

Language Update

A Language Oriented Digital Civilization

Made By

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Table Of Contents

Abstract	3
Value Proposition	3
Problems	3
Solutions	3
Products	4
Lingo Warrior	4
Lingo Street	4
Lingo Land	5
Market	6
Market Size	6
Language Learning Industry	6
Video Game Industry	6
DeFi and NFT Industry	7
Similar Startups and Companies	8
Business Model	10
Competition	11
Language Learning	11
Gaming Experience	11
DeFi and Blockchain	11

Technology	12
Blockchain	12
Learning Technologies	12
Evolutionary Mechanisms	14
Economics of Lingo Land	14
Play-To-Earn	14
Play-To-Create	15
Universities and Researches	15
DeFi Components	15
Staking	15
NFT collateral	15
Renting NFT	15
Token Distribution Plan	16
Governance	16
Roadmap	17

Abstract

Language Update is a startup that aims to create continuity in language learning and an environment to discover the culture. Language learners will practice what they just learned via mini-games. They will compete with each other, have fellow learners and local friends. We will achieve these goals by creating a digital world called Lingo Land.

Lingo Land will have its own economics with its own cryptocurrency. People of Lingo Land will have the right to decide important decisions such as which language to be added next, which mini-game will be the next to be added or game feature, etc. People of Lingo Land will have ownership of all their in-game assets like their houses, clothes, stores, etc. They will be able to sell or rent their assets with in-game or off-game NFT marketplaces. There will be cities and language schools where learners can learn the language and discover the culture. People will be able to play and use it for free and there is no need for any prior knowledge about blockchain or cryptocurrencies.

Lingo Land is the final and the biggest product of Language Update. Before Lingo Land, we will release Lingo Warrior and Lingo Street to meet the need of language learning. We have designed iterative progress to create the best environment for our users.

Value Proposition

Language Update makes language learning easy and fun and helps people to feel the culture and to be social by creating a digital world where learners can come together. With the help of blockchain technology, people will be able to earn money while learning a new language and having fun!

Problems

- Feeling alone and unmotivated while learning a language online
- Being forced to watch ads if can't afford the price of the app
- Having same and static contents for all learners
- Poor algorithms to analyze learners status

Solutions

- A digital world where learners come together and can be social while helping each other to learn the language!
- Solving monetization with the help of blockchain technology and even helping people to earn money while learning a language and playing games!
- Language Update creates different paths for each learner and provides different ways to learn a language
- Language Update analyzes better learners actual acquisition status thanks to its various learning mechanisms

Products

The products that we produce are gateways to Lingo Universe. Lingo universe is a place where all the events and contents are related with language learning. In this universe language skills are the true power! People can reach this universe with our 3 main gateways that are cross-platform applications. Each gateway opens a bigger part of Lingo Universe. We will gather feedbacks from our users with the first two applications and process iterative progress towards our final gateway: Lingo Land

Lingo Warrior

Lingo Warrior is the general name for our Warrior class gateways. There are very basic applications where learners can learn and practice vocabularies, phrases, alphabet, etc. The purpose of Warrior class applications is to meet the needs of beginners of a language. There are millions of people who downloads and seeks for a proper applications just to learn Hiragana and Katakana which are Japanese alphabets. We will release this class of gateways for specific languages like Japanese, Korean, Russian, Spanish, etc. Our first warrior class gateway is Japanese Warrior. All Warrior class applications will be freemium without any ad.



Japanese Warrior v0.13.1 (older version)

Lingo Street

Lingo Street is a 2D part of Lingo Universe where users can jump into cities to learn the local language. Users will have the street view of the city to easily navigate. Unlike Lingo Warriors, learners will be able to find all language learning options in one application. They can learn the language from A to Z in the language schools in the street and practice what they have learned via mini-games. For example; After learning timing at the school, learners can go to the Clock Tower to practice timing contents and compete with each other. Each city

will host one language like If you want to learn German, you need to go to Berlin. We will build and test our powerful algorithms and learning mechanisms in this application. There is no plan to implement blockchain technology to this application. We want to focus on language learning mechanisms and algorithms to build strong base for Lingo Land. Just like Warrior class applications, Lingo Street will be freemium without any ad.



(Prepared for demonstration purposes for Lingo Street)

Lingo Land

Lingo Land is our final gateway which opens all the aspects of Lingo Universe. Lingo Land will be a 3D world with VR support. We will implement blockchain technology in this application. Therefore, most of the in-game assets owned by a player will be NFT assets that can be traded or rented with Lingo Land's own cryptocurrency. Only players will be able to mint the game's cryptocurrency and create most of the game assets from clothes to weapons!

Lingo Land will mimic the real-world economy as much as possible to create a real value made by its own people for their own benefit. There will be art schools and art tools for people to create and reflect their expressions. People of Lingo Land will be able to run restaurants, clubs, bookstores, museums, art galleries, etc. With this technology people can earn money while learning a new language, discovering the culture, having new friends, running an in-game business, and playing language learning-oriented games! Lingo Land's most of the decisions will be made by its community via their votes. You can find detailed information about how this system works below.



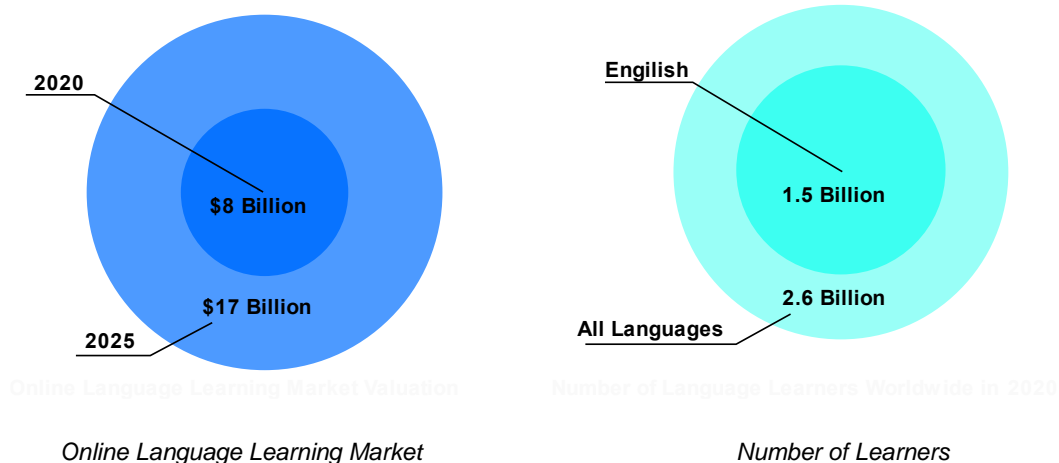
(Used for demonstration purposes for Lingo Land)

Market

Market Size

Language Learning Industry

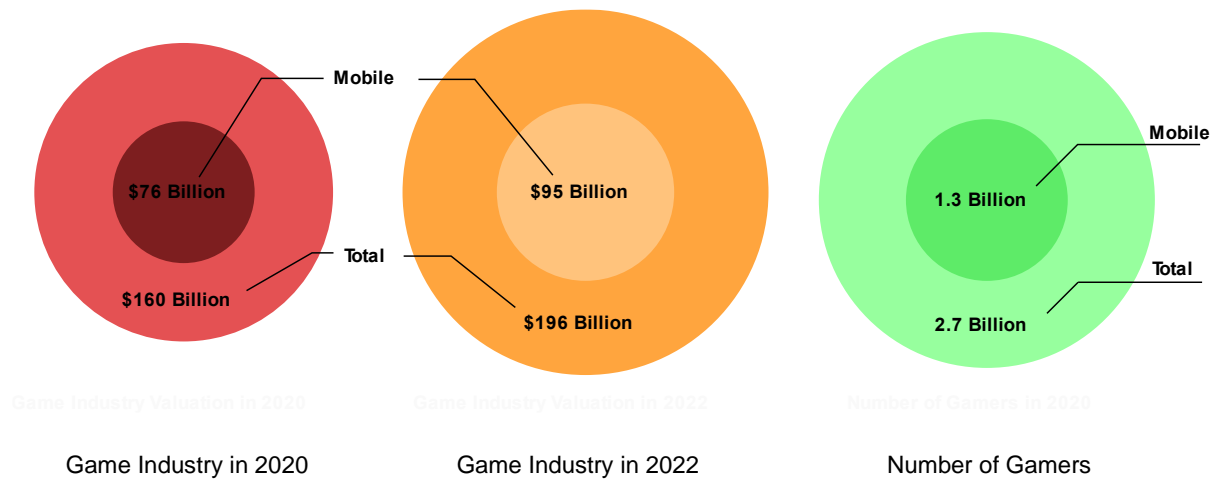
The language learning industry is a **\$60 billion** market according to 2020 data. But only %10 percent of this industry allocates to online language learning. One of the main reasons for that is online language learning via applications is boring and makes people feel alone and unmotivated. We are going to change this with our digital world approach and increase the allocation of the online language learning industry.



There are **2.6 billion people who want to learn a language** and the vast majority of them can't afford to pay for a language education abroad or even a local language school. We are going to provide them free language learning education besides making the living costs out of it!

Video Game Industry

We are going to get the attention of the **\$160 billion gaming industry with its 2.7 players by language learning and Play-To-Earn mechanics**. Players can choose a low pace language learning profile and focus on gaming side of the universe. **Gaming industry is bigger than movie and music industries combined and its growth rate is nearly %30 each year!**



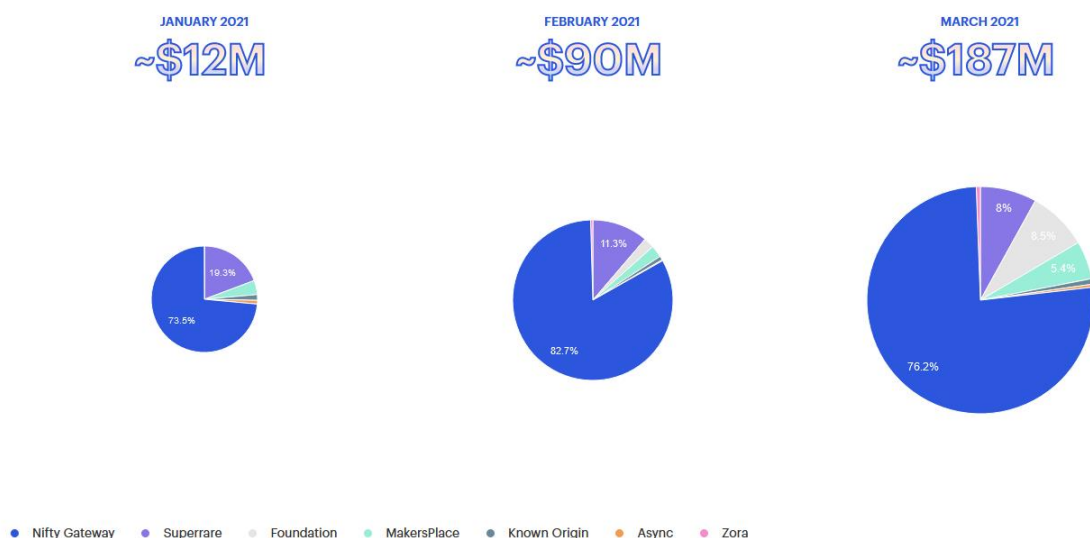
DeFi and NFT Industry

Each sector within DeFi benefited from **Q1 2021's 50% increase in users**. DeFi volume increased from approximately \$25 billion in monthly volume for the month of December to \$63 billion in March, **an increase of 2.5x**.

The Google search volume for the term "NFT" reached an all time high in early March 2021. NFT's Google search volume hit maximum on March 12. NFTs are essentially data minted as liquid intellectual property on the blockchain. This data could be art, virtual goods for games, reputation scores, access to private networks, etc.

By the end of 2020, the total market value for **NFT crypto art was more than \$53 million dollars. NFTs are about %10 of the global market sales**. This allocations increases astronomically!

Crypto Art Total Sales by Marketplace in USD



Similar Startups and Companies

Duolingo



Duolingo is the nearest well-known competitor for Language Update. The company was founded in 2011 but started to work on the application in 2009. Duolingo is a freemium application. It attracts people with its simple UI and light gamification mechanics. It has been growing so fast recently. The vast majority of Duolingo's revenue comes from subscriptions. That revenue was followed by advertising incomes and the Duolingo English Test (DET), which represented 17% and 10% of its top line in 2020.

The company's revenue grew from \$70.8 million in 2019 to \$161.7 million in 2020, a 129% increase. **Lastly Duolingo raised \$200 million with a \$2.4 billion valuation. Duolingo has more than 500 million downloads and 40 million monthly active users.** Despite its growth and high volume, most of the users can barely speak the language. This is because Duolingo aims to help learners to "start" to learn, not to acquire the language considerably.

Busuu



Busuu offers a paid subscription membership to learn a language. It has a better-structured learning path and more advanced content than Duolingo. Native speakers rate and comment learner's practice which only takes place at the end of the section. The company was founded in 2008. Despite Busuu's advanced application over Duolingo, Busuu struggles to get the attention of new users and keep the registered users. **Busuu has 35 million users and 20 million downloads across iOS and Android.**

Axie Infinity



Axie Infinity is a leading game in the emerging **play-to-earn** movement, where players of blockchain games can earn yield in the form of tokens or other rewards. Those rewards can be used in-game, or they can be traded on an open market if the player chooses.

Although Axie Infinity is not an easy game to play, nor is it simple to cash out your in-game earnings, it is astronomically increasing number of users and value of its token. In mid-2020, it cost just **\$5 to buy a team of three Axies** – the Pokémon-inspired NFT pets whose owners battle them against other Axies for the chance to win SLP as their prize. Today, a decent team will set you back around **\$1,500**. Axie Infinity's value increased **+%3,000 in just 6 months** and has surpassed **\$1 billion less than 10 months!** Despite its extremely expensive entry prices, the application now **has more than 350.000 users. Axie's marketplace volume was more than \$250 million just for June 2021.**

Axie's biggest sources of traffic coming from Philippines, Indonesia and Venezuela, also emerging economies where homegrown jobs are lacking and relief from the crisis has been limited.



Decentraland



Decentraland is a decentralised 3D virtual reality platform powered by the Ethereum blockchain. Unlike Axie Infinity, **Decentraland is Free-To-Play**. It was opened to the public in February 2020. When Decentraland first launched in beta **in 2017**, developers sold virtual land parcels for **as little as \$20** following the 2020-2021 boom in NFT art, the most desirable **digital real estate in Decentraland** was selling for **more than \$100,000**.

In June 2021 **London-based auction house Sotheby's** created a digital replica of its New Bond Street headquarters as a virtual gallery in Decentraland to show digital art.

On June 18, 2021, New York-based digital real estate investment vehicle Republic Realm paid the equivalent of \$913,228 for 259 parcels of Decentraland that it plans to turn into a virtual shopping district named Metajuku, styled after the Tokyo shopping district Harajuku. **Decentraland's MANA token increased +%140.000 (150x) since its launch in 2018 and has \$1.2 billion market capitalization.**



Business Model

We have 2 types of business model. First model is the **freemium model** which is the **free to play** and **will not contain any ad**. There will be premium features and in-app purchases as extra items. **We will provide free language education from A to Z.**



The second model is the **token model** which is the **free-to-play** and **will not contain any ad** just like previous applications. **But unlike previous applications there will not be a premium membership or in-game items to sale.** Nearly the game assets included the cryptocurrency of the game will be produced by players via playing the game and practicing the language. These are **Play-To-Earn** and **Play-To-Create** mechanics. The company will generate revenue from asset transactions. Every digital asset produced in the Lingo Land will provide a reasonable percentage of commission(fee) to the company.

The tokens gained by initial asset sales will be burned automatically. Therefore **the company will not sale even the very first in-game assets.** The Company will rise fund by initial coin offering (Or by IDO/IEO).



Competition

Language Learning

- **Unlike ANY other platforms** charge-free and ad-free language learning forever.
- Social environment to have friends and being motivated to learn the language.
- Highly gamification on language learning will make learners to forget time!
- Game mechanics will create continuity which is the most important part of the language learning.
- Learners will earn money and maybe make cost of living while improving their language skills and learning a new language!
- We have much more tools to analyze learners acquisition status thanks to our various learning methods

Gaming Experience

- Massive multiplayer open world **on blockchain with VR available**.
- **Evolutionary Mechanisms:** Player will research new technologies collectively and discover new game styles by the time.
- **Having different cultural environment** with each city like Berlin, Tokyo, Moscow, etc.
- **NFTs: Game assets will have their ownership records and other special records.** So that if a legendary player breaks a mind-blowing record with his/her sword, this information will be stored with the item forever. So that player can turn a “normal sword” into “Legend’s Sword” and **sell it in astronomic numbers or preserve!**
- **Play-To-Earn:** Gamers will earn money while playing and competing against each other or against robots.
- **Generating passive income** by renting valuable game assets like lands, properties, etc.
- **Making profit:** Players who own an item with a low price can make astronomical amount of profit when the demand for that item goes high!

DeFi and Blockchain

- **Free to participate** and play/use
- **No wallet required!** Even 5 years-old can play!
- **Zero transaction fee** option with Off-Chain transactions
- **Besides being an NFT game**, Lingo Land is **a real-life use case** with Language Learning orientation. **Meets real-life needs** and helps people to improve their language skills.
- **No Hard Cap:** Preventing pricing go absurd prices in the future.
- **More Stable Item Prices:** We have evolutionary mechanisms to prevent prices of in-game items go astronomically high prices. Therefore, new players will have a chance to have most items.

- **Evolutionary Mechanisms:** Unlike most of the NFT/Blockchain games, almost all of the game assets will not be present at the beginning. People of Lingo Land need to invest their token holdings to new technologies to create game assets. There will be evolutionary mechanisms that will limit the speed of progress and increase variety of the current items. More time and more community support will be need to make progress by the time.
- **Evolutionary Mechanisms:** Again unlike almost all NFT games, people of Lingo Land don't have to spend a single penny for an item! Because they can build their own!
- **Universities:** Instead of just stake money and make money out of it which sounds uncivilized, we have universities where people can invest their money into new technologies and researches. People who participated to fund research on a certain technology will get a research fee every time that technology is used. This will provide lifetime increasing income as a reward for supporting innovation and civilization.

Technology

Blockchain

Lingo Land's cryptocurrency will be a Token based on Ethereum or Matic Network. The protocol we will use is ERC20. There won't be any hard cap and every year maximum 5 million of token could be minted by playing games and improving language skills.

Use Cases

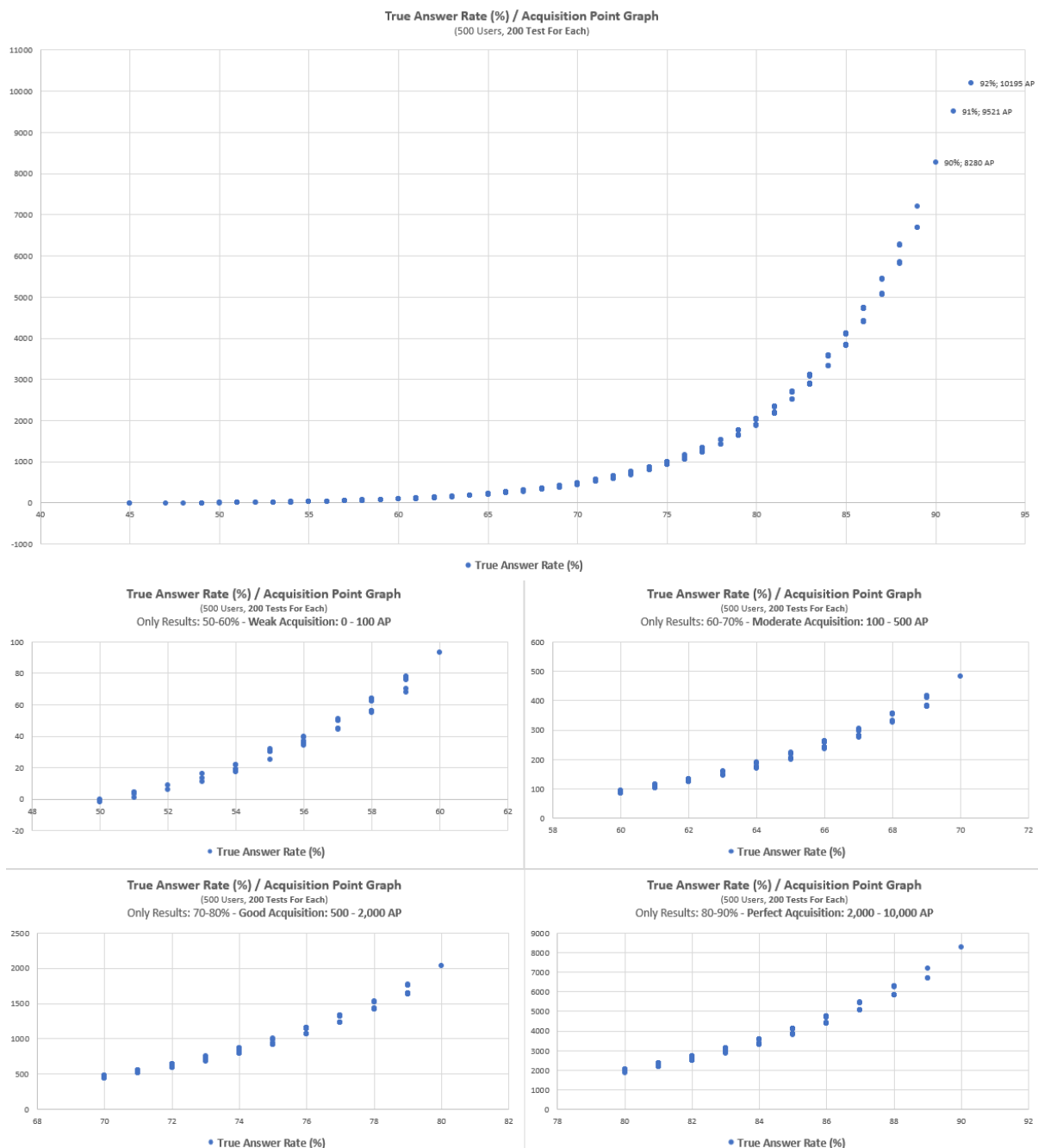
- ❖ All the game assets will be able to trade with the game's own token.
- ❖ People can send their tokens to their friends and family, spend them or exchange them to make cost of living.
- ❖ People can buy, sell or rent assets with the token.
- ❖ Token holders can invest in new technologies and make profit as the invested technology is being used.
- ❖ Token will be minted by players via games.

Learning Technologies

One of the biggest problems with traditional language learning applications is that system can not analyze the level of language acquisition of the learner. Additionally, traditional language learning apps build for learning English and other language that uses Latin alphabet.

Here are the technologies we will develop to provide the best learning experience for the learner.

- ❖ Language Sensitivity: There will be a very flexible content types which will be able to modify and easily adapted for a specific language as needed.
- ❖ The System will detect why the learner gave the wrong answer. Which part of the given question learner did wrong? Contents and contents' analysis will be highly flexible.
- ❖ We will detect which words, phrases, or any contents that learners confuse with each other.
- ❖ Interest Area: We will provide personalized content as much as possible according to the learner's interest area.
- ❖ Acquisition Point: We will calculate and categorize the content by constantly analyze and test users acquisition status about that content. You can find data from our simulations which done by our algorithms.



Evolutionary Mechanisms

Lingo Land will be a world which start right from the beginning like big bang! Every game asset will be created by players via games. People of Lingo Land will collect materials/elements via games and will perform crafting process to have an item. Therefore, no body need to pay anything for an item. They can make their own items as well!

There will be very basic elements at the beginning of Lingo Land. People will collect elements via games to create first materials. With those materials they can able to build first items. Elements and materials will be Fungible Tokens but the items which built with them will be Non-Fungible Tokens.

In order to make more advanced items, people need to research relevant technology. To do that, they need to create first scripts and then libraries to store knowledge. These very first structures will be only made by materials and collective work. After the building the first library, people just need to invest their tokens to research new technologies. Players will you Play-To-Earn mechanisms to mint tokens and invest them into new technologies or do what ever they want to do with them!

Economics of Lingo Land

There will be 4 main parts of the economics in the Lingo Land. There are P2E, P2C, Researches and DeFi mechanisms.

Lingo Universe is a universe where the language skills are the true power and driving mechanisms towards more civilized society. Therefore, playing games, fighting for the language and improving language skills will be rewarded by P2E and P2C mechanisms.

Play-To-Earn (P2E) Mechanisms

The only way to mint game tokens is to protect the mainland and fighting for the language. There will be invader aliens which tries to take over the Lingo Land and use its resources for themselves. We need to research and investigate who they are where they come from. Only thing we can do now protect our lands.

After every successful battle players will have opponents' treasury! According to our intelligence services' information, invader robots bring 5 million token every year in Lingo Land. As much as players make progress towards them, they will find higher and higher treasury!

Play-To-Create (P2C) Mechanisms

It doesn't matter how much tokens you have if there no one selling items in the market. Some people mint tokens via battling and some people create items via games held in mainland. There will be natural balance between mainland activities and outland activities.

When the demand for items goes high, people will turn to mainland activities and create items to sell or use.

Universities and Researches

In order to crate more advanced and variety of items, people need to research new technologies and sometimes combine them. Only way to research new technologies (expect year 0) to invest innovation in universities and libraries in the game.

When a player invest in a technology that is completed they gain research fee every time that technology is being used. There is no time limit to get the fee. So that players can make money as long as that technology is being used.

The research fees accumulate in that specific tech's pool and are distributed weekly according to participant's share to get that technology to be researched. This is the staking mechanism of the Lingo Land.

DeFi Components

There are DeFi components can be used thanks to blockchain technology. These components are staking, NFT collateral and NFT renting.

We already explained above how the staking mechanism works via Universities and Researches. This is the only staking mechanism Lingo Land has and also beneficiary for the ones that don't have many tokens to stake.

NFT collateral is a system that benefits scarcity and history being made with the asset itself. If you have an item in the very early days of the game or you have an item that is quite rare, then you can save it and sell it later when there is more demand. On the other hand, if that item/asset can be used by the player and if the player breaks records with that item. That item becomes a legendary item by the time. The owner's information and its significant records/medals will be carried with the item forever. The owner of the item can sell it at an enormous price or keep it as a piece of history!

NFT renting mechanism works just like how renting and flat or a car in the real world. Players can rent their assets if the asset is a rentable asset. They can set the price and the time period of renting. After the time completes, the asset returns to the owner. With this mechanism people who want to have a store but can not afford any land to buy can rent it as land, or as an already built property like stores, restaurants, clubs, museums, art galleries, etc. Anyone who own or rent an restaurant can set its entry prices, menu prices, etc. Players will have full control of their assets and their world.

Token Distribution Plan

Initial token distribution plan is shown below. After game is released there will be maximum 5 million tokens to be minted each year by players.

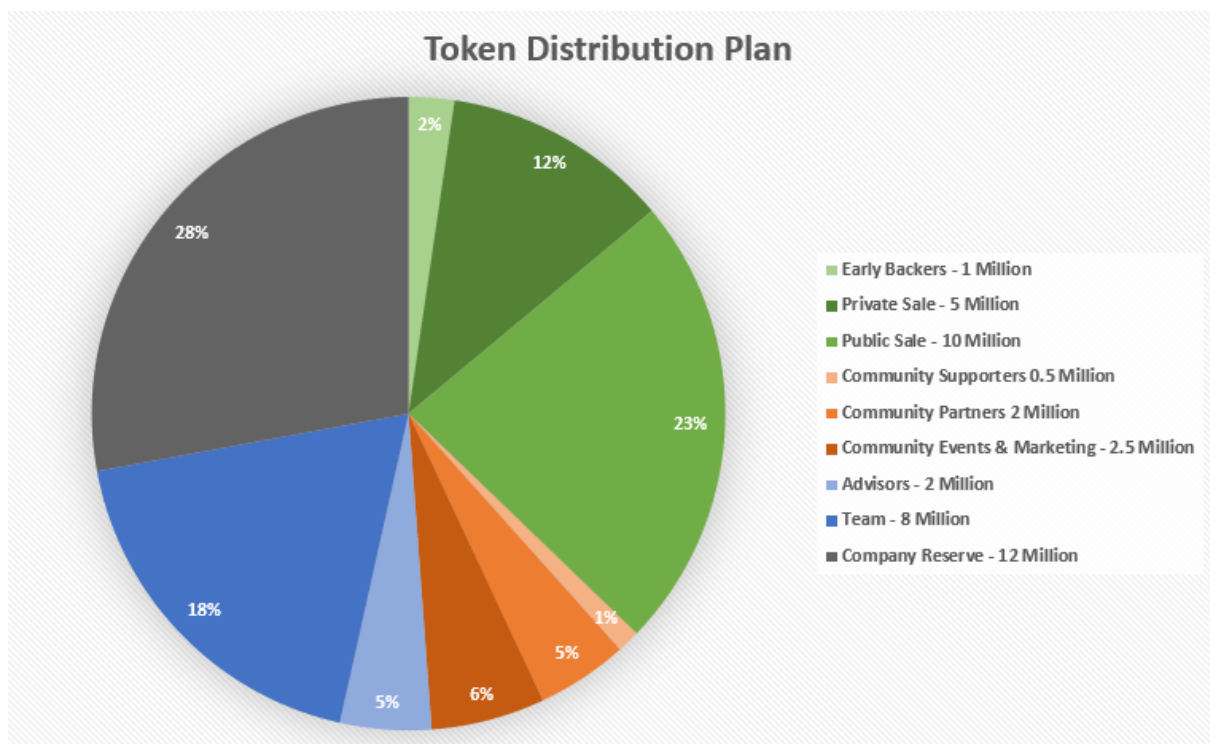
Token sale - %37

Distribution to community - % 12

Advisors - %5

Team - %18

Company Reserve - %28



Governance

Owning the token enables a player to participate in the governance process through a decentralized organization, with proposals and voting structures. There are issues related to the platform operations and development that could be decided based on the preference of the token holders.

Roadmap

2021 Q1

- ✓ Game design
- ✓ Algorithm design

2021 Q2

- ✓ Building first MVP of Japanese Warrior
- ✓ Blockchain design for the Lingo Land

2021 Q3

- Releasing Japanese Warrior v0.7 (Beta)
- Building first MVP of Lingo Street

2021 Q4

- Adding 2 mini games to Lingo Street
- Adding Japanese N5-N4 lectures to Lingo Street
- Releasing Lingo Street v0.x (Beta)

This was the Language Update. Help us to build Lingo Universe together! This is Lingo Universe, this is your universe! Follow us and be aware of updates, benefit community rewards!

<https://languageupdate.tech>

