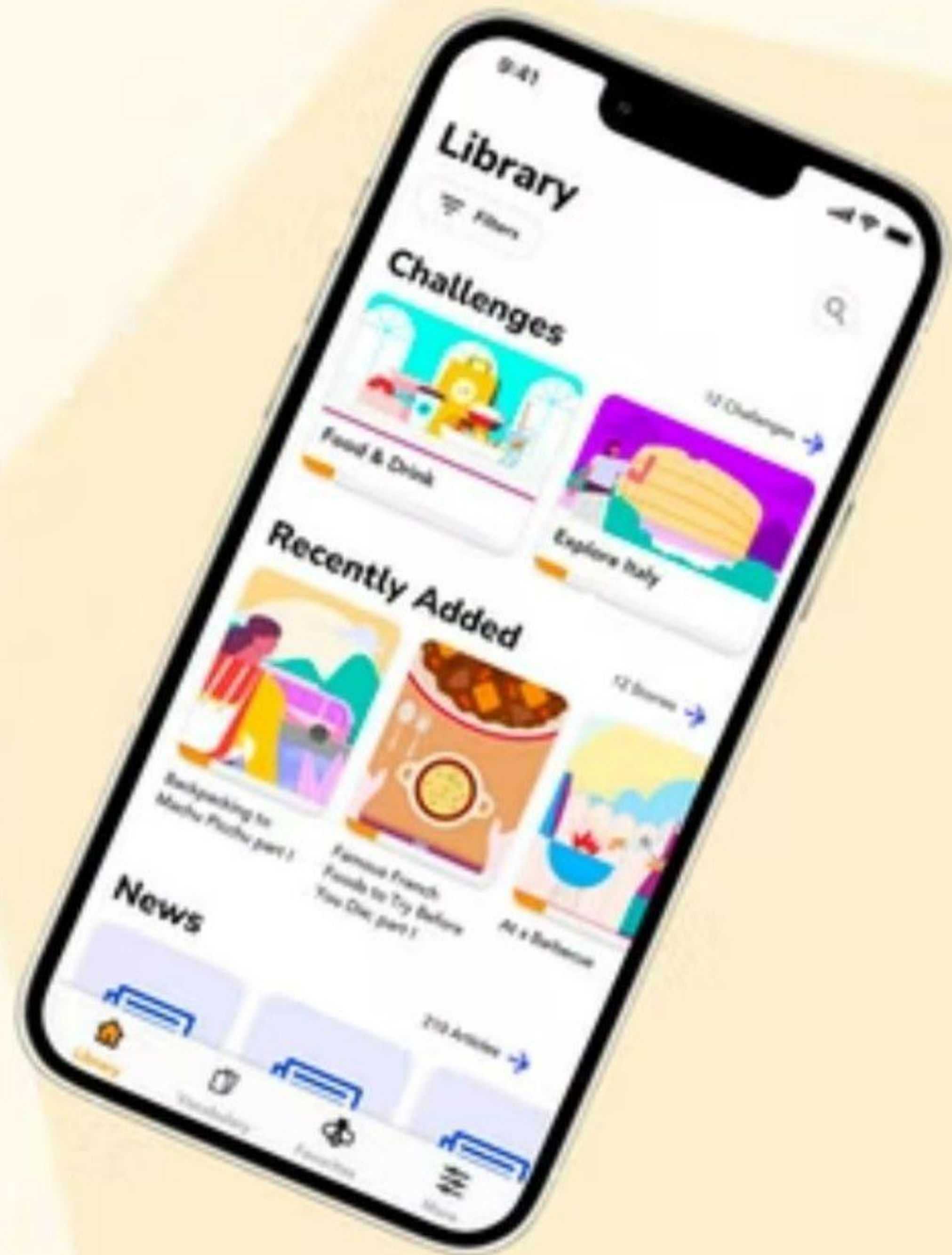




Beelinguapp

Bilingual Audio Books & Music



PROBLEM FOR LANGUAGE LEARNERS

Apps that mimic classroom learning are boring

Require **building new habits**

Limited support for **intermediate and advanced** learners

Awkward, **out-of-context** exercises



Subject Passive verb The actor

Our Turkey **was eaten** **by the dog.**

SOLUTION

Beelinguapp builds on existing reading and listening habits

- **Read and listen** in 2 languages side-by-side
- Build on **existing habits** of media consumption
- Narration and translation by **native speakers**
- **Build vocabulary** and practice grammar in context



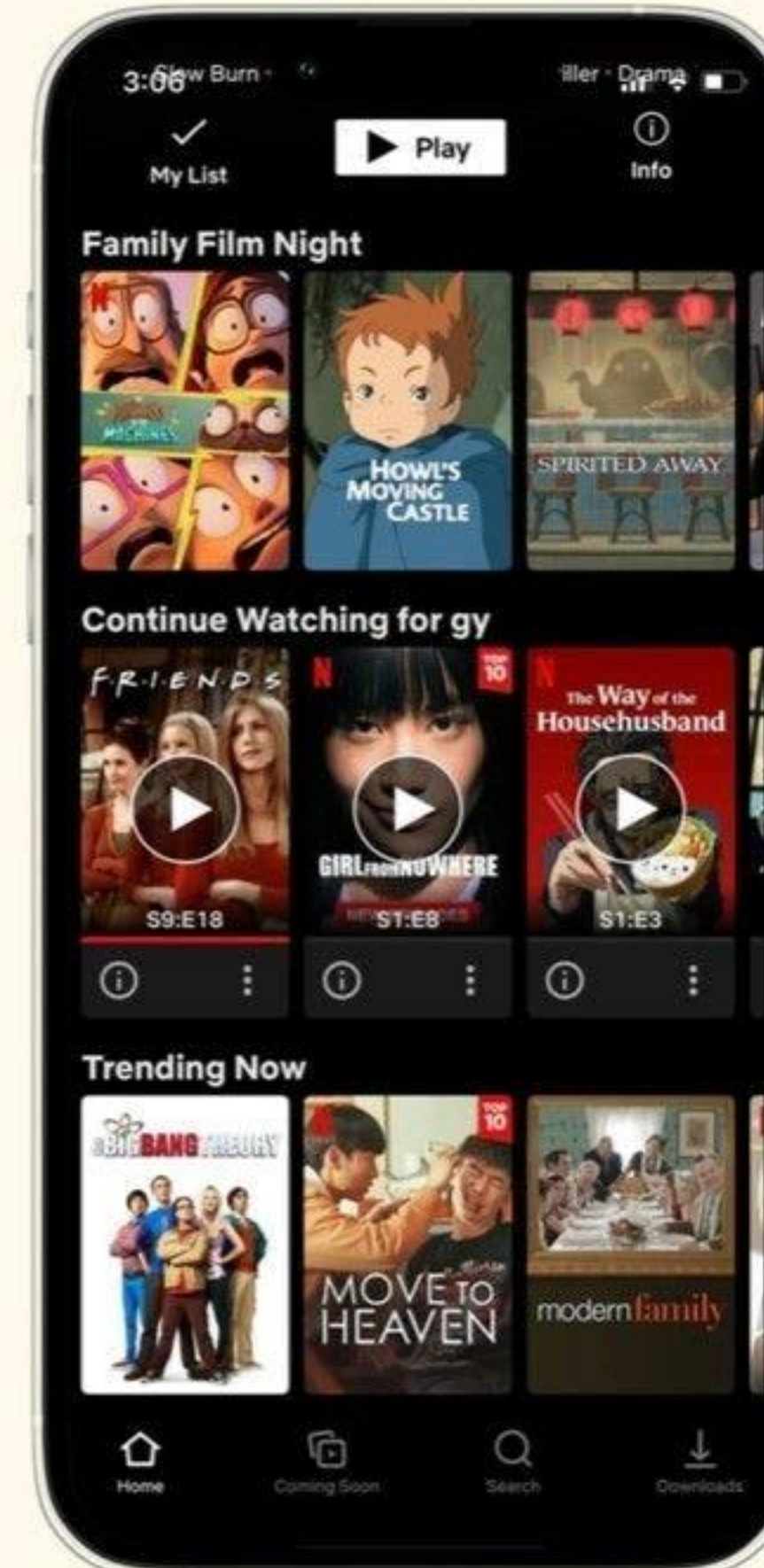
Language learning meets content

Learn like Babbel or Duolingo using **content** like Audible, Blinkist or Netflix

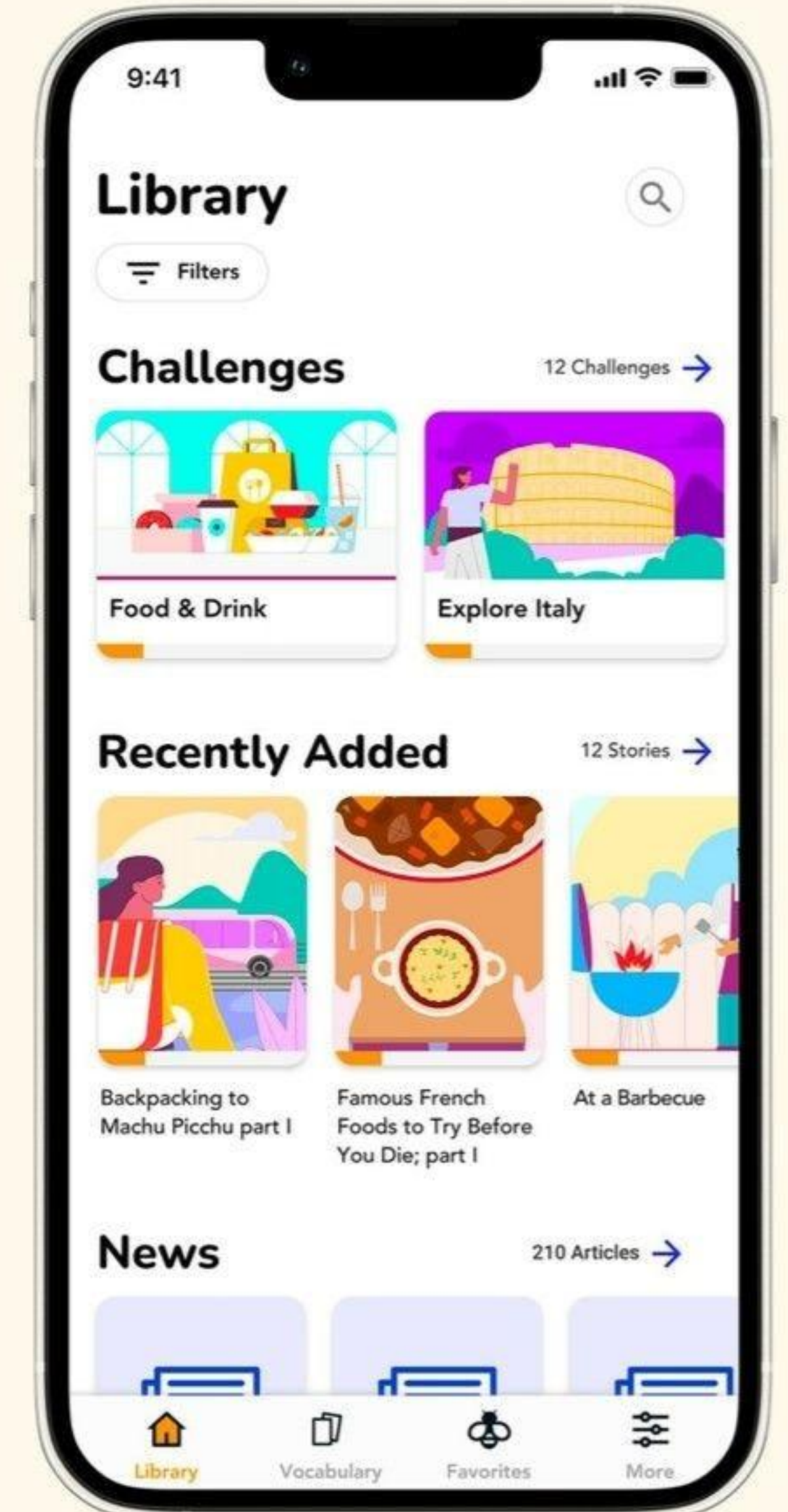
Users browse our catalog, read and listen to stories and songs and **learn naturally**



Blinkist



Netflix



Beelinguapp

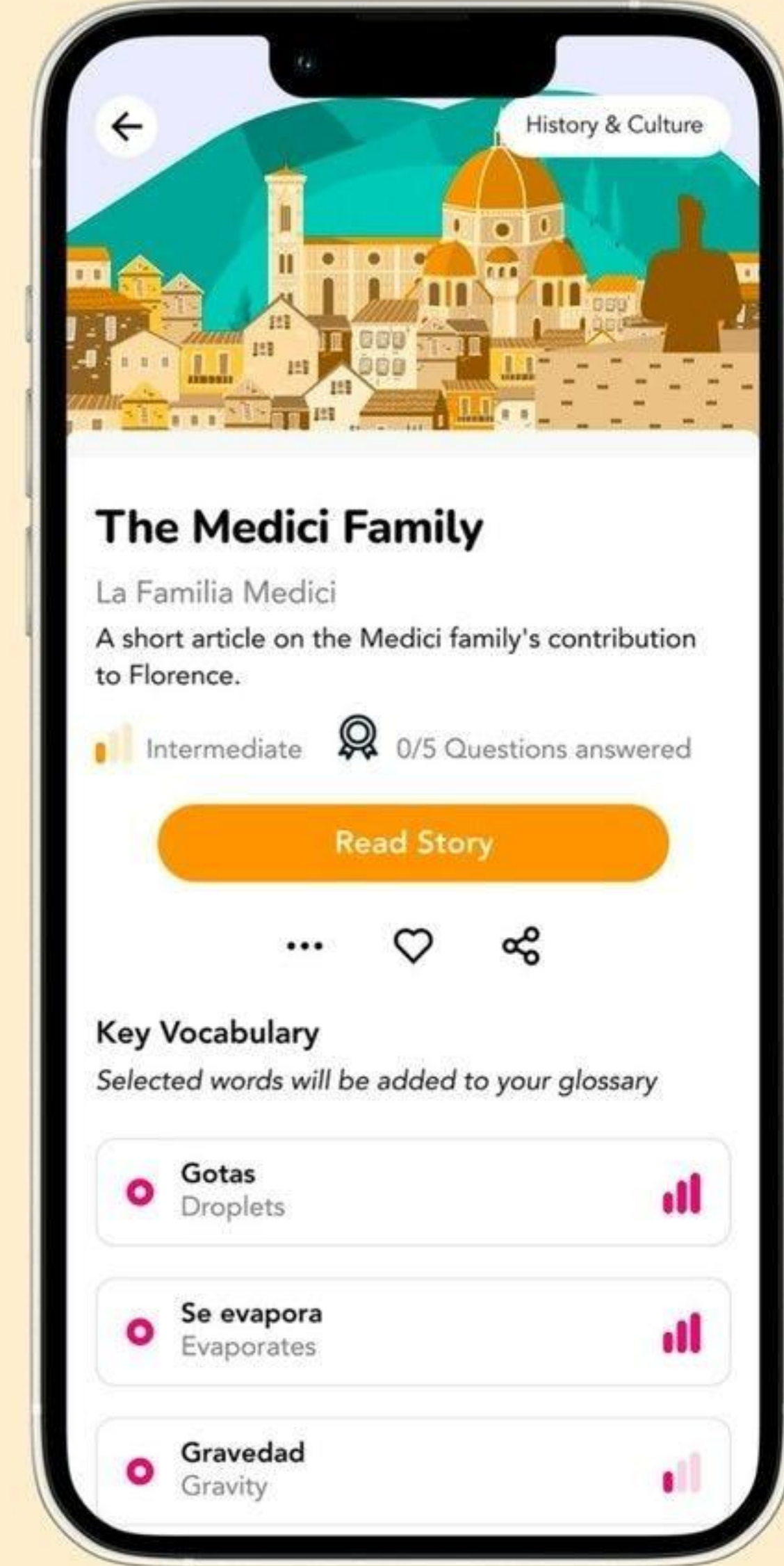
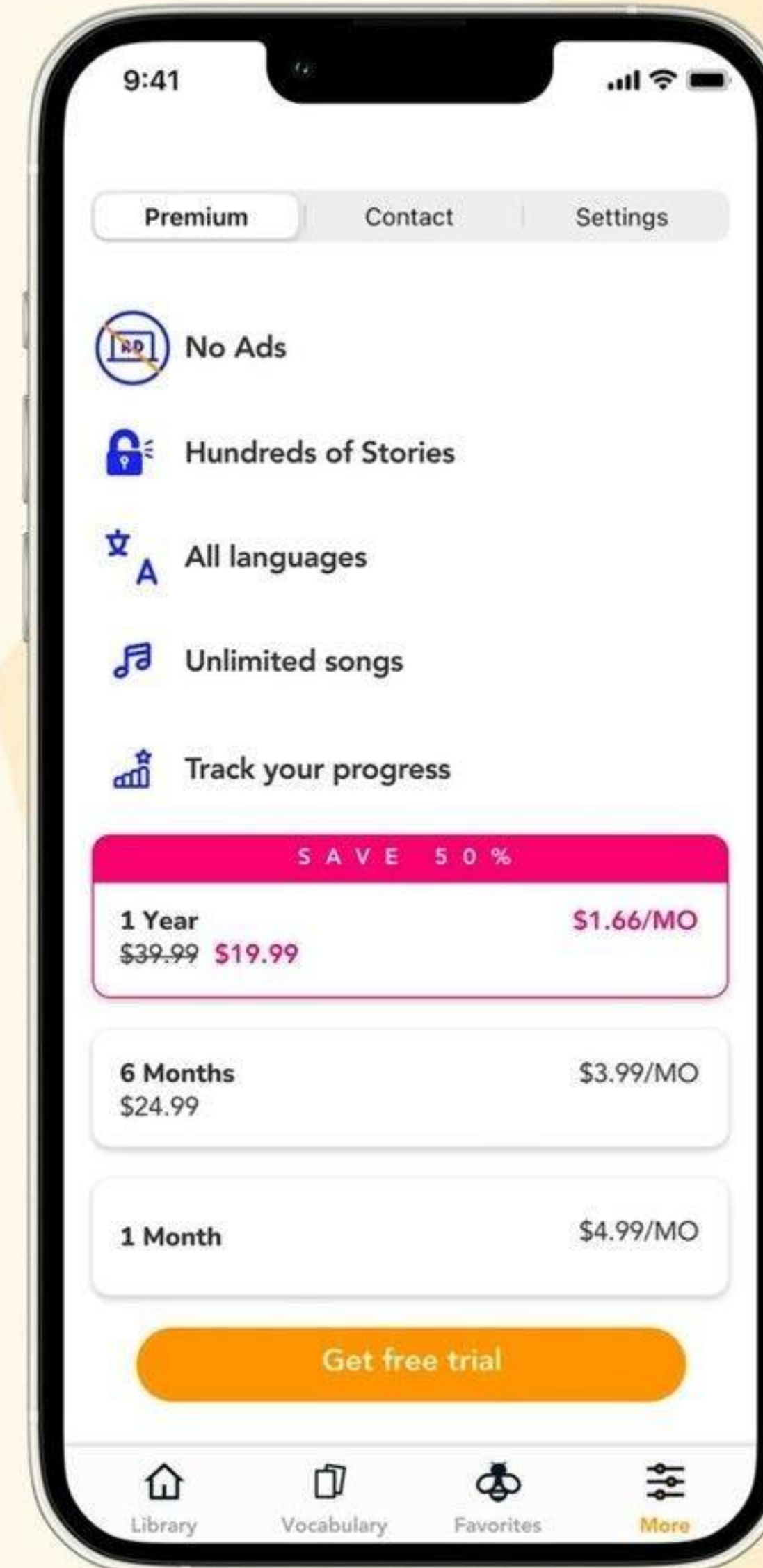
BUSINESS MODEL

Freemium subscription model

Free access to limited content,
with ads

Premium access unlocks:

- Access to all stories, songs and news
- Learn any of our 14 languages
- Practice vocabulary with flashcards
- Use the app ad-free





TEAM

Built by Google and Meetup alums

techstars_



David Montiel, Founder and CEO

- Engineer at Google, eBay, LinkedIn
- Trilingual former language teacher
- Built Beelinguapp as a side project in 2017



Eva Drago, Co-Founder and CPO

- Product at Meetup, Techstars, Bond Street
- Forbes Next 1000, 2021
- Cornell University Alumni



Anja Broich, Customer Manager

- 7+ years experience in multi language customer service
- Fluent in German, Italian, Spanish, English & French



Other team members

- 7 engineers
- Designer
- Product owner
- Content creator
- Translation agency



ADVISORS



Adrian Hilti

- Co-Founder at Busuu
- Co-Founder at Red or Blue Labs
- Accredited Start Up Coach



Jag Singh

- Former Techstars Managing Director
- Techstars MD when Beelinguapp took part in the Accelerator
- Angel investor in early-stage tech startups across Europe
- Partner at Angel Invest Ventures



Paul Heimann

- CEO of eBay Kleinanzeigen
- David's ex-Boss at eBay Kleinanzeigen
- Beelinguapp Advisor since its conception



Arthur Maas

- Former CTO of Delivery Hero UK
- Current product and engineering Leader @ DrSmile
- Beelinguapp Advisor since Techstars

INVESTORS





Users love Beelinguapp

Product Market Fit Study:
85% of users would be disappointed if Beelinguapp didn't exist



"Get this app! **Any language you are practicing is easier with Beelinguapp.**

... It not only improves your reading comprehension, it improves your comprehension in general."



"I have been looking for new ways to continue practicing French and love learning while I read the stories. This is the **perfect companion** to helping me stay fresh in French!"



"The combination of the dual language texts side by side and the clearly, understandably narrated stories and essays are **unparalleled!** I love a **daily reading session.**



"Trying to learn Russian to communicate with my boyfriend's family. ... You can take only **30 minutes out of your day** to study on the app and will **notice results very soon.**"



How we did it

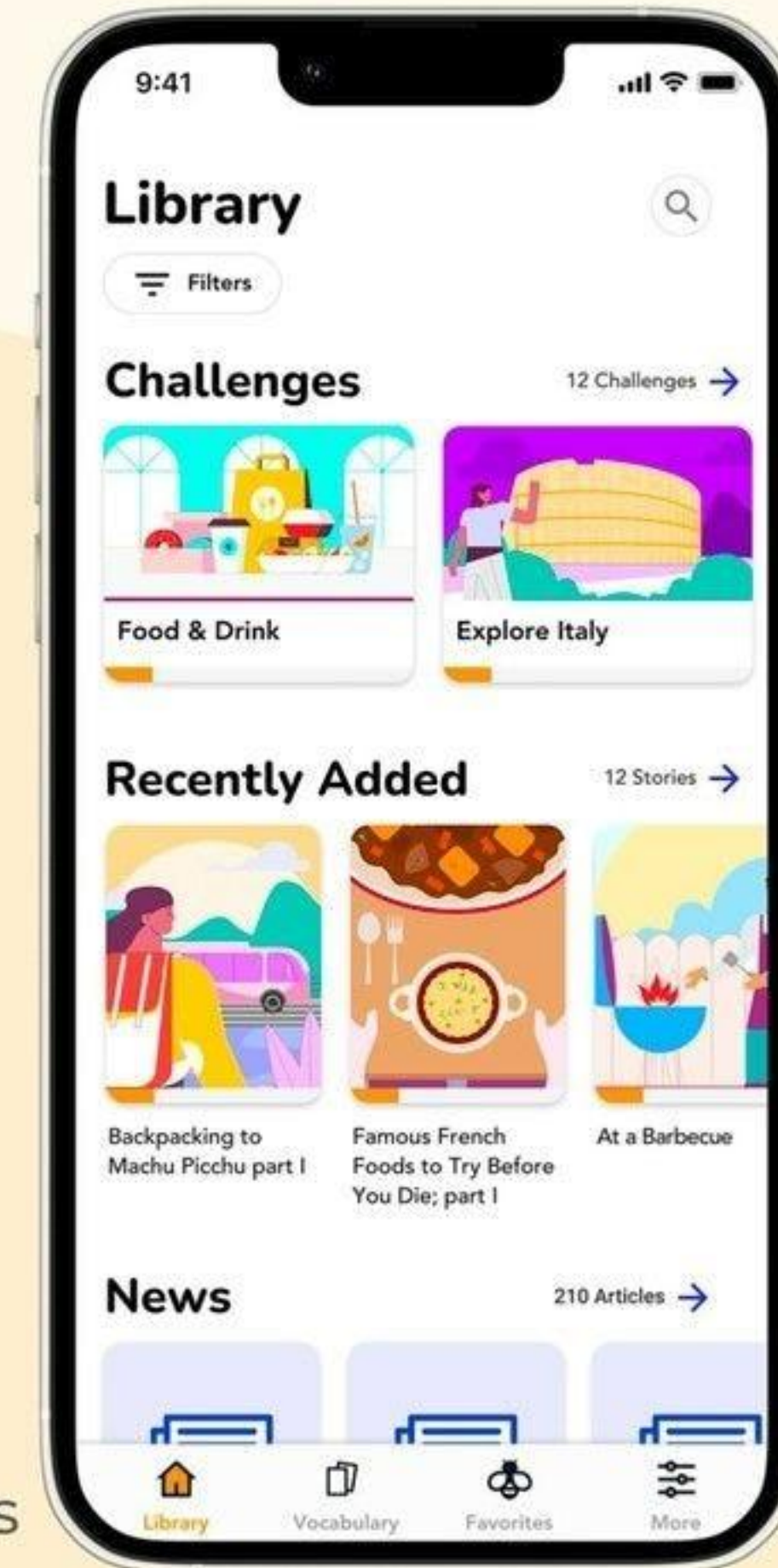
150+
experiments

2020

2022

- <150 pieces of content
- Mostly fairytales and music

- 800+ pieces of content
- Stories focused on culture, science & tech, classics
- Daily news articles
- Flexible learning paths
- Profile to track progress
- Activity streak notifications
- Upgraded flashcards
- Upgraded reading view





A growing company in a growing market

Holon IQ

Research Platform Summit Newsletter About

\$60B D2C language learning market to double by 2025, led by digital delivering 3X growth.

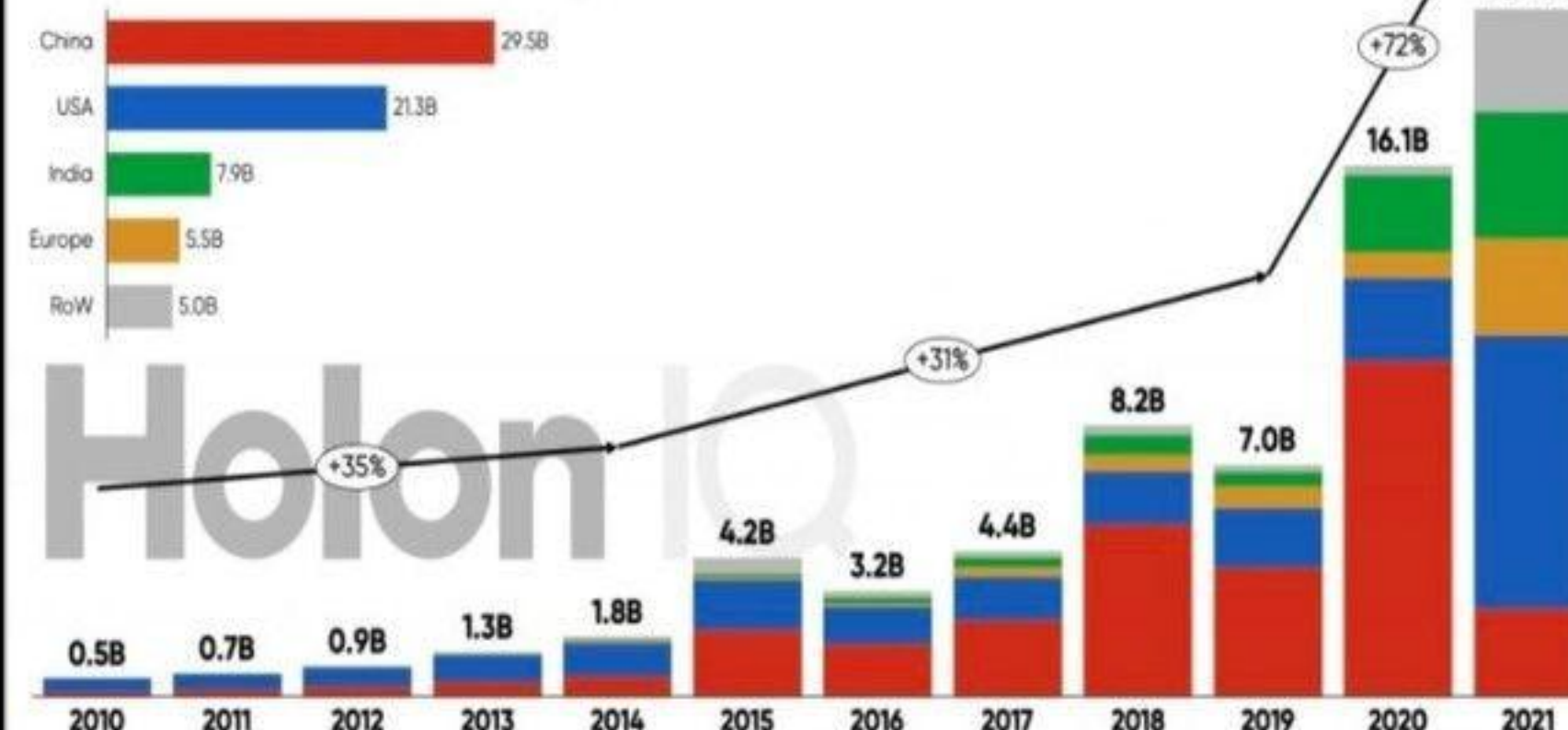
The Global Direct-to-Consumer (D2C) Language Learning market will nearly double by 2025, reaching \$115B and led by digital, delivering 3X growth in just five years.

HOLONIQ GLOBAL IMPACT INTELLIGENCE

Holon IQ

\$20.8B of EdTech Venture Funding for 2021, 3x pre-pandemic levels. Massive US and EU surge covering an \$8B China EdTech VC collapse.

Global Education Venture Capital Funding, 2010-2021 in USD Billions





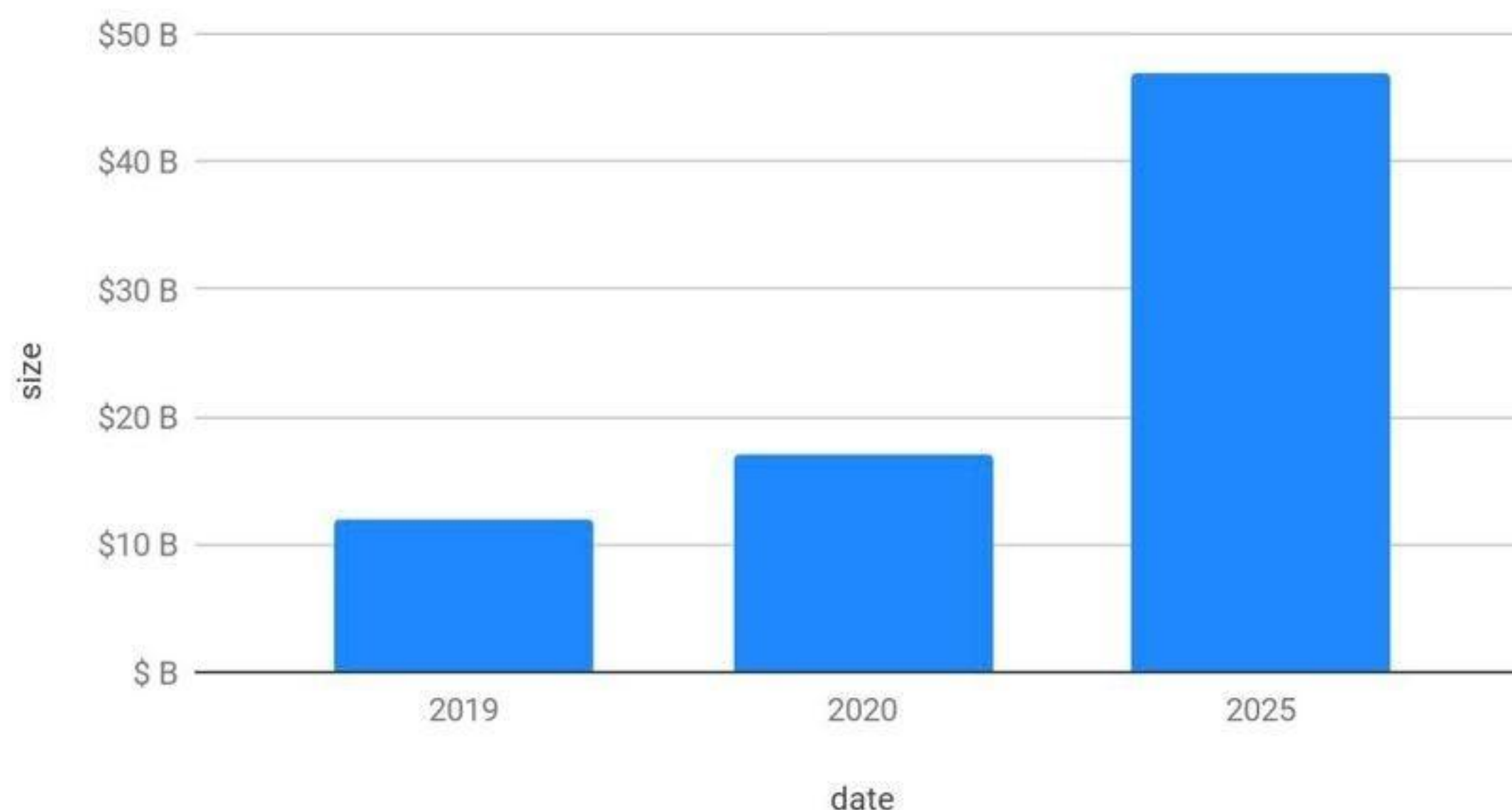
A growing company in a growing market

Online language learning is the **fastest-growing market within EdTech**, projected to grow from \$12 billion in 2019 to \$47 billion in 2025.

The total population of language learners worldwide is roughly **1.8 billion**

1 in 4 people on earth are active language learners

Digital Language Learning (USD)

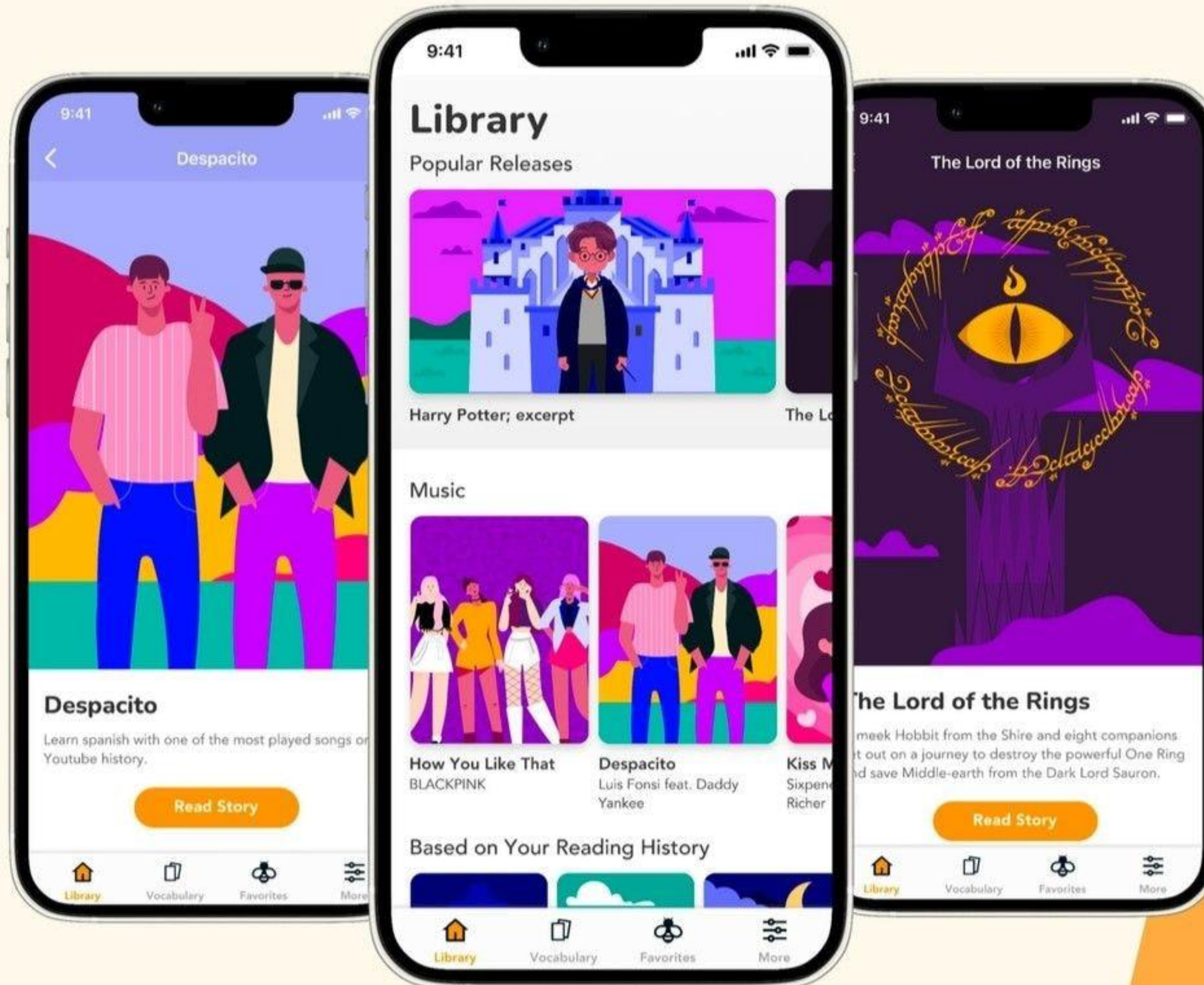




BEELINGUAPP

OUR VISION

Customers are eager for their favorite copyrighted content



- Content distribution deals
- News from major outlets (CNN, Al Jazeera, etc.)
- Video and podcasts
- Professional audio recordings



धन्यवाद! Obrigado! Спасибо!
Teşekkürler! شكرا

谢谢 ! Thanks! Danke! Gracias!
Merci! धन्यवाद! Obrigado! Спасибо!
Teşekkürler! شكرا

धन्यवाद! Obrigado! Спасибо!
Teşekkürler! شكرا

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