AniLingo

LEARN JAPANESE THROUGH AN ANIME STYLE TUTOR

Problem Statement ⚠️

Despite growing global interest in learning Japanese, with **60.1% of learners motivated by anime, manga, J-pop, fashion, and more** (The Japan Foundation, 2021), **retention rates** for language learning apps **plummet to just 2% by day 30** — the lowest across all app sectors (Business of Apps, 2025).

Industry Pain Points

- **Engagement Gap:** Boring traditional drills can not match the excite of anime content
- **Lack of Personalisation:** Inability to address individual questions or learning style
- **Impractical Learning:** Apps do not teach useful, real-life, situation-appropriate speech

One solution might be **hiring a professional tutor**, but it is often **too expensive**.

Our Solution: AniLingo 💡

AniLingo is a **customizable AI-powered anime tutor**, available on both web and mobile app. Using **interactive Live2D avatars**, it teaches contextual Japanese via personalized, practical scenarios, offering a **more engaging and tailored experience** than typical language apps for **anime-inspired learners**.

Emotionally responsive anime avatars
Customize your tutor's personality (e.g. Tsundere, Kuudere, Genki) and build a dynamic relationship as they react with emotions.

Immersive scenario-based conversations
Practice real-life interactions like ordering ramen, navigating the train, and meeting friends.

Personalized learning
Customized to your goals, whether for travel, anime comprehension, or everyday conversations.

Business Value Creation

Factors Driving Usage & Market Growth

- **Engaging, gamified learning experience** inspired by Duolingo, enriched with **interactive, anime-style characters** for deeper user immersion.
- Leverages **anime's global popularity** for an engaged fanbase and cultural appeal.
- **Personalized, practical learning** tailored to individual user preferences.

Revenue Potential

- **Free tier** with basic AI tutor; **premium** unlocks unlimited voice responses.
- **Anime collaborations**, exclusive **special events** and a higher degree of customizable features.

See AniLingo in Action! 📺

SCAN TTHTE QR CODE!!!

References

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