



guia

EDS&LS FELLOWSHIP CAPSTONE PROJECT • AUGUST 7, 2021

The Guia Team



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AGENDA

- 1** Meet Mona
- 2** The Problem
- 3** Our Solution
- 4** Business Plan + Next Steps



Meet Mona

A 26 year old who's interested in Brazilian culture and wants to learn Portuguese so that she can hold more in-depth conversations



ATTEMPT 1

Portuguese in the classroom

Expensive textbooks and course fees

ATTEMPT 2



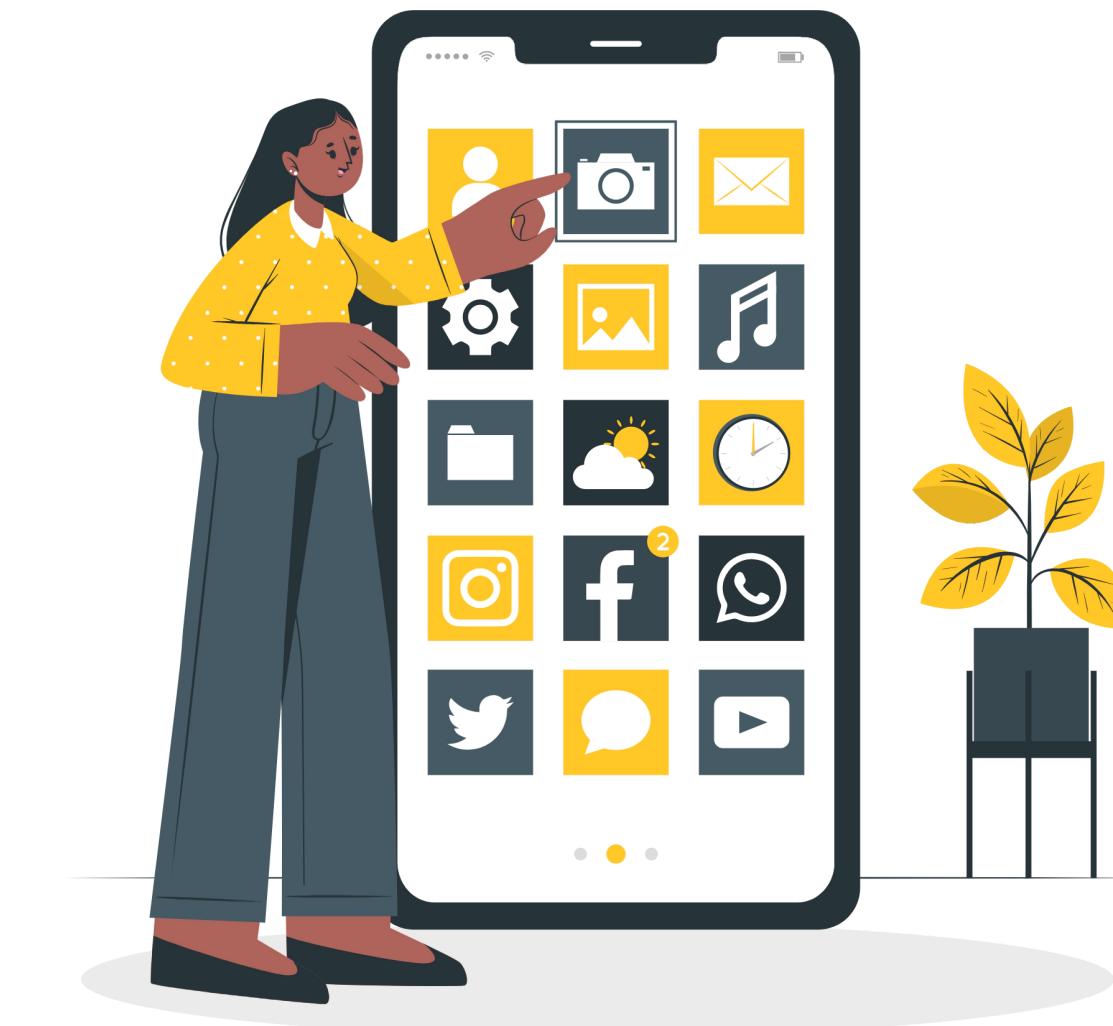
ATTEMPT 3

ATTEMPT 1

Duolingo and other language-learning apps

Prescriptive materials and lack of real-world context

ATTEMPT 2



ATTEMPT 3

ATTEMPT 1

Toucan and other page translators

Focus on memorizing vocabulary words

ATTEMPT 2



ATTEMPT 3

Putting language into practice



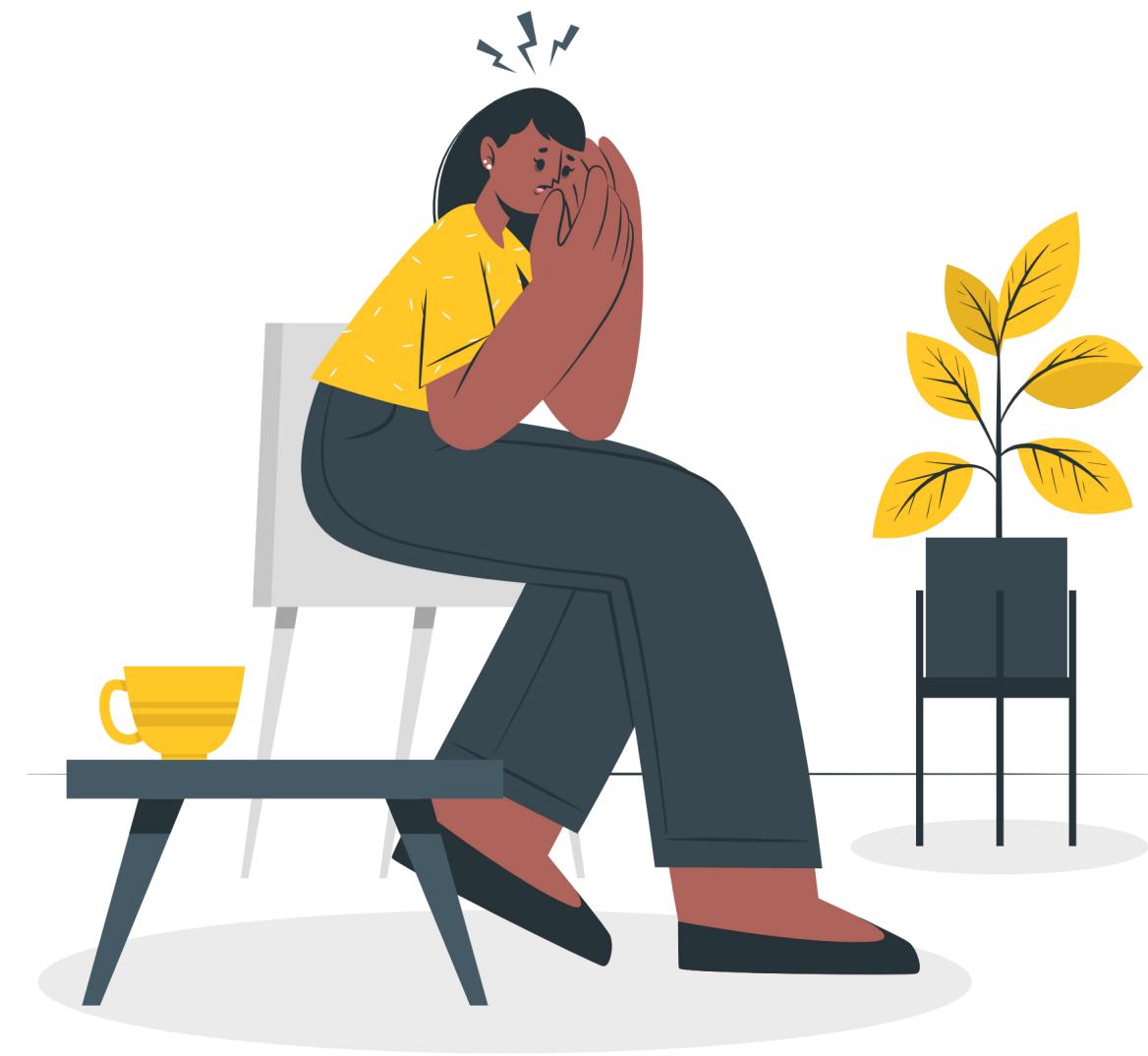
Putting language into practice



Onde fica o banheiro?
Where is the bathroom?

Qual é sua cor preferida?
What's your favorite color?

... Loss of confidence and motivation



02

The Problem

THE PROBLEM

**Language-learning tools
are incomplete.**

Lack of real-world content

Learning Portuguese from synthetic materials doesn't translate into active fluency and everyday conversations.

Lack of grammatical context

Memorizing vocabulary words in isolation doesn't provide the sense of grammatical structure and context to build sentences on your own.

Loss of intrinsic motivation

"It isn't that people don't think language education important. It's that they don't think it's possible." (Richard Brecht, University of Maryland)

THE PROBLEM

<1%

of people are actually proficient in a language they studied in a U.S. classroom, even though...

93%

of U.S. high schools were offering foreign language courses as of 2008

estimated 0.12%

of Duolingo Portuguese users actually finished the entire module



03

Our Solution

OUR SOLUTION

Introducing Guia

A Google Chrome extension designed to guide learners through real-world texts

The screenshot shows a BBC News Brasil article titled "Olimpíada de Tóquio 2021: como o skate foi da proibição às medalhas no Brasil". The article is by Thais Carrança, published on 26 July 2021. A Google Chrome browser window is open, displaying the same article. A "guia" extension is active, indicated by a green button in the toolbar labeled "intermediate (B1)". A sidebar on the right side of the browser window contains the following information:

- This is a good challenge for you!**
- We detected the following difficulty factors on this webpage: Comparative adjectives, Pretérito perfeito, Pretérito impecado, Particípio passado
- Relevant topics**: The Olympics, Brazil, skateboarding, sports, Rayssa Leal
- Start Reading** button

At the bottom left of the browser window, there is a "Pitch" button.

OUR SOLUTION

Difficulty estimation

Helps learners discern whether an article may be at or beyond their current proficiency level

Feature extraction

Augments the learning experience by specifically highlighting potential areas of growth, such as verb conjugations or grammatical structures

Proficiency and interests matching

Creates a more personalized experience that helps users integrate language-learning into their everyday web browsing

OUR SOLUTION

Feature extraction

guia intermediate (B1)

This is a good challenge for you!

We detected the following difficulty factors on this webpage: Comparative adjectives, Pretérito perfeito, Pretérito imperfeito, Particípio passado

Relevant topics

The Olympics

Brazil

skateboarding

sports

Rayssa Leal

Start Reading

Difficulty estimation

Proficiency and interests matching

OUR SOLUTION

Feature extraction

The screenshot shows a mobile application interface. At the top left is the logo 'guia' with a compass icon. To its right is a red button labeled 'advanced (C1)'. Below this, a large bold text reads 'This is a bit above your reading level.' A explanatory text follows: 'We detected the following difficulty factors on this webpage: Dense scientific information, Statistical data, Vocabulary about Brazilian government'. Underneath, a section titled 'Relevant topics' lists 'COVID-19', 'vaccines', 'health', and 'Ministério da Saúde'. At the bottom are two buttons: a yellow one on the left labeled 'Start Reading' and a white one on the right labeled 'Recommend New'.

This is a bit above your reading level.
We detected the following difficulty factors on this
webpage: Dense scientific information, Statistical data,
Vocabulary about Brazilian government

Relevant topics

COVID-19 vaccines health
Ministério da Saúde

Start Reading Recommend New

Difficulty estimation

Proficiency and
interests matching

04

Demo

OUR SOLUTION

**Guia is your guide to more
meaningful language learning.**

05

Business Plan + Next Steps

Language-learning market (2019)



TAM



SAM



SOM

BUSINESS PLAN + NEXT STEPS

Toucan, Fluent.co



real-world materials
freedom to explore your own interests
not limited to a pre-defined curriculum

free

fun, enjoyable

focus on grammatical structures

learn at your own pace

guidance

structured progression

duolingo

+Babbel



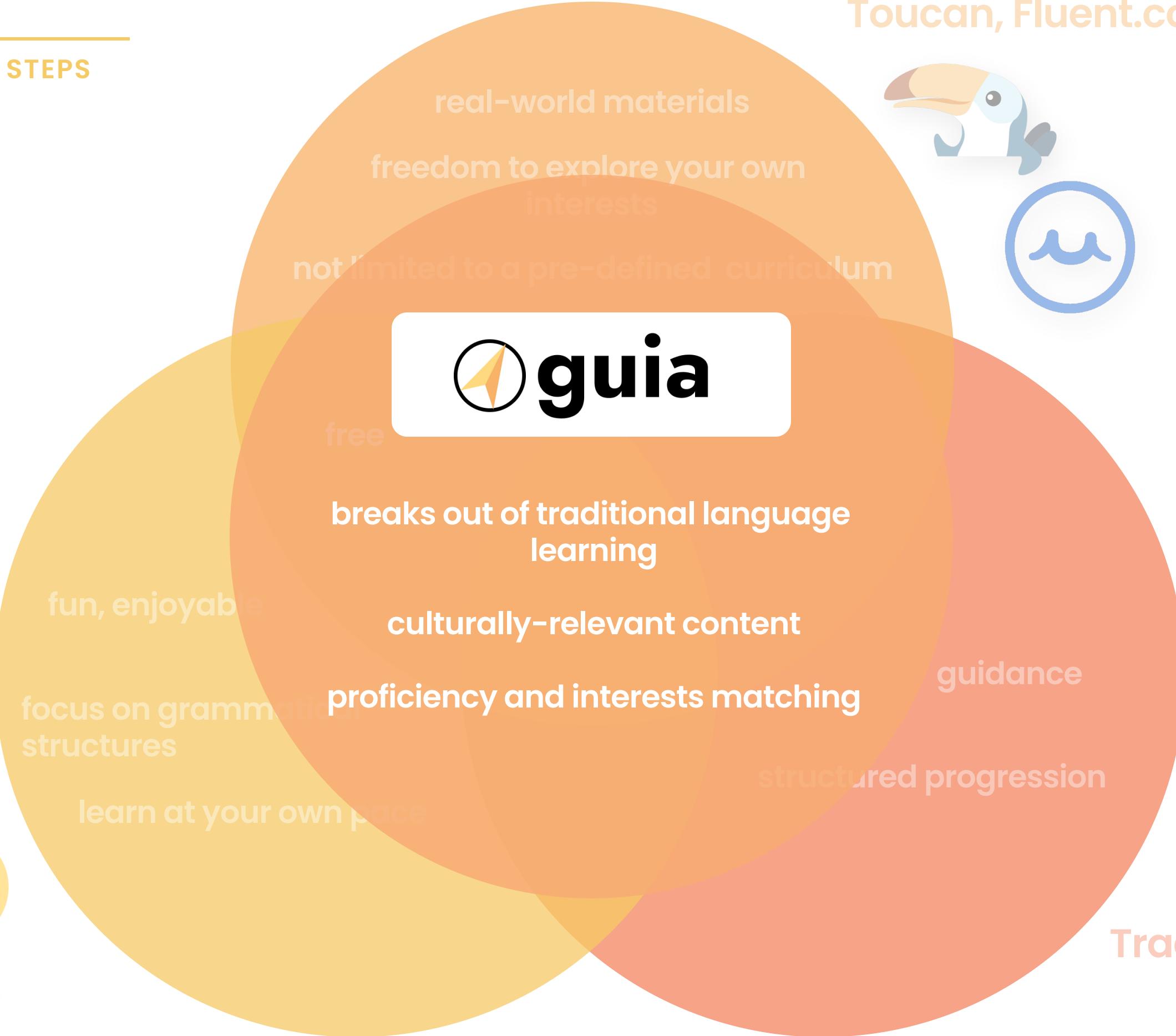
Traditional approaches
(courses, textbooks)

BUSINESS PLAN + NEXT STEPS

duolingo

+Babbel

Busuu



Toucan, Fluent.co



Traditional approaches
(courses, textbooks)

Go-to-market strategies

| FREE |
|---------------------------|
| 5 articles per week |
| Text recommendations only |
| - |
| - |

Free

| PRO |
|---|
| Unlimited articles per week |
| Multimedia content recommendations |
| Highlighting difficulty factors (e.g. conjugations) within text |
| Early Access to new features |

\$10/Month

Next steps



The Guia Team

obrigado!

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