

A language solution for mid-career professionals (40s–50s)

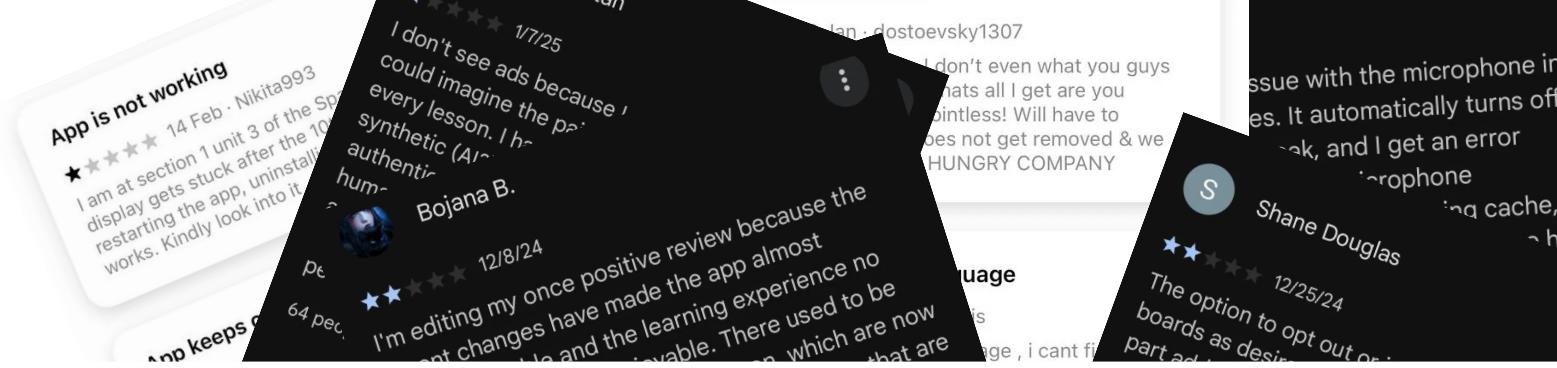
Problem

There's no language solution built for mid-career professionals in their 40s and 50s.

The market is crowded with gamified and character-focused apps.

Professionals need solutions they can use during their busy commutes.

Language learning must connect directly to their work.



~“The app makes me show up, but not really learn.”

~“One mistake and I’m locked out. Not cool.”

~“I use it during lunch breaks, not for actual grammar.”

~“I get why I’m addicted, not why I’m learning.”

~ "Lost my hearts, lost my will to try."

~“Fun… until I hit the same lesson for the 5th time.”

~ “Too many ads, too little progress.”

~“Doesn’t recognize my accent.”

~“I need this for work, not XP.”



There's a clear gap for language solutions tailored just for the 40s and 50s segment.

People want real results, not just characters or games.

Automated summaries and key-term drills, based on work documents.

Practice features for work emails, calls, documents, and messages.

AI scans your proposals, papers, and presentation PDFs.
It extracts key sentences and terms, creates instant audio drills, and generates context-based chats, quizzes, and feedback.

이미지로 시나리오 학습

연습할 언어를 선택하세요

Français 中文 日本語

방금 你好，我想要一杯咖啡。

好的！您要加牛奶或糖吗？

방금 我想喝咖啡的。

咖啡的 → 咖啡
remove the unnecessary 的 at the end of the sentence.

방금 没问题，您的咖啡来了！

PDF로 전문 영역 학습

PDF로 이렇게 해줄게요

- 1 PDF 업로드 논문·슬라이드·레포트 가능
- 2 최대 3페이지 OCR
- 3 핵심 문장 추출 전문 용어도 함께 정리
- 4 약 300자 요약 작성
- 5 롤플레이 스크립트 생성

PDF 업로드

최대 3쪽까지만 처리됩니다. 원본과 OCR 결과(JSON)는 안전하게 보관합니다. 단일 언어로 된 PDF 파일이 더 정확합니다.

진행 현황

- PDF를 선택했어요.
- 시작했습니다.
- PDF 업로드 중...
- OCR 대기 중...
- OCR 진행 확인 중
- OCR 완료.
- AI로 분석 중...
- 결과 저장 중...
- 완료! 곧 이동합니다...

Contextual Teaching & Learning(CTL)

AI instantly analyzes a photo you take and identifies the language context.
AI scans your proposals, papers, and presentation PDFs.

Boost Clarity

54%↑

Boost Fluency

65%↑

Personalized Learning

Personalization not only enhances learning outcomes but is also expected to increase overall app usage.

Personalized section content consumption

60%↑

Overall app usage

14%↑

Product

Learn from your photos

Hola, me gustaría un café, por favor.
Just now

¡Claro! ¿Con leche o azúcar?
Just now

Just now Yo querer café.

Yo querer → Quiero
replace infinitive with the conjugated form

Move Words Fill Blanks

Enseguida, aquí lo tienes.
Just now

Describe your photo and start a role-play.

Take Photo

Learn through self-expression

Difficulty
B1 Intermediate

Word Chain Quiz

Spanish ES

Auto-check ON

Sí, colocar la mesa para la cena es bastante fácil. ¿En qué necesitas ayuda específicamente?
19 hours ago

Type your message

Learn with your own words

ABC

Vocab

Grammar

B2 Upper-intermediate

Expression

Français CEFR

Card View

Saved Words

Learn from places you've been

More

Photo Roleplay
Practice a real-life conversation based on...

James Hi there! Ready to get co...
18 hours ago

Sophie Hello! You're here to help set u...
3 hours ago

Camille Bonjour! Avez-vous des i...
22 hours ago

Alex 0¢ with a hint of despair...
10 days ago

72,420
66,960
61,500
56,040

Market Size



TAM

The online language-learning market for professionals in their 40s and 50s is large and growing.
(Korea)

SAM

Within the TAM, our target is professionals seeking paid, work-focused solutions.

SOM

We estimate capturing 1% of the serviceable market within the first two years.

Why Now?

AI now enables real-time, work-based language learning, while the market is seeing rapid growth.

Language learning app market CAGR

16.1%

AI in education market CAGR

31.2%

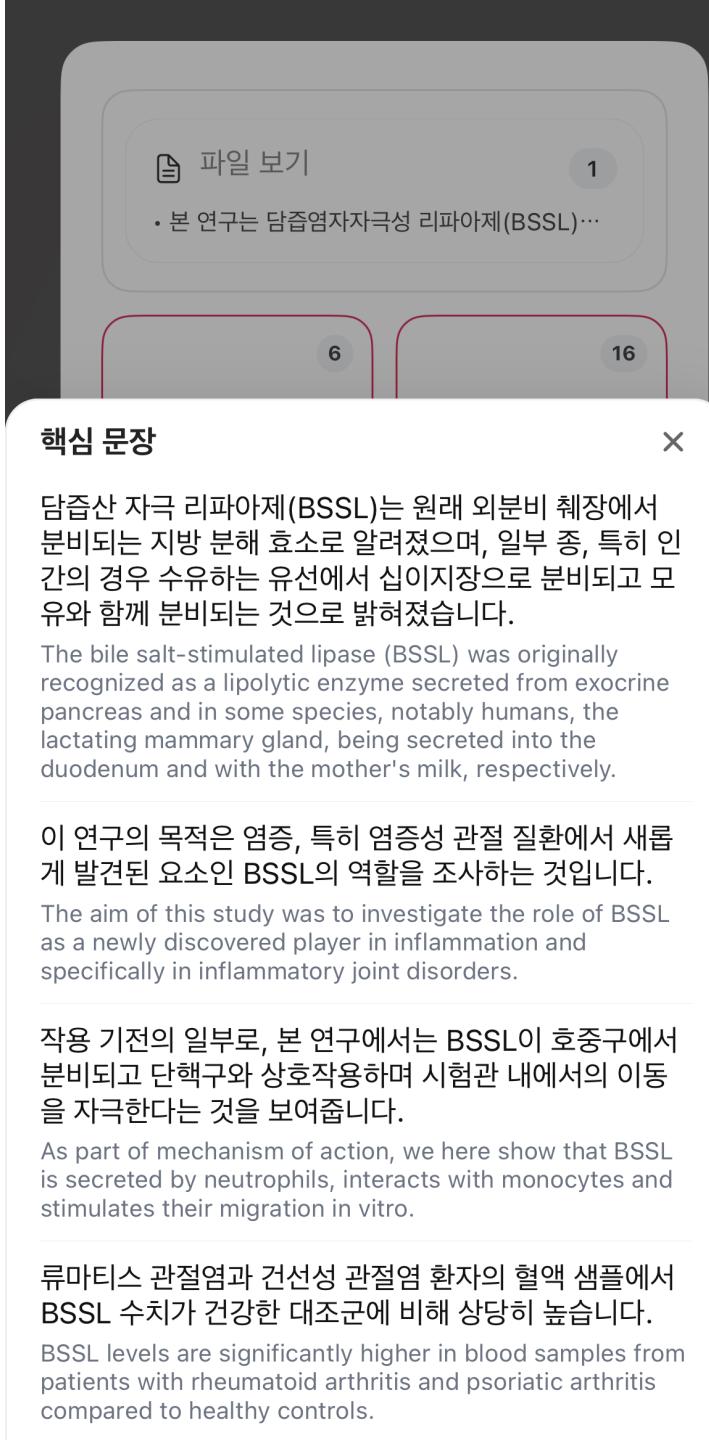
We apply **Queenit**'s winning model for 40s–50s women to language learning.

Queenit grew fast by focusing on simplicity, trust, and convenience, based on deep interviews with this age group.

We focus on practical language skills—**document-to-audio drills and real work scripts for professionals**.

Queenit





Differentiation

Personalized practice based on real work documents, papers, and presentations.

A fundamentally different experience from traditional game-based language apps.

< AI automatically extracts key sentences from your documents.

Paid marketing channels



Self-operated marketing accounts



We'll reach out to journalists covering language learning with targeted press releases.

+

Our team will visit lifelong learning centers for direct outreach and partnerships.

+

We'll join Naver's 40s–50s English learning communities for ongoing interviews and engagement.

Plan	Price(KR)	
Freemium	Free	Unlimited access to advanced AI features.
Premium Monthly	19,000KRW	More natural, lifelike AI voices. No page limits for work PDFs.
Premium Annual	136,800KRW	Ad-free experience.

MAU-to-paid conversion rate (-'29)

6.5%

MAU (-'28)

20,000

Financial Projections

Days Since Launch	Marketing Budget (≈USD)	New Users (Total)	New Paid Users	Organic Downloads (%)	Total Downloads	MAU	ARPU per User (USD, %)	Annual Revenue (≈USD)	Personnel Costs (≈USD)	Other Operating Costs (≈USD)	Operating Profit (≈USD)	Operating Margin
~365	≈ \$46.2K	28,000	20,000	8,000 (40%)	28,000	2,800 (10.0%)	\$2.76 (3.5%)	≈ \$7.7K	≈ \$22.2K	≈ \$11.6K	≈ -\$72.2K	-931.48% Seed Round
~730	≈ \$61.5K	40,000	26,667	13,333 (50%)	68,000	9,180 (13.5%)	\$3.56 (4.5%)	≈ \$32.6K	≈ \$44.4K	≈ \$17.9K	≈ -\$91.2K	-279.38%
~1095	≈ \$76.9K	51,666	33,333	18,333 (55%)	119,666	20,343 (17.0%)	\$4.35 (5.5%)	≈ \$88.4K	≈ \$44.4K	≈ \$30.8K	≈ -\$63.7K	-72.07% Pre-Series A Round
~1460	≈ \$76.9K	53,333	33,333	20,000 (60%)	173,000	29,410 (17.0%)	\$5.14 (6.5%)	≈ \$151.8K	≈ \$44.4K	≈ \$40.4K	≈ -\$10.7K	-7.08% Series A Round

Financial Projections

Required funding (-'27, KRW)

10,000

Required funding (-'29, KRW)

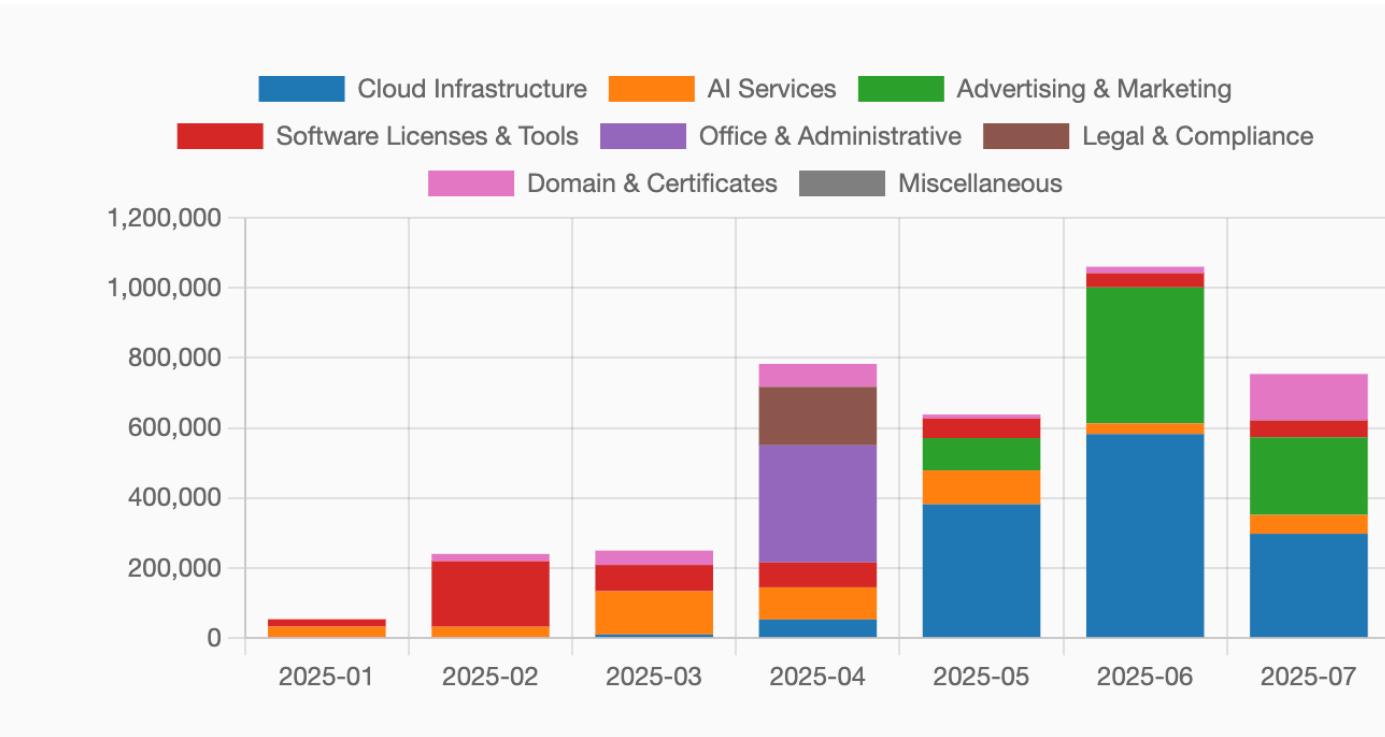
21,000

Seed ('25-'26, KRW)

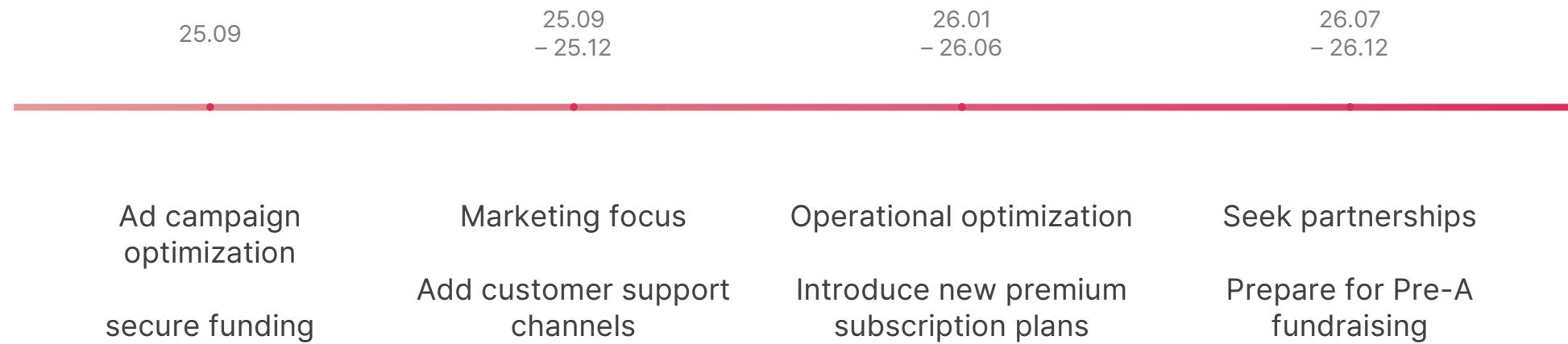
10,000

Pre-A (-'27, KRW)

24,000



Category	Tag	Total Amount (KRW)
Software Licenses & Tools	Adobe(KCP)	147,840 KRW
AI Services	(US)OPENAI *CHATGPT	191,795 KRW
Software Licenses & Tools	(US) REPLIT, INC.	74,584 KRW
Domain & Certificates	(SG) GOOGLE* GOOGLE DIGITAL	24,712 KRW
Software Licenses & Tools	애플코리아유한회사	129,000 KRW
Cloud Infrastructure	Amazon_AWS	593,114 KRW
AI Services	(GB) WWW-STABILITY.AI	14,759 KRW
AI Services	(IE) AIMLAPI.COM	94,831 KRW
Domain & Certificates	(US) Google Digital Inc.	37,019 KRW
AI Services	(US)M STUDIO AI, INC.	106,637 KRW
Software Licenses & Tools	(US) 650 INDUSTRIES (EXPO)	98,172 KRW
Domain & Certificates	(SG) Google Digital Inc.	61,632 KRW
Office & Administrative	사무실계약	330,000 KRW
Legal & Compliance	등록면허세	135,000 KRW
Legal & Compliance	법무행정처	30,000 KRW
Domain & Certificates	(US) Dynadot	17,389 KRW
Office & Administrative	(주)비전(인쇄스캔)	1,250 KRW
Office & Administrative	아성다이이	3,000 KRW
Legal & Compliance	법무행정처	2,000 KRW
Software Licenses & Tools	Parallels Desktop for Mac	50,000 KRW
Domain & Certificates	(US) Google Digital Inc. Mountain View USA	36,792 KRW
Cloud Infrastructure	(SG) MICROSOFT#09140 8648 MSBILLINFO SGP	319,818 KRW
Advertising & Marketing	(NL) FACEBK	274,154 KRW
Cloud Infrastructure	MONGODB CLOUD	86,025 KRW
Cloud Infrastructure	(SG) MICROSOFT	327,152 KRW
Advertising & Marketing	구글에드워즈	249,411 KRW
Advertising & Marketing	TikTok Promote	178,445 KRW
Domain & Certificates	(주) 다우데이 - 법인공동인증서	110,000 KRW
Office & Administrative	(주)디비전(인쇄스캔) - 이미지 세 개 포함	1,500 KRW
AI Services	ANTHROPIC	15,537 KRW
AI Services	RESEMBLE AI	7,105 KRW
AI Services	(US) OPENAI *CHATGPT	31,271 KRW



CEO – Jungmin Doh

Bachelor of Architecture, Seoul National University Full-time, currently holds 100% equity

CMO – Chaewon Kim

Bachelor of English Language & Literature, Seoul National University Part-time (from Aug 2025)

CFO – Taeyeon Kim

Bachelor of Interdisciplinary Studies (Dual Major in Computer Science & Business Administration), Seoul National University Part-time (from Sep 2025, planned)

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