EDS&LS FELLOWSHIP CAPSTONE PROJECT • AUGUST 7, 2021

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The Guia Team

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AGENDA

1 Meet Mona

2 The Problem

3 Our Solution

4 Business Plan + Next Steps

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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

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ATTEMPT 1

ATTEMPT 2

ATTEMPT 3

Portuguese in the classroom

Expensive textbooks and course fees

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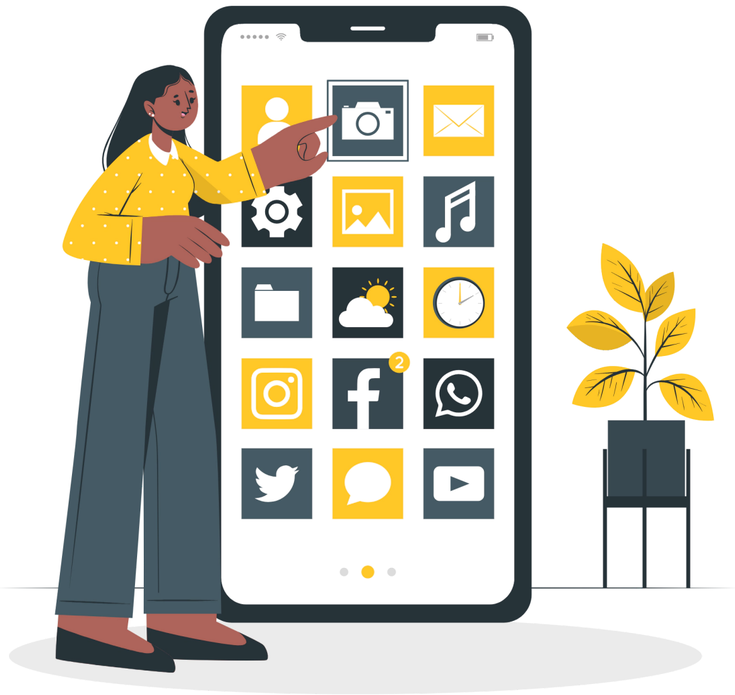
ATTEMPT 1

ATTEMPT 2

ATTEMPT 3

Duolingo and other language-learning apps

Prescriptive materials and lack of real-world context



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ATTEMPT 1

ATTEMPT 2

ATTEMPT 3

Toucan and other page translators

Focus on memorizing vocabulary words

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Putting language into practice

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Putting language into practice

Onde fica o banheiro?

Where is the bathroom?

Qual é sua cor preferida?

What's your favorite color?

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... Loss of confidence and motivation

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02

The Problem

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THE PROBLEM

Language-learning tools are incomplete.

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THE PROBLEM

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)

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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

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03

Our Solution

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OUR SOLUTION

Introducing Guia

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

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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

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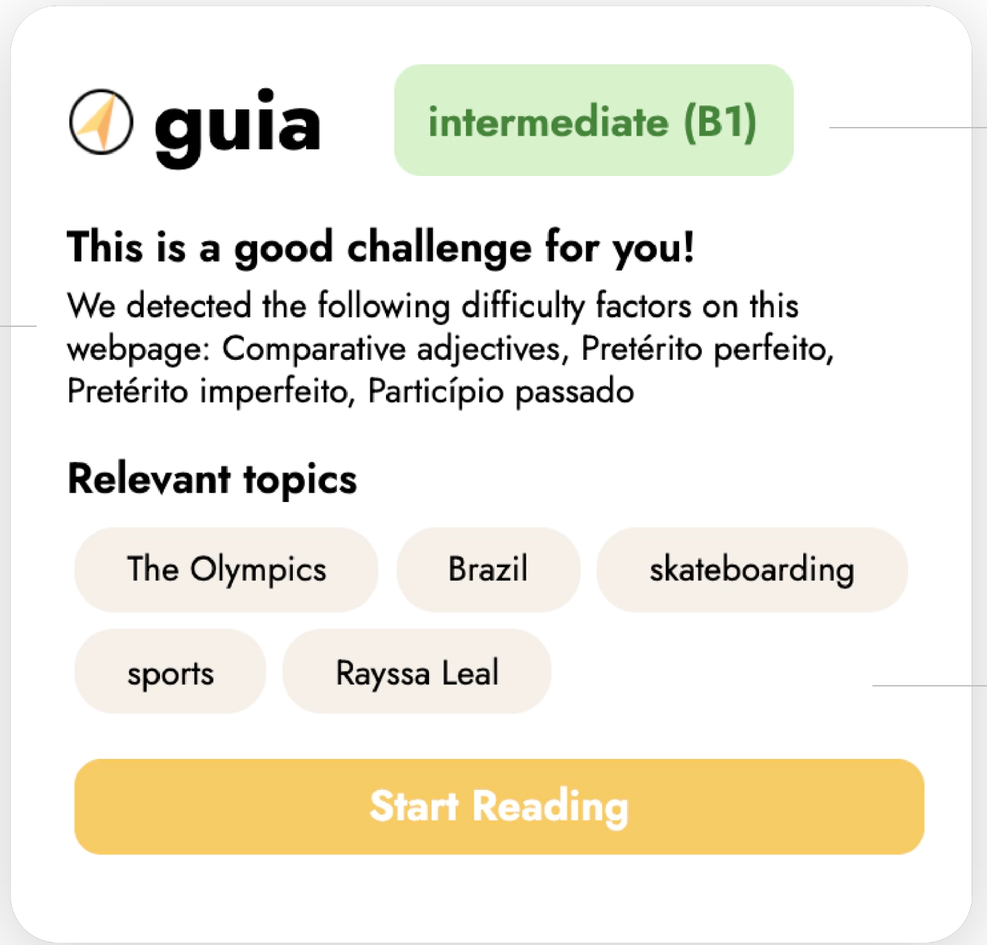
OUR SOLUTION

Feature extraction



Difficulty estimation

Proficiency and interests matching

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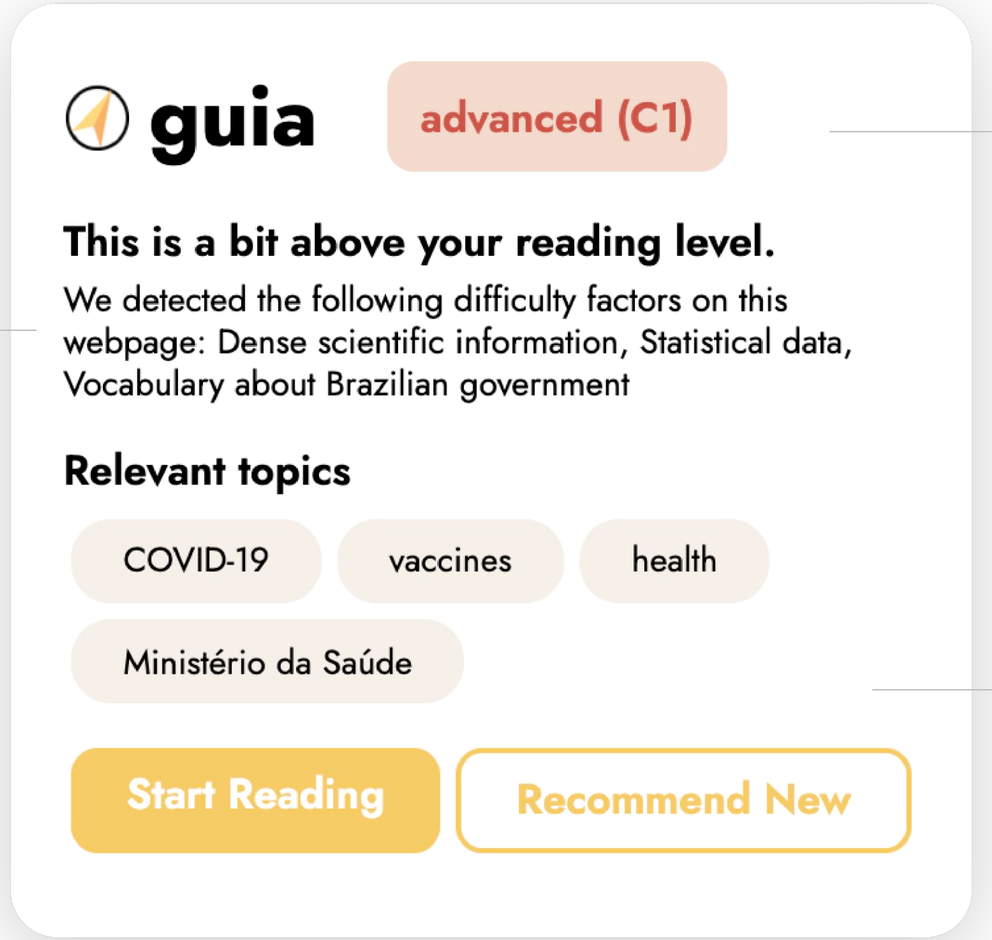
OUR SOLUTION

Feature extraction



Difficulty estimation

Proficiency and interests matching

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04

Demo

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OUR SOLUTION

Guia is your guide to more meaningful language learning.

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05

Business Plan + Next Steps

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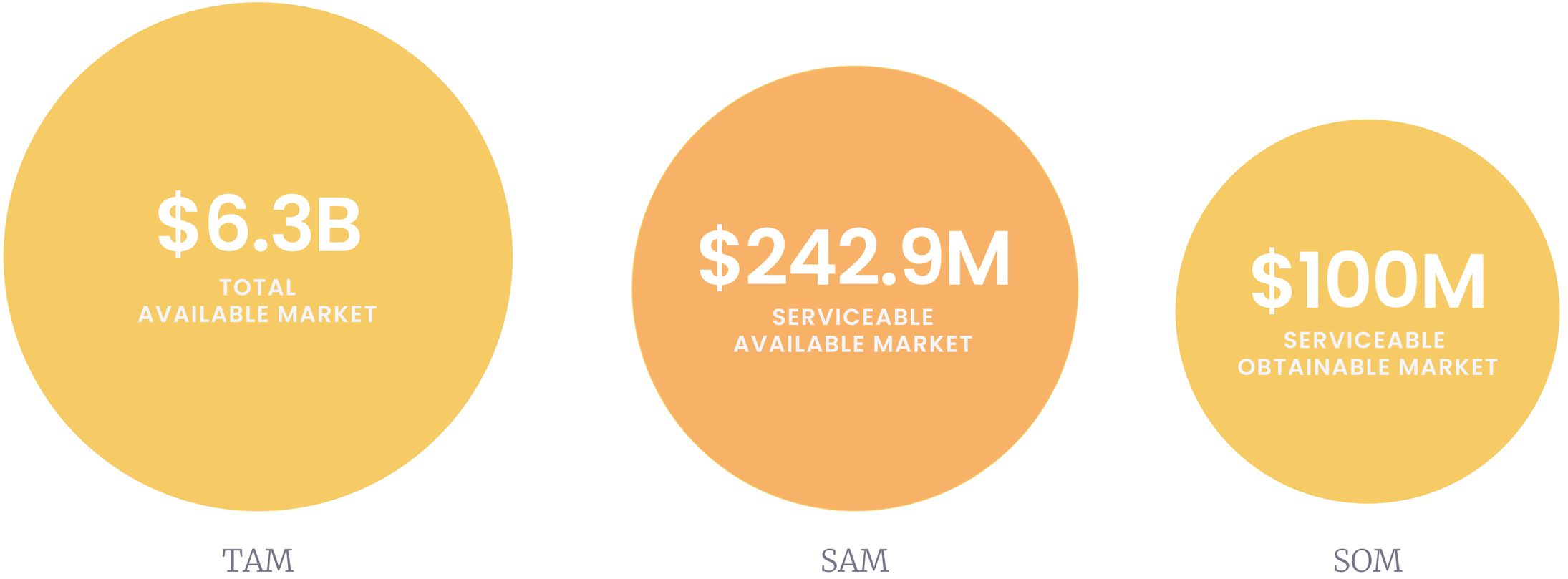
Language-learning market (2019)



TAM SAM SOM

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Toucan, Fluent.co

real-world materials

freedom to explore your own interests

not limited to a pre-defined curriculum

free

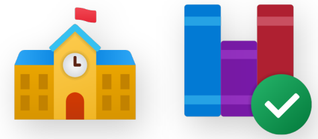
fun, enjoyable

focus on grammatical structures

learn at your own pace

guidance

structured progression



Traditional approaches (courses, textbooks)

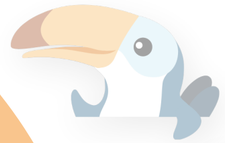
duolingo

+Babbel

MEMRISE

Busuu

Toucan, Fluent.co



real-world materials

freedom to explore your own interests

not limited to a pre-defined curriculum

free

fun, enjoyable

focus on grammar structures

learn at your own pace

guidance

structured progression

guia

breaks out of traditional language learning

culturally-relevant content

proficiency and interests matching

duolingo

+Babbel

MEMRISE

Busuu

Traditional approaches (courses, textbooks)

BUSINESS PLAN + NEXT STEPS

Go-to-market strategies

FREE	PRO
5 articles per week	Unlimited articles per week
Text recommendations only	Multimedia content recommendations
-	Highlighting difficulty factors (e.g. conjugations) within text
-	Early Access to new features
Free	$10/Month

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Next steps

1

Minimum viable product

2021

2

Refine platform

2021–2023

3

User growth

2023–2027

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The Guia Team

obrigado!

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