

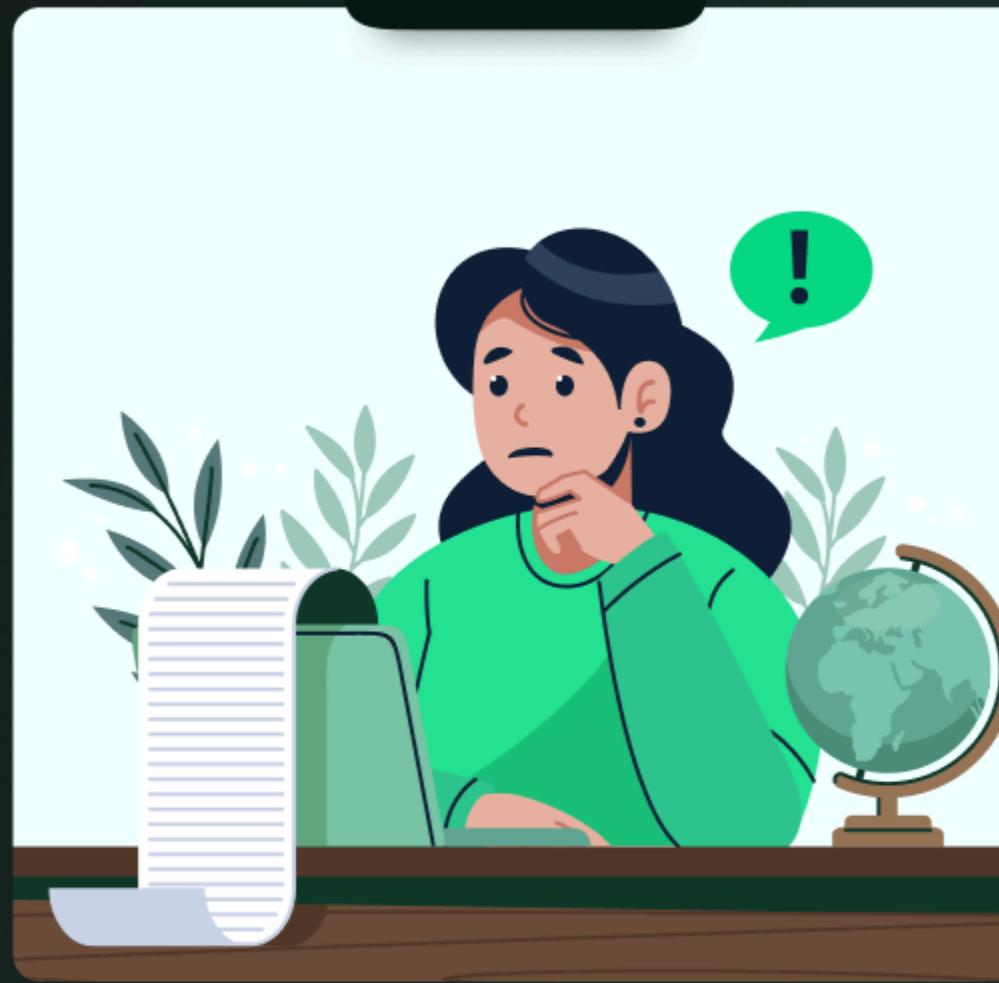


# SPEAKLISH

Entrepreneurship · Spring class 2025

# PROBLEM

B2C



## LOW SPEAKING SCORES

Annually, 3.5 mln people take the IELTS test. For the majority, speaking score tends to be the lowest component

B2B



## SCHOOLS NEED DATA

Tutoring centers don't analyze their students while teaching

# What is **SPEAKLISH**

**Speaklish**  
An AI platform for evaluating and  
practicing spoken English

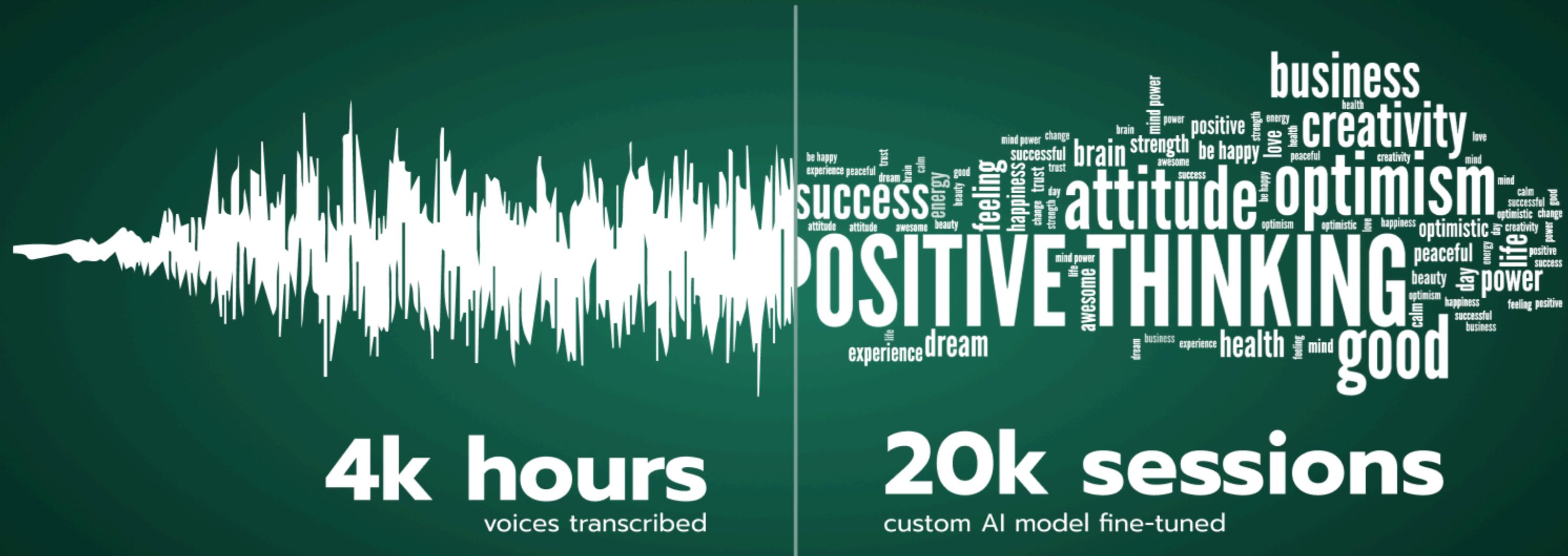


# SOLUTION

## In-detail Speech analysis By A

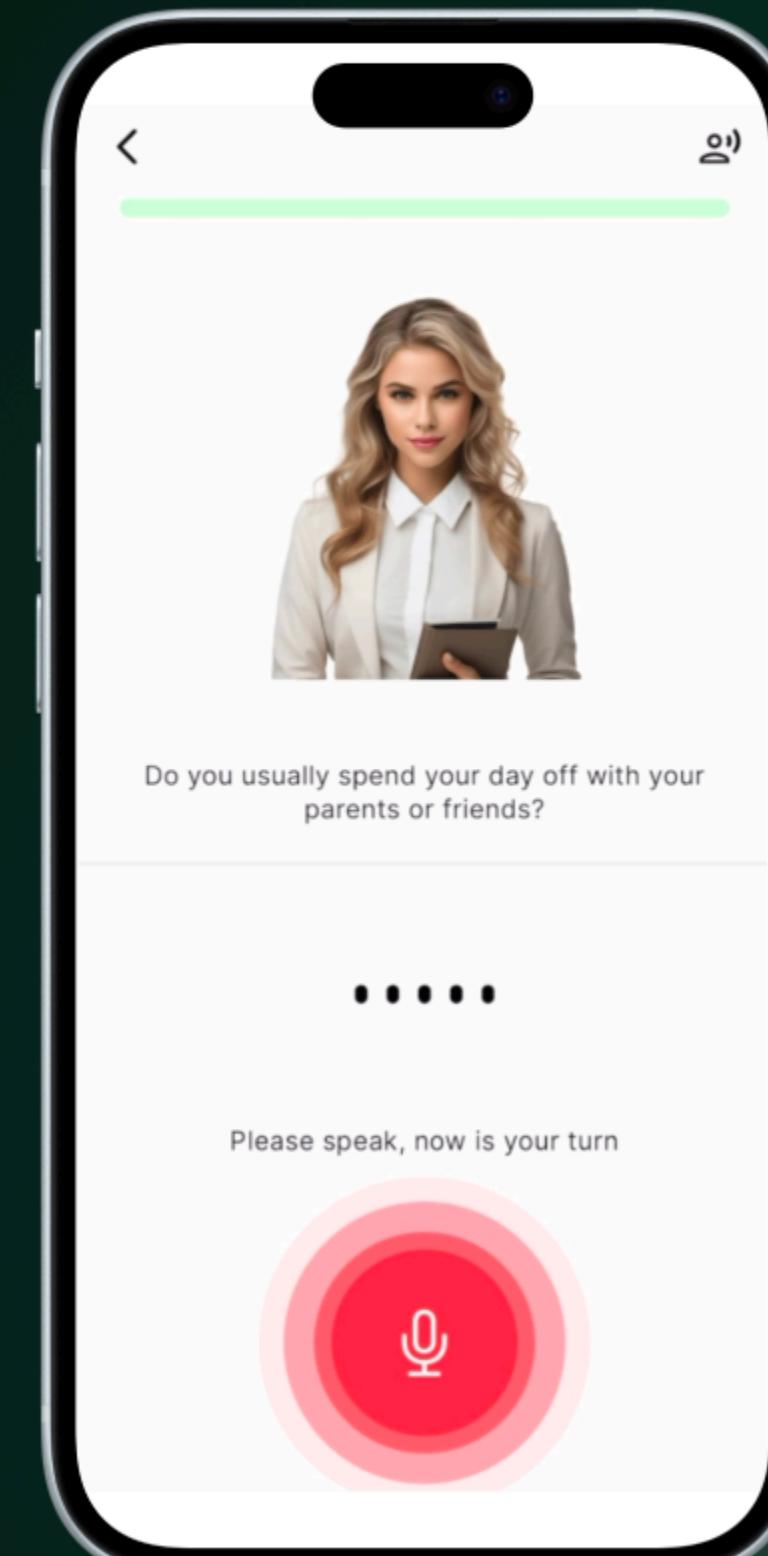
## Avoid shyness

## More detailed feedback

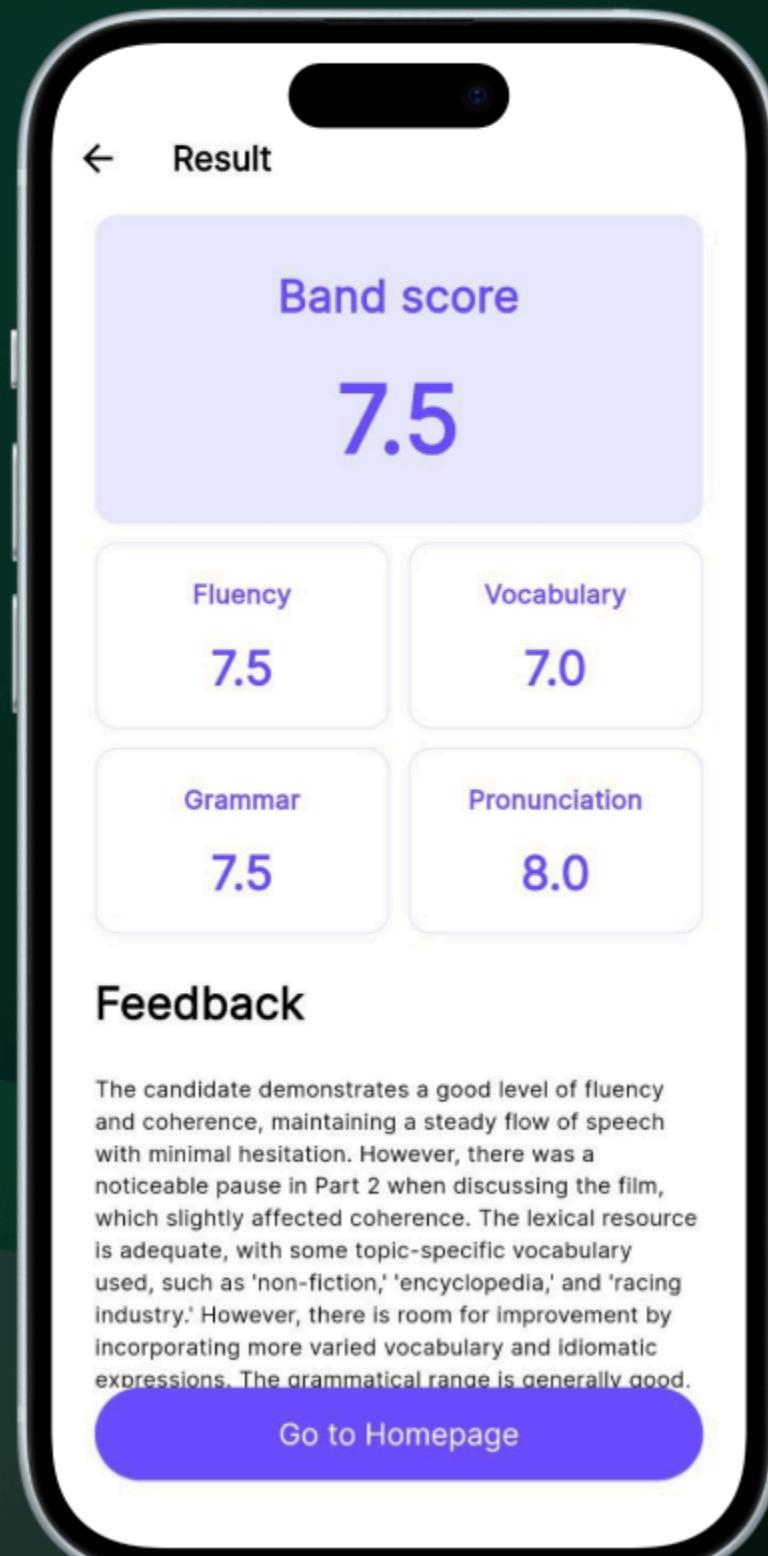


# HOW IT WORKS?

speaks



WAIT A MINUTE



get  
your  
score

# Enabling Data-Driven Curriculums

 Teachers get data on students, allowing to personalize

 Students can take weekly or monthly assessments

 Speaklish integrates into curriculum as an add-on



The screenshot shows the Speaklish dashboard interface. On the left is a sidebar with navigation links: Dashboard (selected), Staff, Groups, Students, Configuration, and Profile. The main area is titled "Dashboard" and features three summary cards:

- Total students: 1293 (8.5% up from last month)
- Total groups: 103 (1.8% up from last month)
- Total staff: 40 (1.3% up from last month)

Below these cards is a section titled "Teachers list" with a table:

Teacher	Total students	Average score
Diana	54	9
Bobir	56	9
Mirjalol	56	9

# NEW REVENUE STREAM FOR SCHOOLS

bulk purchases 0.5\$ per session for more than 10K sessions



**EXAM PURCHASES**

bulk purchases  
0.5\$ per session



**REFERRAL**

more than 10K sessions



# B2C BUSINESS MODEL



## SUBSCRIPTION

1 \$/Per session

ONCE

4\$/Per hour

PREMIUM

30\$/Monthly subscription

PRO



# POTENTIAL GROWTH

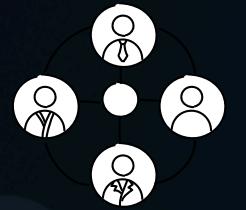
Projected number of monthly exam sessions



# COO (Chief Operating Officer)



*Plan Operations*



*Coordinate the Team*



*Track Progress & Result*



*Handle Risks Early*

# ROADMAP

🚀 We are here

**~50 000**  
Registered users

**1k-30k**  
Registered users

**Q1 2024**

30K users, lunched  
mobile app

**100k-500k**  
Registered users

**50-100**  
B2B clients

**Q4 2024**

50K users, 1 b2b client, 300\$  
MRR, english courses with  
Speaklish

**Q4 2025,**

50 B2B clients, 10K MRR  
AI role plays, expansion to MENA

**~3mln**

Registered users

**300**

B2B clients

**Q4 2026**

300 B2B clients, 100K MRR  
AI avatars, TOEFL, CEFR Tests systems

# COO (Chief Operating Officer)

## Potential risks



*Security Gaps*



*System Failures*



*Data Problems*

# COO (Chief Operating Officer)

## Mitigation Strategies



Strengthen Security



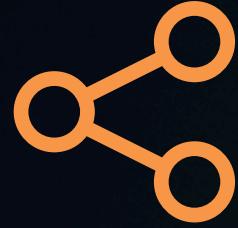
Ensure Reliability



Protect Data

# COO (Chief Operating Officer)

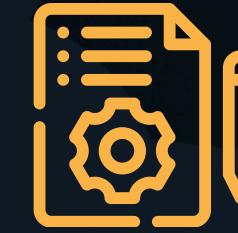
## Project Documentation



Knowledge Sharing



Process Quality



Project Continuity

 Daily active user

**100-120**



Registered users

**~50 000**

## TRACTION

**\$0**

Marketing  
cost



Revenue

**~300**



B2B clients

**1**

# Competition

Analaysis

**Speaklish** is much better suited for the B2B segment over its competitors

	Language assessment oriented	Curriculum integrations	Custom model	Scenario Based learning
ELSA	+	-	+	-
Speak	-	+	+	+
SmallTalk	+	-	+	+
Speaklish	+	+	+	+

# CMO (Chief Marketing Officer)

## Speaklish Growth Plan



**Target audience:** 18–35, motivated language learners



**Research tools:** Google Analytics, SEMrush, Instagram Insights



**Marketing funnel:**

- Awareness: TikTok & Reels, SEO, educational content
- Consideration: Influencer reviews, testimonials, freemium access
- Conversion: Personalized onboarding, promo codes



**Post-conversion:** Gamification, retention campaigns

# CMO (Chief Marketing Officer)

## Building the Speaklish Brand



**Brand tone:** Friendly, motivating, and international



**Community focus:** Language learners support each other



**Channels:**

- Instagram Reels: “Phrase of the Day”
- TikTok: Language challenges, trend-based content
- YouTube Shorts: Tips from language coaches



**Emotional hook:** Confidence through language

# CMO (Chief Marketing Officer)

## Growth Roadmap



**KPIs Tracked:** CAC, LTV, retention, MAU, engagement rate



**User growth target:** 100,000 active users in Year 1



**Planned expansions:**

- Referral campaigns
- Partnerships with schools & ed-tech platforms
- Localized campaigns for high-demand regions



**Feedback loop:** Continuous improvement through analytics

# SPEAKLISH TEAM



**BOBIRJON  
MARDONOV**

CEO



**JASURBEK  
ERGASHEV**

CTO



**TEMURMALIK  
KUDRATOV**

COO



**ABDUSATTOR  
ABDUSATTOROV**

CFO



**MEKHРИБОН  
JABBOROVA**

CMO



**Thank you**