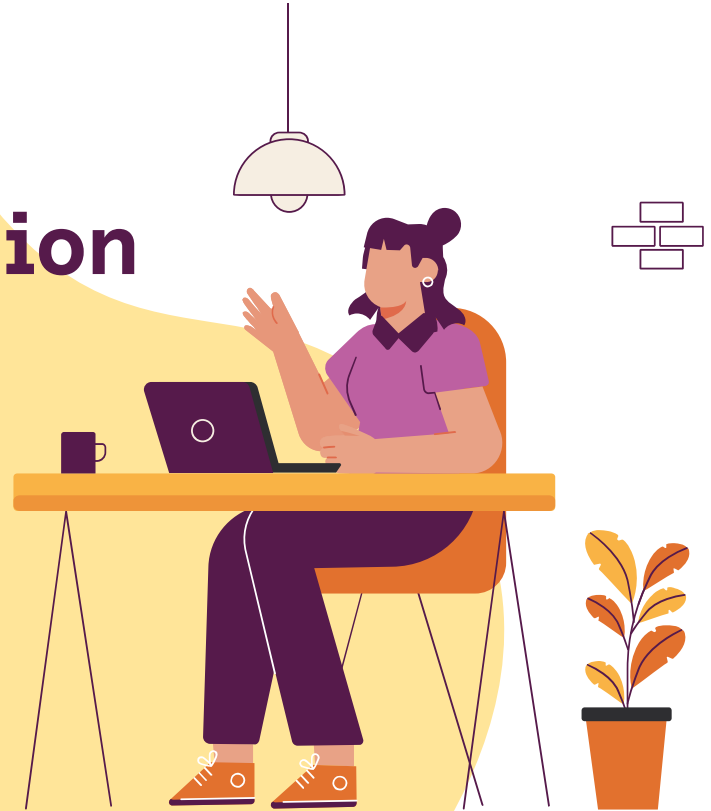
- **Our mission is simple yet ambitious, to break down language barriers and empower individuals to communicate effectively across cultures.**
- **We provide a one-on-one interaction(chat/video chat) with random people in the app which also overcomes the fear of interacting with people for introverts.**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

## Word of Mouth

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

## Referrals

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

## Content Creators

Collaborate with content creators to try and promote the app.





# 06

## Revenue Streams





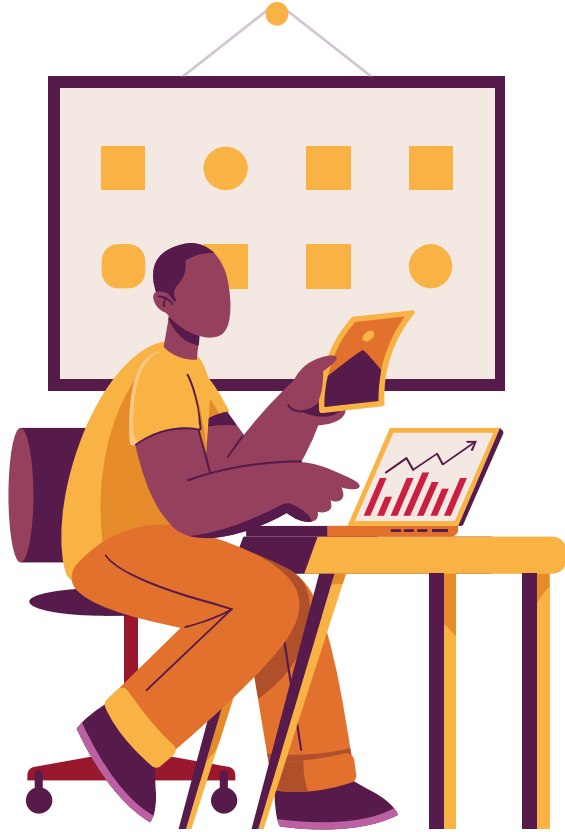
# Our plans



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







# 900 min/mon

Basic type of subscription

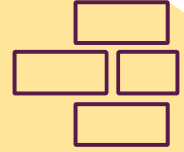
# 90 hrs/mon

Pro type of subscription

# unlimited

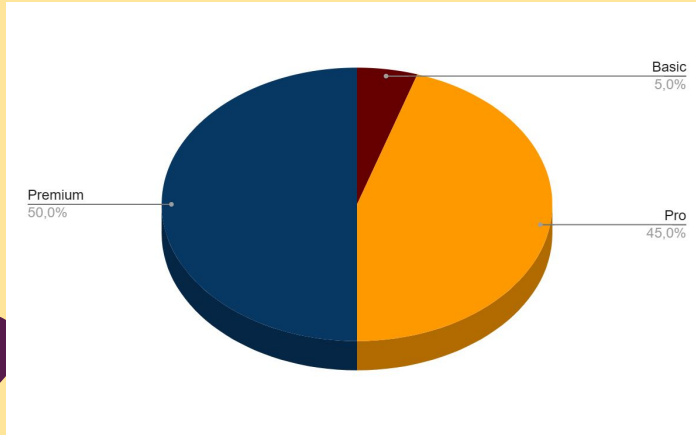
Premium type of subscription

# 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**

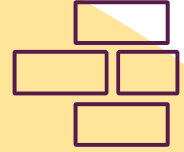


- **Random Interaction with people which improves practical skill while learning languages rather than a bookish knowledge.**
- **Privacy is given utmost priority by using AI to detect abusive content and screenshot protection.**
- **Mobile accessibility and convenience.**
- **Community friendly and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



## Them

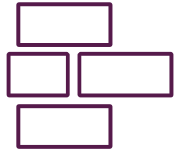
The other apps doesn't  
prioritize speaking to others.



## 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

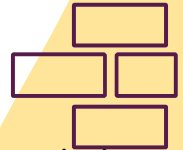
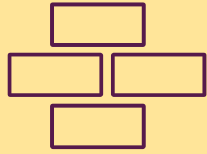
Until a good number of  
customers using, the matches  
would not be accurate

## 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

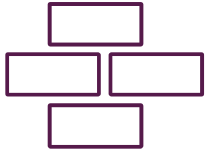
[Home](#)[Chat](#)[Call](#)[Video Chat](#)[Profile](#)[Contact](#)

Chat With Us



Hello, how may I assist you?





# Our team



**Lalithambica  
Chepuri (B200038)**

Executive Director



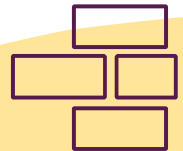
**Manne Nandhini  
(B20212)**

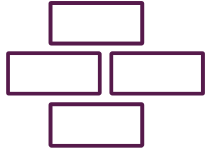
Marketing Director



**Nelakantam  
Samyuktha (B20055)**

Finance Director





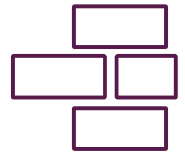
**Gutthula Pavani Sri  
Satvika (B20101)**

Technical Director



**Yerramsetti Leela  
Chaitanya (B20242)**

Analytical Director





# References:

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- <https://www.businessofapps.com/data/language-learning-app-market/>
- <https://www.statista.com/statistics/1240711/duolingo-downloads-google-play-by-country/#:~:text=India%20ranked%20second%2C%20with%20more,langua,ges%20in%20a%20gamified%20environment>
- <https://www.businessofapps.com/data/duolingo-statistics/>



# Thanks!

Do you have any questions?  
[b20038@students.iitmandi.ac.in](mailto:b20038@students.iitmandi.ac.in)  
Samyuktha: +919502049290