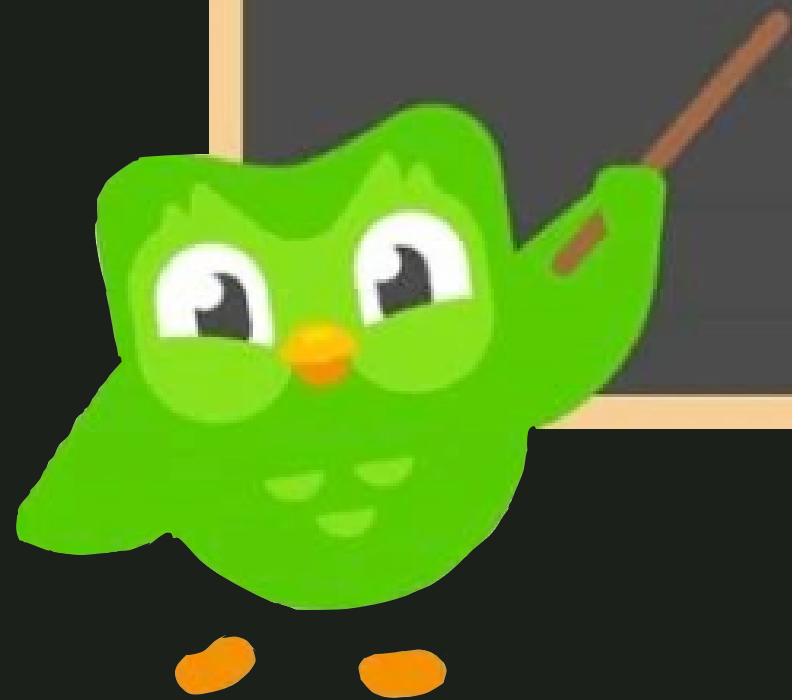
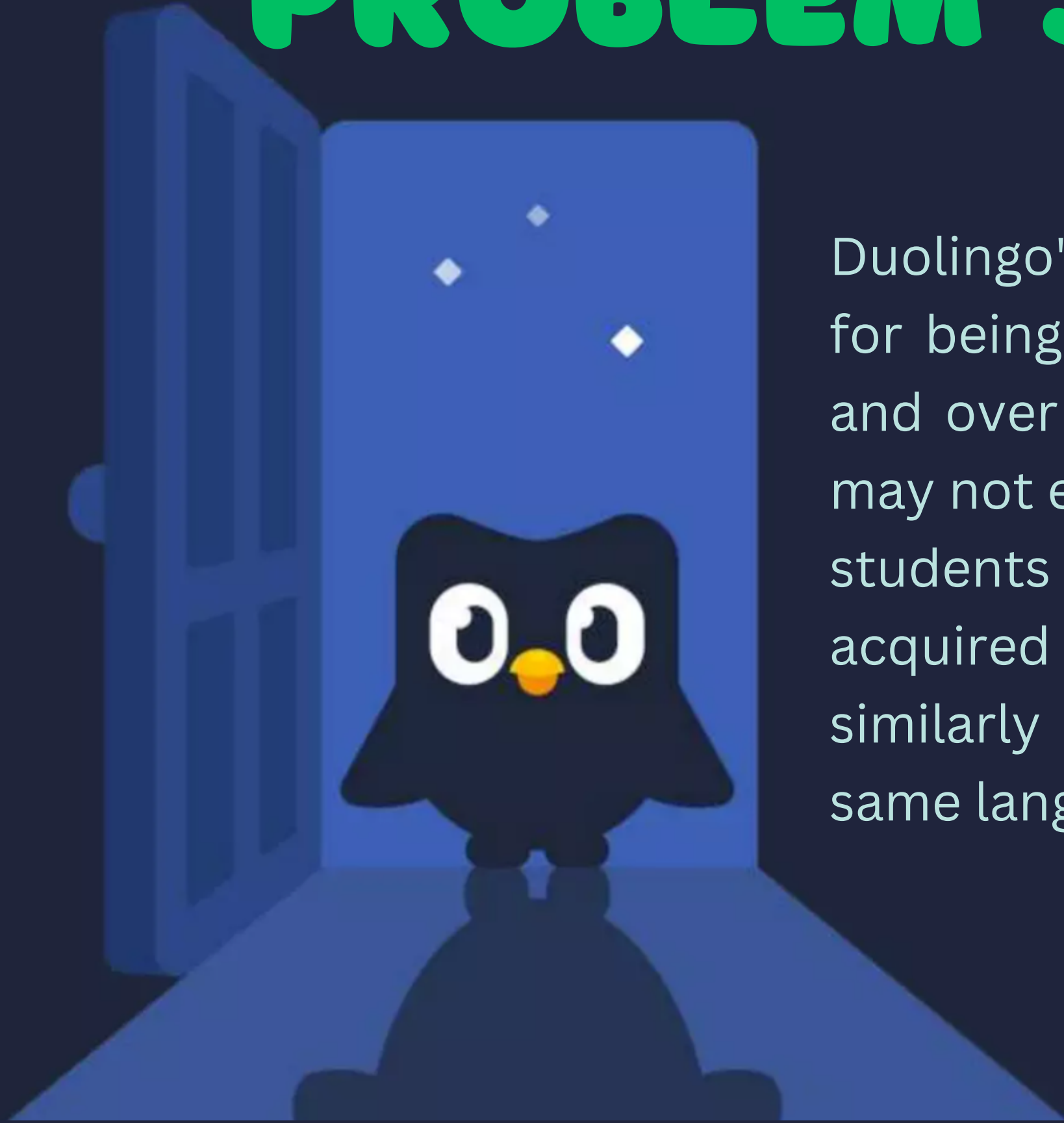


DUOLINGO



PROBLEM STATEMENT



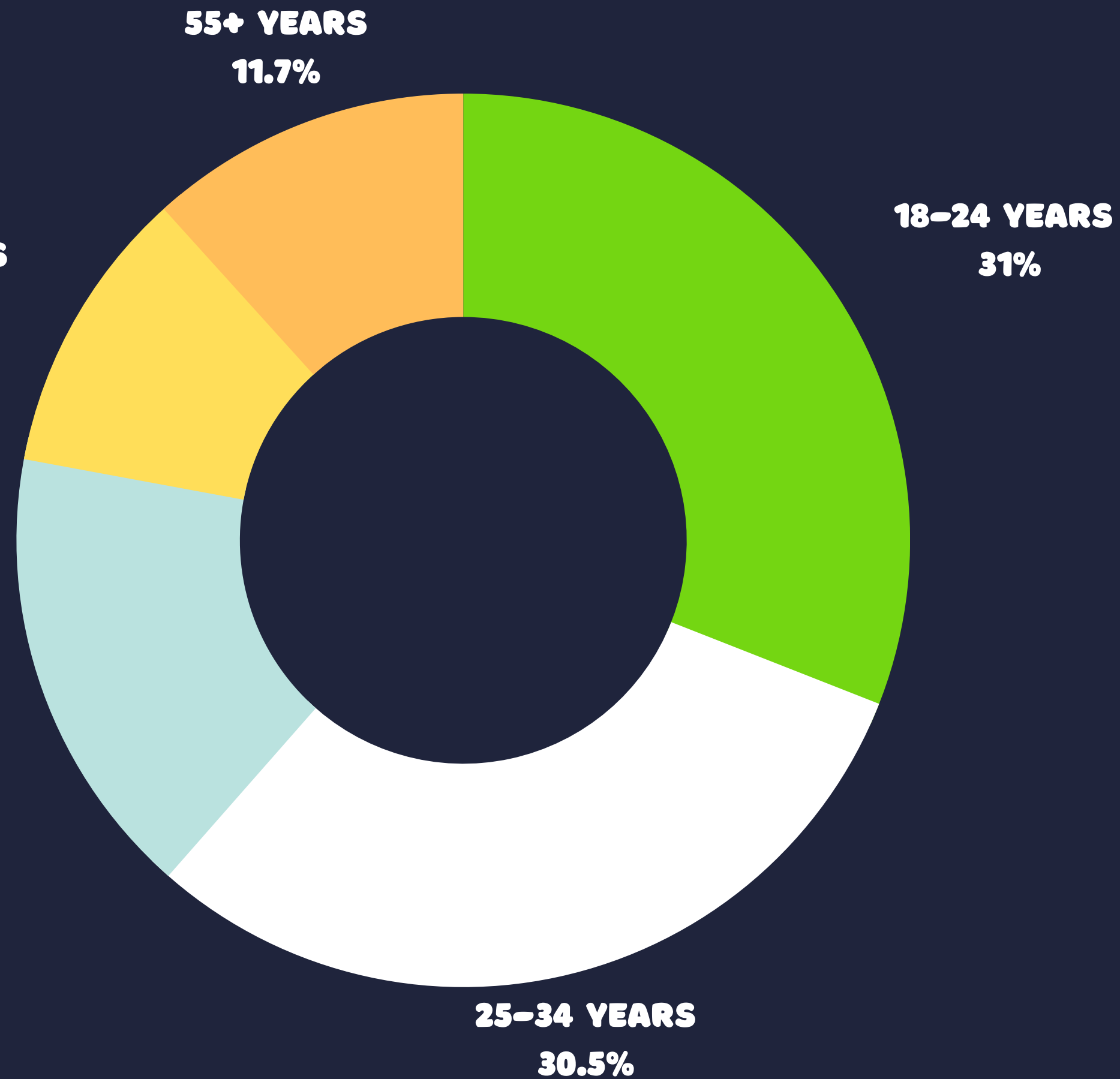
Duolingo's current learning approach is often criticized for being too robotic and doing the same things over and over again. The skills gained through this method may not easily transfer to real-life situations. Moreover, students lack opportunities to apply their newly acquired language skills unless they happen to have a similarly motivated friend interested in learning the same language.

VISION



To design and implement a feature that fosters an inclusive and supportive language learning community, allowing users to share experiences, practice conversational skills, and exchange cultural insights

USER BASE



Total Registered Users
575+ Million

Total Registered Users
in US
150 Million

Power users - 18-24 years old

Core users - 24-34 years old

Casual users - 34+ years old

USER SEGMENTS



Students



Working Professionals



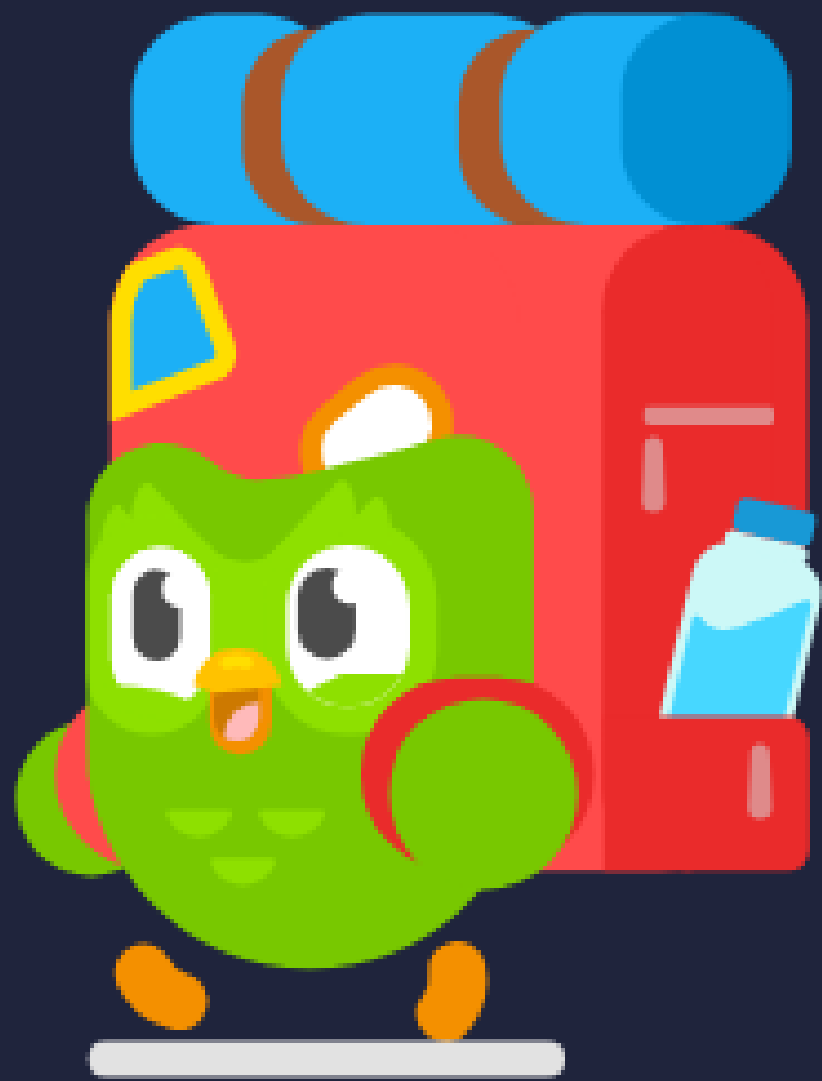
Immigrants

PAIN POINTS

- Lack of motivation.
- Forgetting old words and structures after making progress.
- Limited conversational practice.
- Not confident enough to speak with a native or an experienced speaker.
- The sentence structure is more formal compared to how people actually talk in real-life conversations.

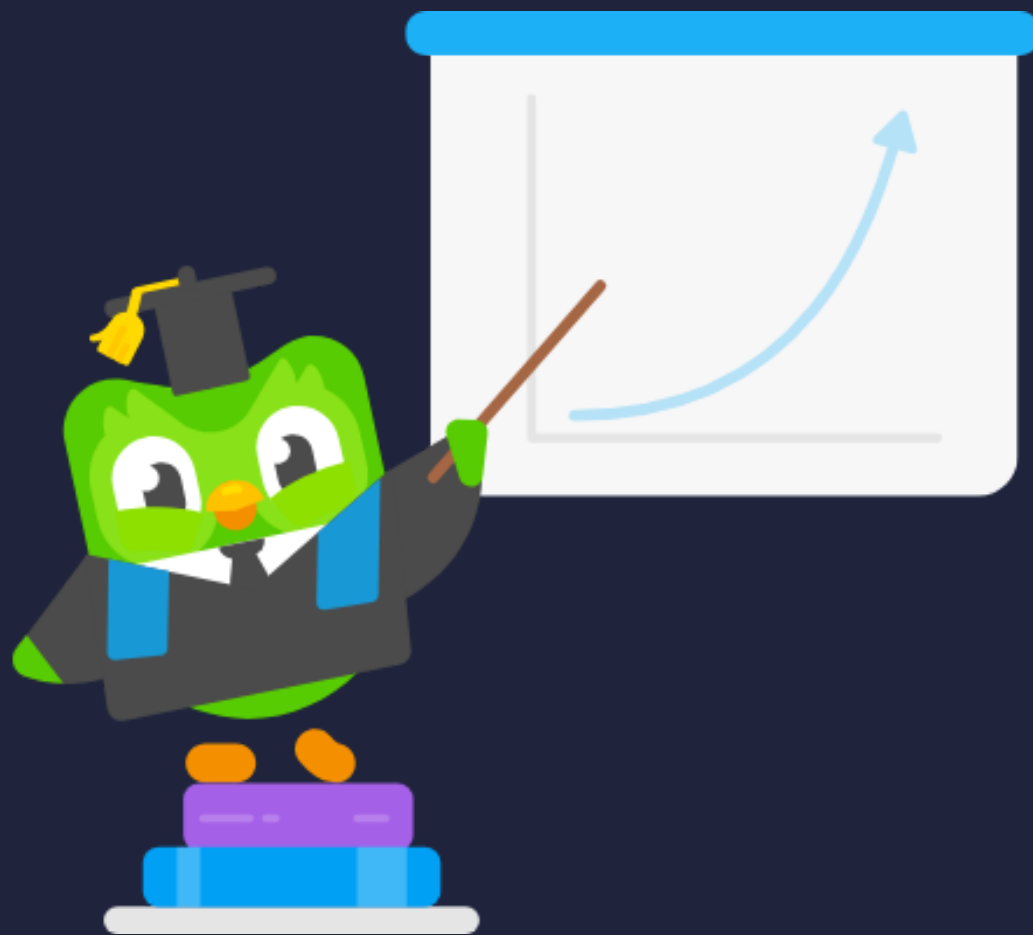


ASSUMPTIONS ABOUT THE USERS



- Considering that the users have one language in common.
- Target users use the app at least 15 minutes a day.
- Some basic understanding of language.
- Target users are social and highly interactive.

MARKET SIZING



TAM

\$120.5 Bn

Total Available Market

SAM

\$12 Bn

Serviceable
Available Market

SOM

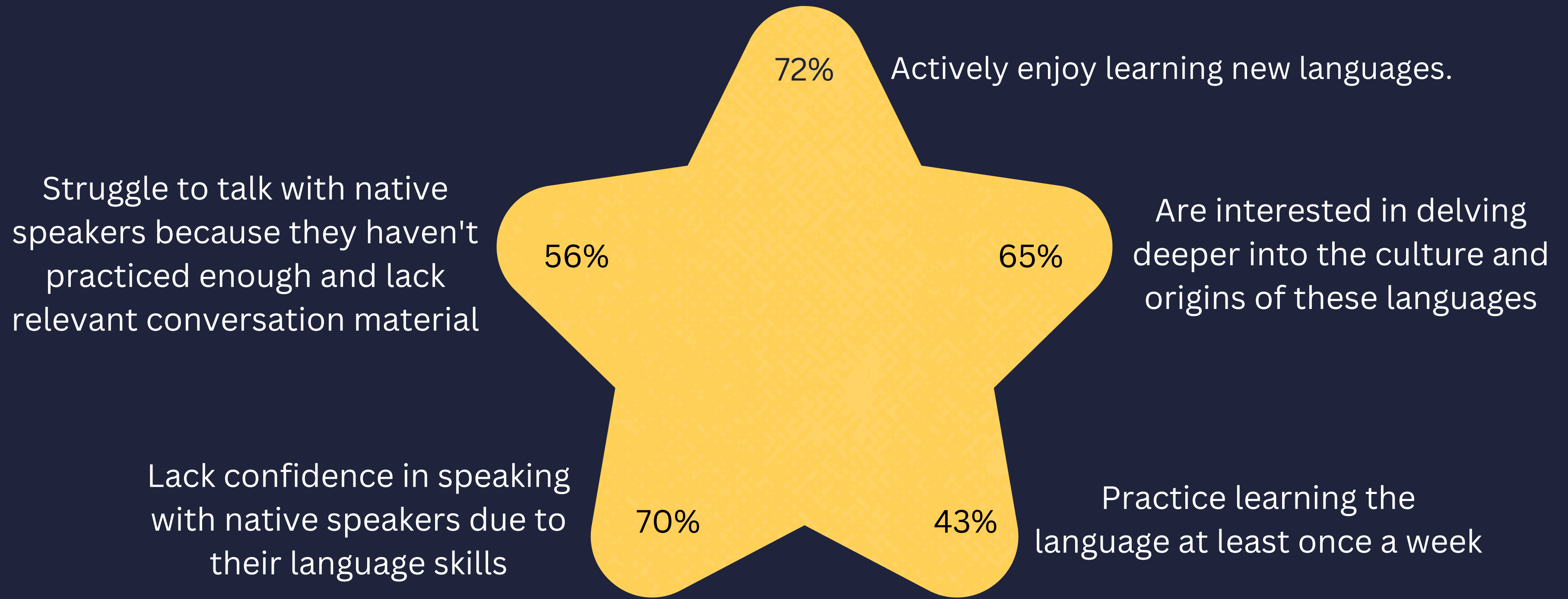
\$96 Mn

Serviceable
Obtainable Market

COMPETITOR ANALYSIS

Product/features	Babble	Rosseta Stone	Memrise	Facebook Groups
Social Learning Environment	X	X	X	✓
Collaborative Challenges	✓	✓	✓	X
Speech Practice	✓	✓	✓	X
Diversity of Perspectives	X	X	X	✓
User-Generated Content	X	X	X	✓
Easy Accessibility	X	X	✓	✓

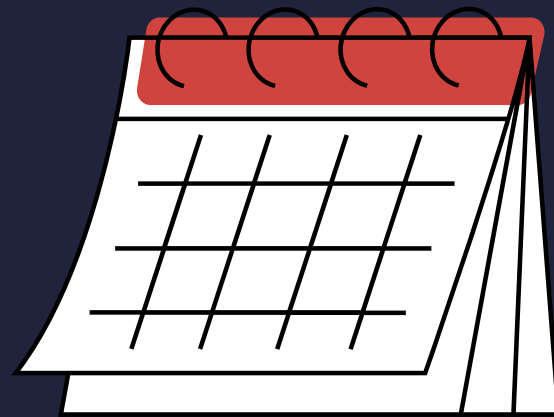
USER SYNTHESIS



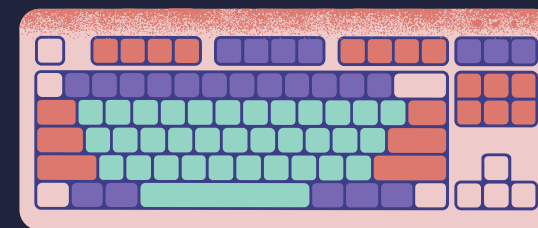
METRICS



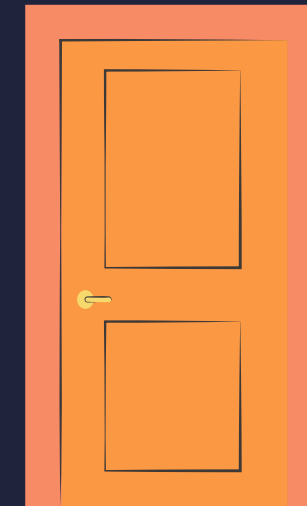
Average time spent on
community section per week



Weekly Active Users



Average discussions
per week



User Retention

MEET THE TEAM



Aaditya Gupta



Vanshika Sandeep



Aditya Ayyappan