

Connecting your daily life through language learning

Problem



Many people want to learn a language but feel lost about where and how to start. Traditional books or classes feel heavy, and speaking directly with natives is intimidating. Most beginners end up buying a wordbook, losing interest, and giving up.

Current language learning apps focus too much on games and competition, falling short on real learning. Abrody uses AI to turn personal conversations and situations into lessons, making language learning easy, relevant, and truly effective.

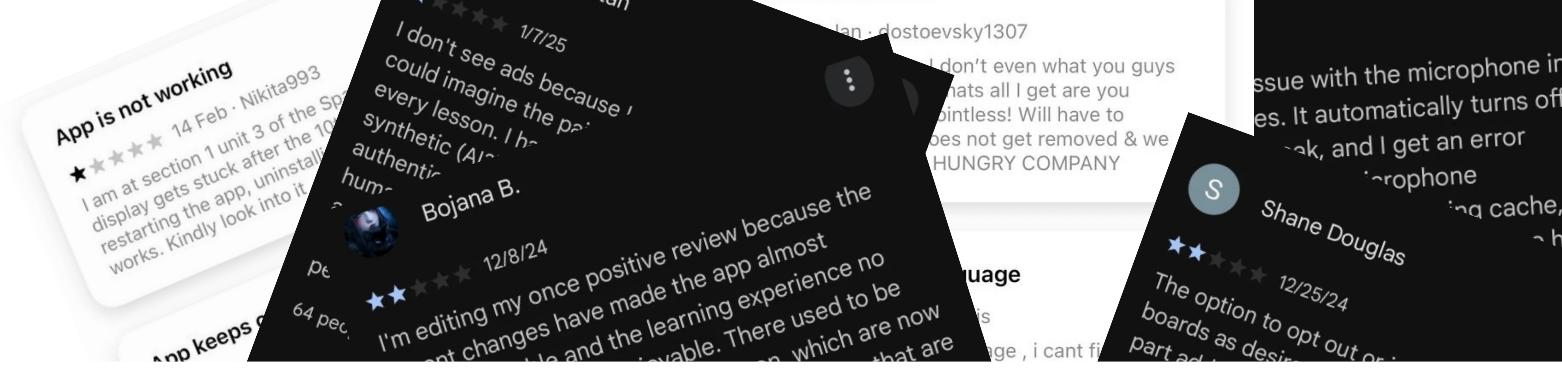
Overall app D30 retention

6% ~ 7%

Education app D30 retention

2%

92%
of professionals say English will be
crucial for their career in 5 years, yet
current solutions fail to keep learners
engaged



~“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.”

Contextual Teaching & Learning(CTL)

User snaps a photo → AI instantly analyzes context → generates a personalized dialogue, quiz, and feedback.

The image displays a mobile application interface for Contextual Teaching & Learning (CTL) with the following components:

- Top Left (Scenario):** A card titled "Scenario" with the text: "A dinner party is being prepared and the tableware needs t... ago". It shows a fox icon, a progress bar, and stats: 88, T 8, French, Difficulty: B1.
- Message History:** A conversation between a user and the AI (represented by a fox icon).
 - User message: "Bonjour! Avez-vous une préférence pour le plat que vous aimerez apporter ce soir?" (Just now)
 - AI response: "Je préfères apporter le plat qui vous plaît ce soir." (Just now)
 - Feedback: "• Je préfères apporter le plat qui vous plaît ce soir.
→ Je préfère apporter le plat qui vous plaît ce soir.
(Subject-verb error; correct: Je préfère apporter le plat qui vous plaît.)"
 - Buttons: "Move Words", "Fill Blanks".
- Word Puzzle:** A grid-based puzzle with words like Bien, sûr, pour, le, dîner, ce, soir, quel, plat, voudriez-vous, and apporter. It includes a timer (00:03), hints (Hint), and a checkmark (Check).
- Cooking Dialogue:** A card with the text: "C'est très gentil de votre part!
Qu'est-ce que vous aimez cuisiner généralement?" (Just now)
 - User response: "That's very kind of you! What do you usually like to cook?"
 - AI response: "C'est très gentil de votre part!"

Contextual Teaching & Learning(CTL)

According to a 2021 academic study, the CTL approach improved speaking clarity by 54% and fluency by 65% compared to traditional example-based learning.

We aimed to integrate this personalized learning experience and effectiveness into our app.

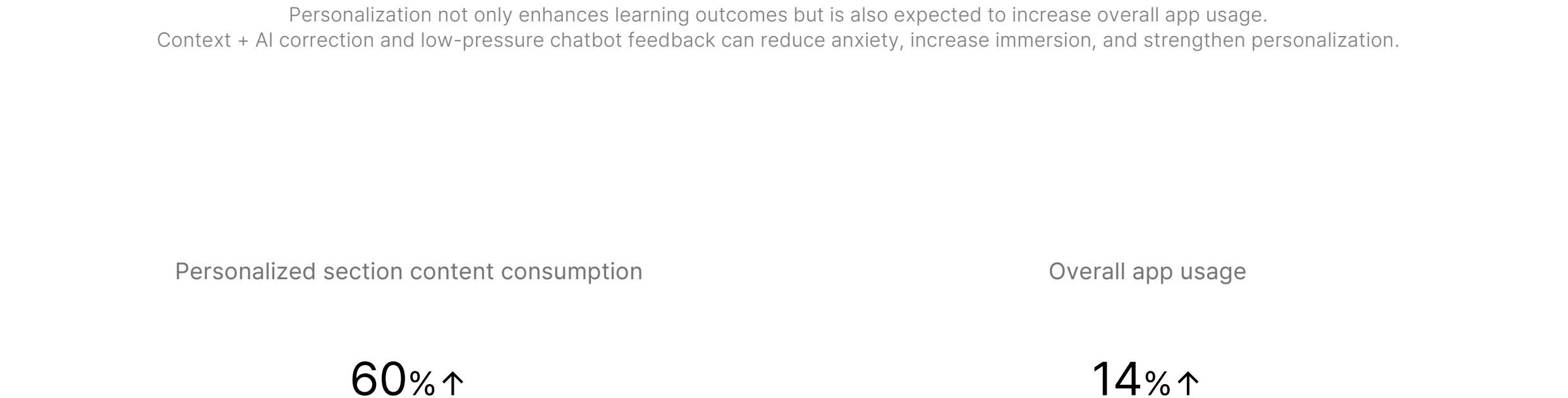
Boost Clarity

54% ↑

Boost Fluency

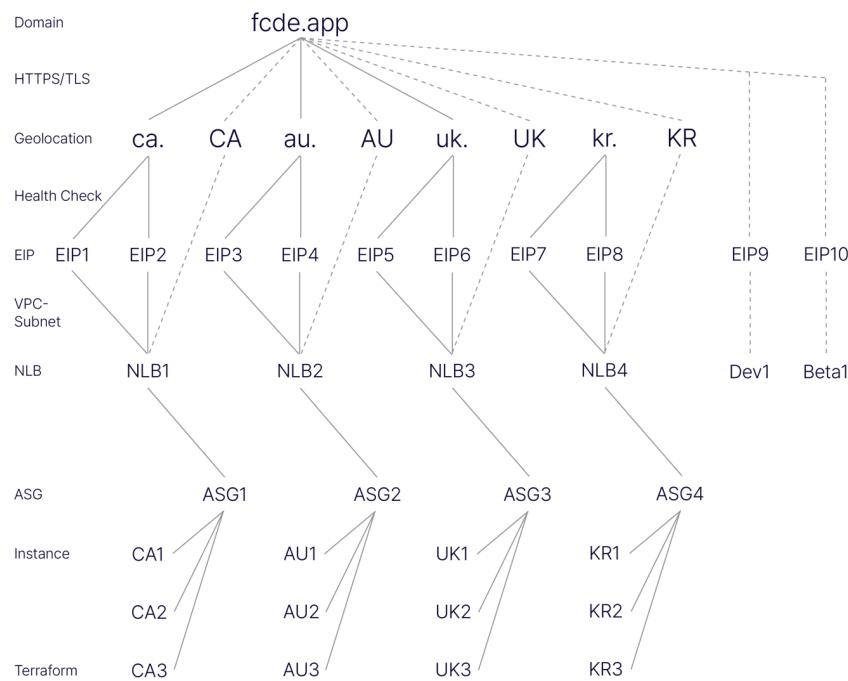
65% ↑

Personalized Learning

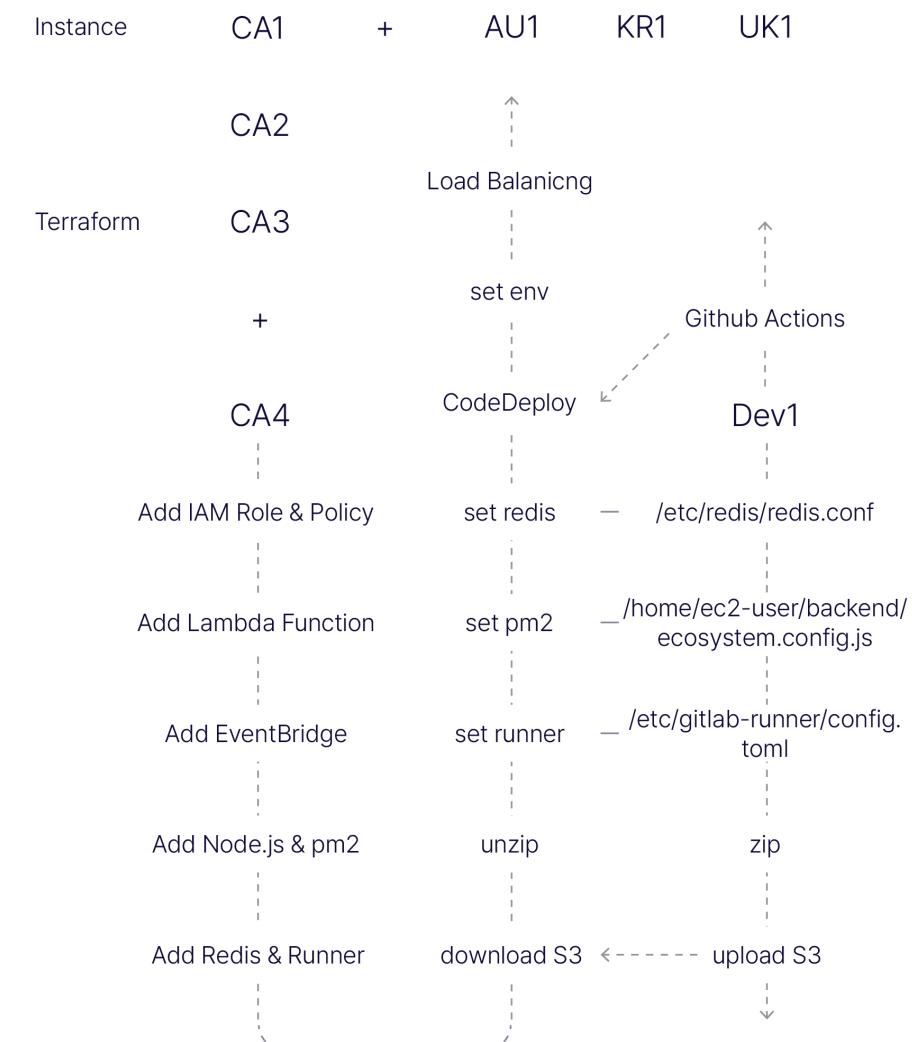


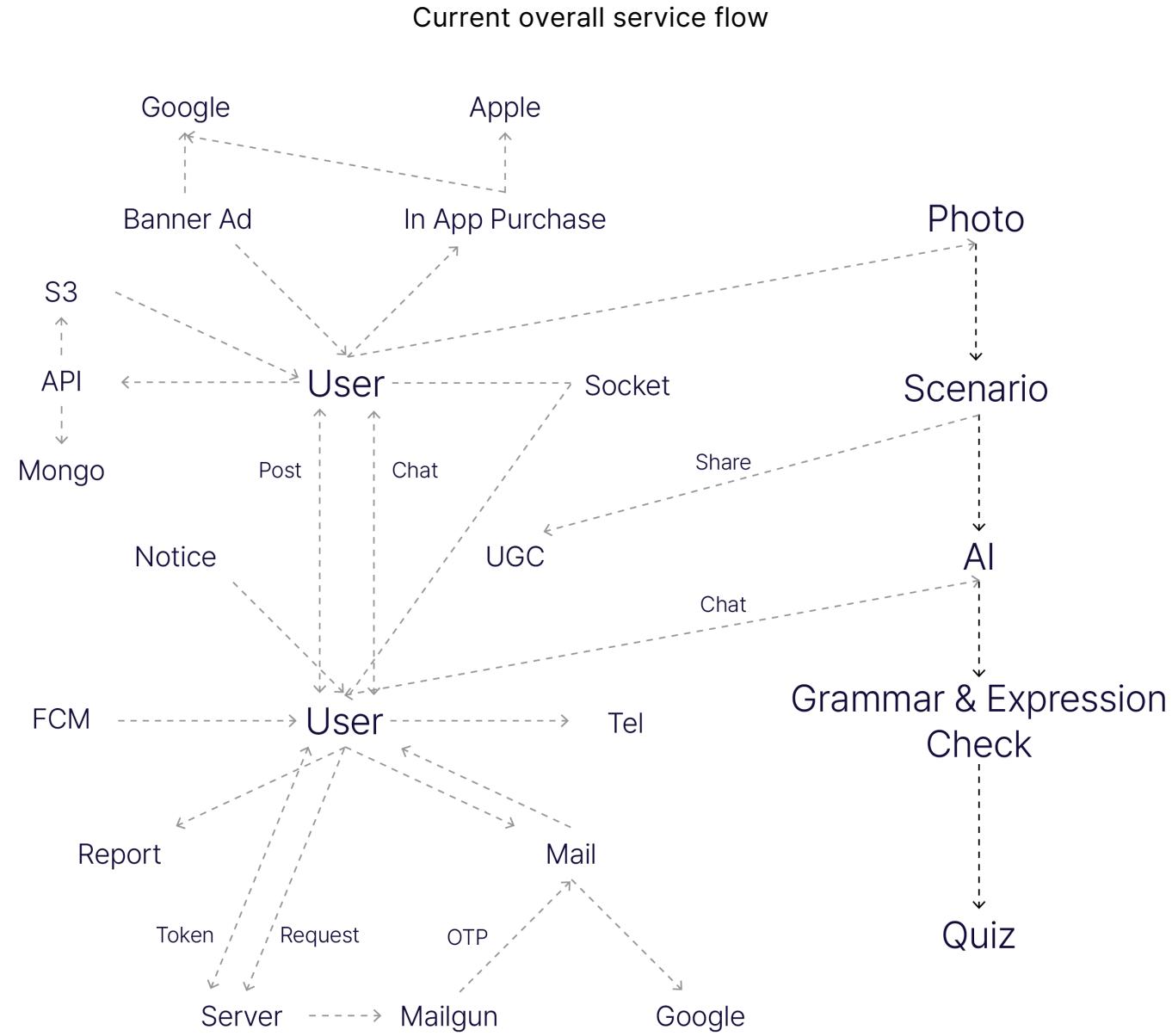
Feasibility

Stable server environment (traffic distribution)



CPU monitoring & automatic server horizontal scaling

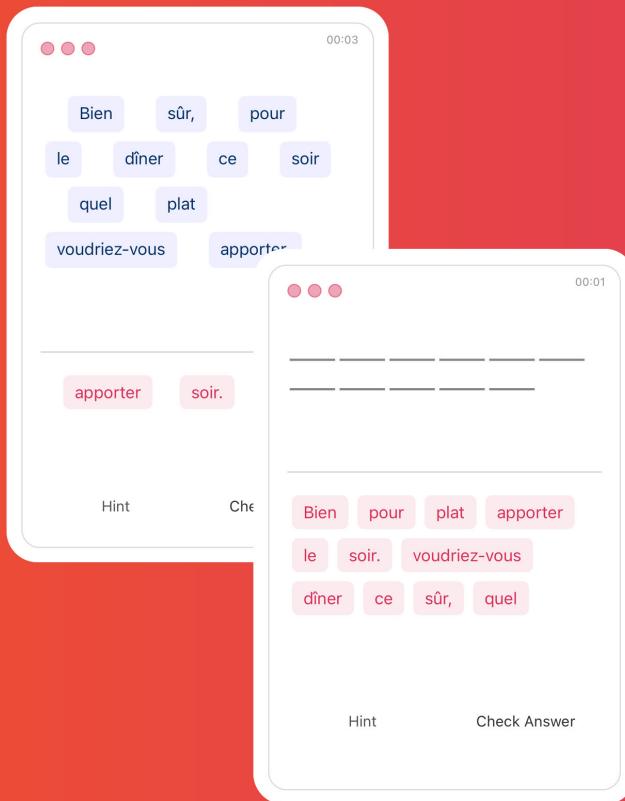




Language Learning, Whenever It Strikes

— Abrody

Home



Learn from your words,
in your world

Clarity 54%
Fluency 65%

Abrody

Easiest way to Learn



Learning Tools



Today's Lesson



Quiz



Convers Analy



Vocabulary



Grammar



Expression

Quick Menu



Settings

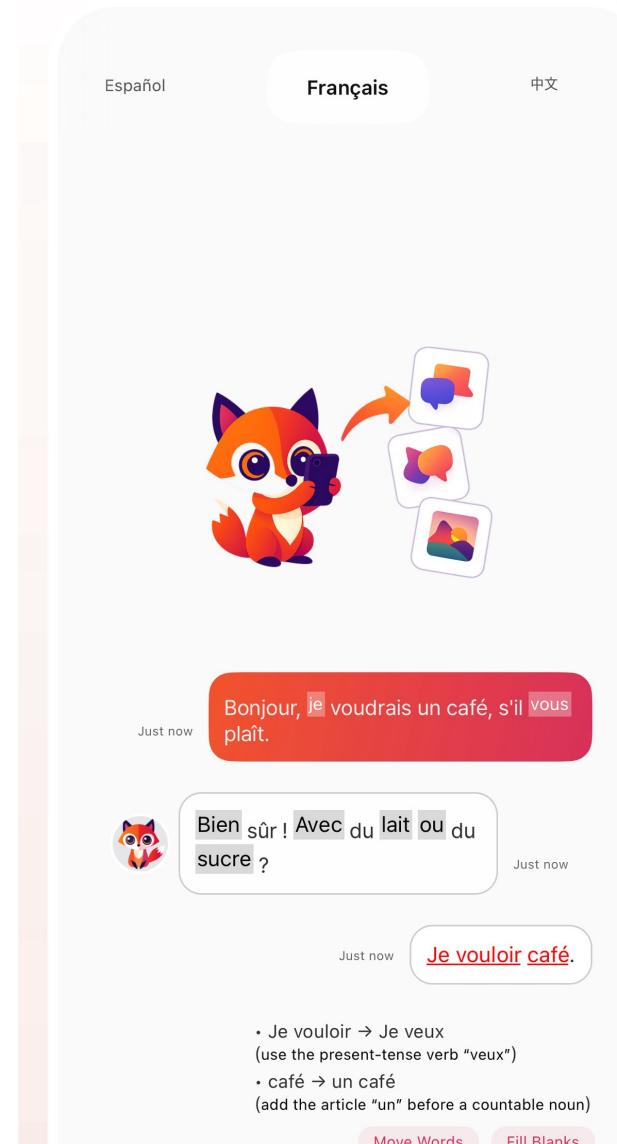


My Profile

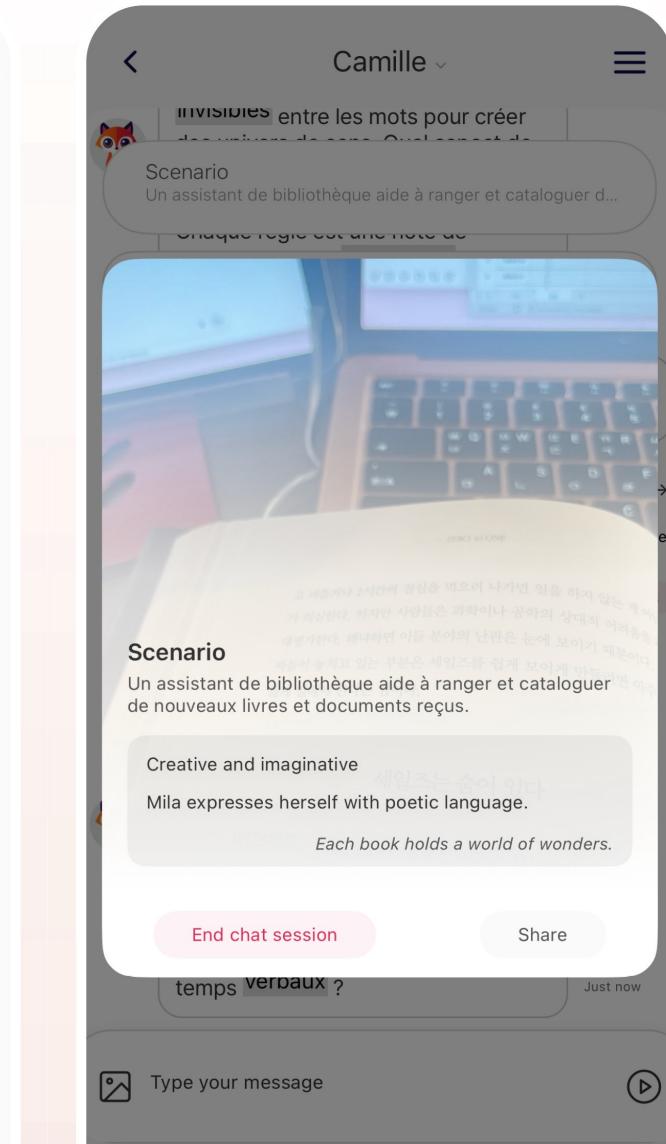


Friend

Scenario Generation



Practice in a Scenario



Context

Product

Quiz as You Chat

Sophie

C'est très gentil de votre part! Qu'est-ce que vous aimez cuisiner généralement?

Just now

J'aime cuisiner plats simples et variés souvent chez moi.

Just now

Another model is helping...

Pick the grammatically correct sentence

J'aime cuisiner des plats simples et variés souvent le soir.

Article error; corrected: J'aime cuisiner des plats simples et variés souvent chez moi.

J'aime cuisiner plats simples et variés souvent chez moi. X

Moi aime cuisiner des plats simples et variés.

Chez moi je préfère cuisiner variés plats simples.

Move Words Fill Blanks

Chat

Quiz

Learning

Translate Instantly

Sophie

C'est un plaisir! Est-ce que vous avez [redacted] ago

Scenario A dinner party is being prepared and the tableware needs t... ago

88 T 8 French Difficulty: B1

Bonjour! Avez-vous une préférence pour le plat que vous aimeriez apporter ce soir? 2 minutes ago

Just now

Je préfères apporter le plat qui vous plaît ce soir.

Move Words Fill Blanks

C'est très gentil de votre part! Qu'est-ce que vous aimez cuisiner généralement?

Just now

That's very kind of you! What do you usually like to cook?

Type your message

Grammar Quiz

Sophie

Bien sûr, quel plat voudriez-vous apporter pour le dîner ce soir? Just now

00:09

Just now

Bien plat pour dîner

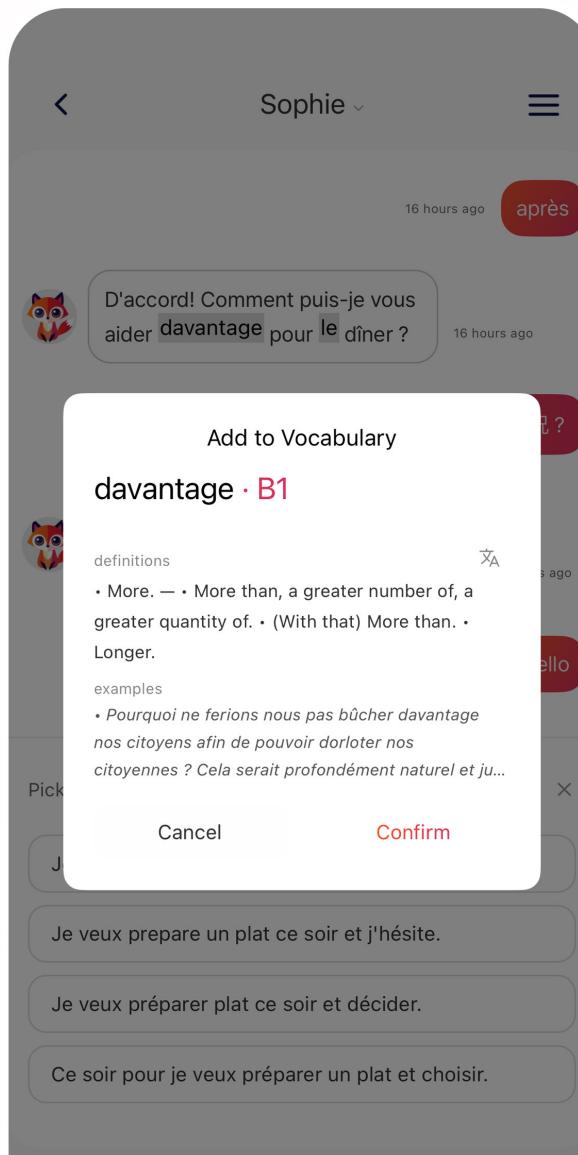
soir. ce apporter le

voudriez-vous sûr, quel

Hint Check Answer

Ce soir pour je veux préparer un plat et choisir.

Learn Everyday Language



Words

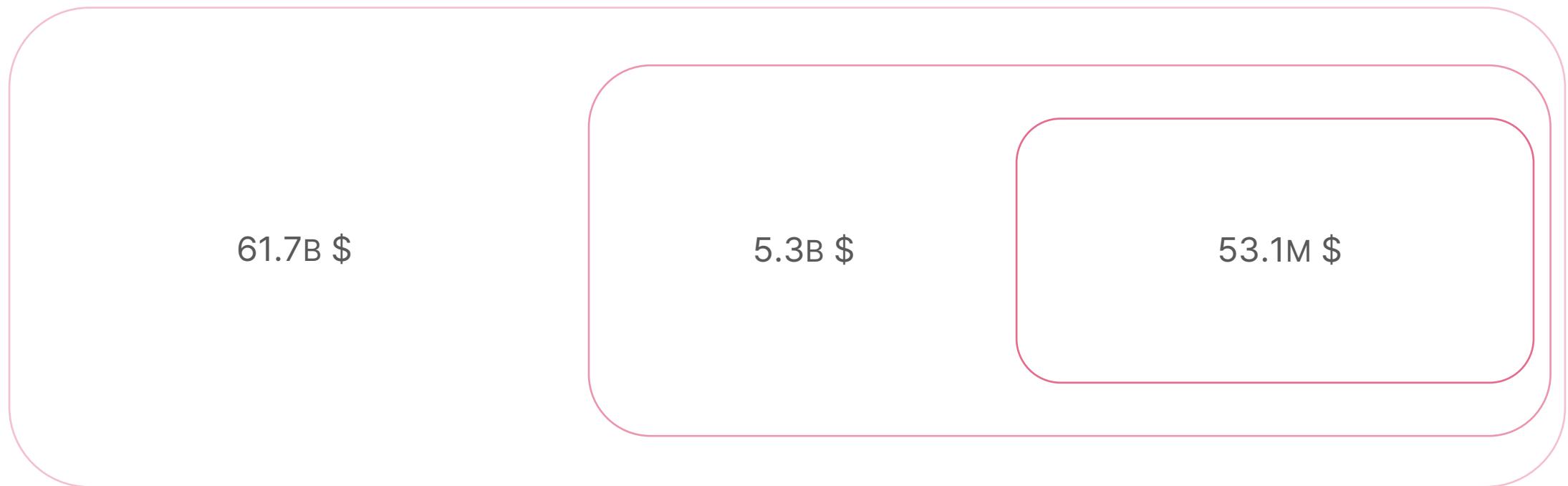
Learning

Word Learning Made Easy

The screenshot shows a quiz interface for the word "idéal". The title is "Vocab · Français (CEFR) · A1". The question is: "Which would give perfect satisfaction to intelligence and human sensitivity." Below the question are two buttons: "Known word" and "Unknown word".

Below the quiz, there is a word card for "promener". The definition is: "Mener, conduire, faire aller quelqu'un de côté ou d'autre, soit pour l'amuser, soit pour qu'il prenne de l'exercice." An example sentence is: "Promener un enfant, un vieillard, un malade." Below the definition are sections for "Semantic neighbors" (with words like sauter, plaisanter, interroger, comédie, héler, recevoir, décrire, déguiser, traverser, mener) and "Affix/stem grouping" (with words like promenade, promettre, emmener, mener, protéger, prouver, problème, propre, profiter).

Market Size



Global online language learning

KR, CA, AU, UK combined

1% early penetration target

Language learning app market CAGR

16.1%

AI in education market CAGR

31.2%

Differentiation

Element	Existing Competitors	Abrody
Learning triggers	Levels · Units · XP	Real-time personal practical context
Feedback	Rule-based (+ limited ML)	Rule-based LT + AI review + fine-tuning
Content expansion	In-house production	UGC location & scenario sharing

Key Customers

People who want to start learning a language casually without books or lectures

People who feel intimidated speaking with native speakers but want to naturally encounter the language in daily life

Beginner learners who have lost interest and motivation quickly when starting a new language

Gen Z in Canada, Australia, the UK, and Korea

Paid marketing channels



Self-operated marketing accounts

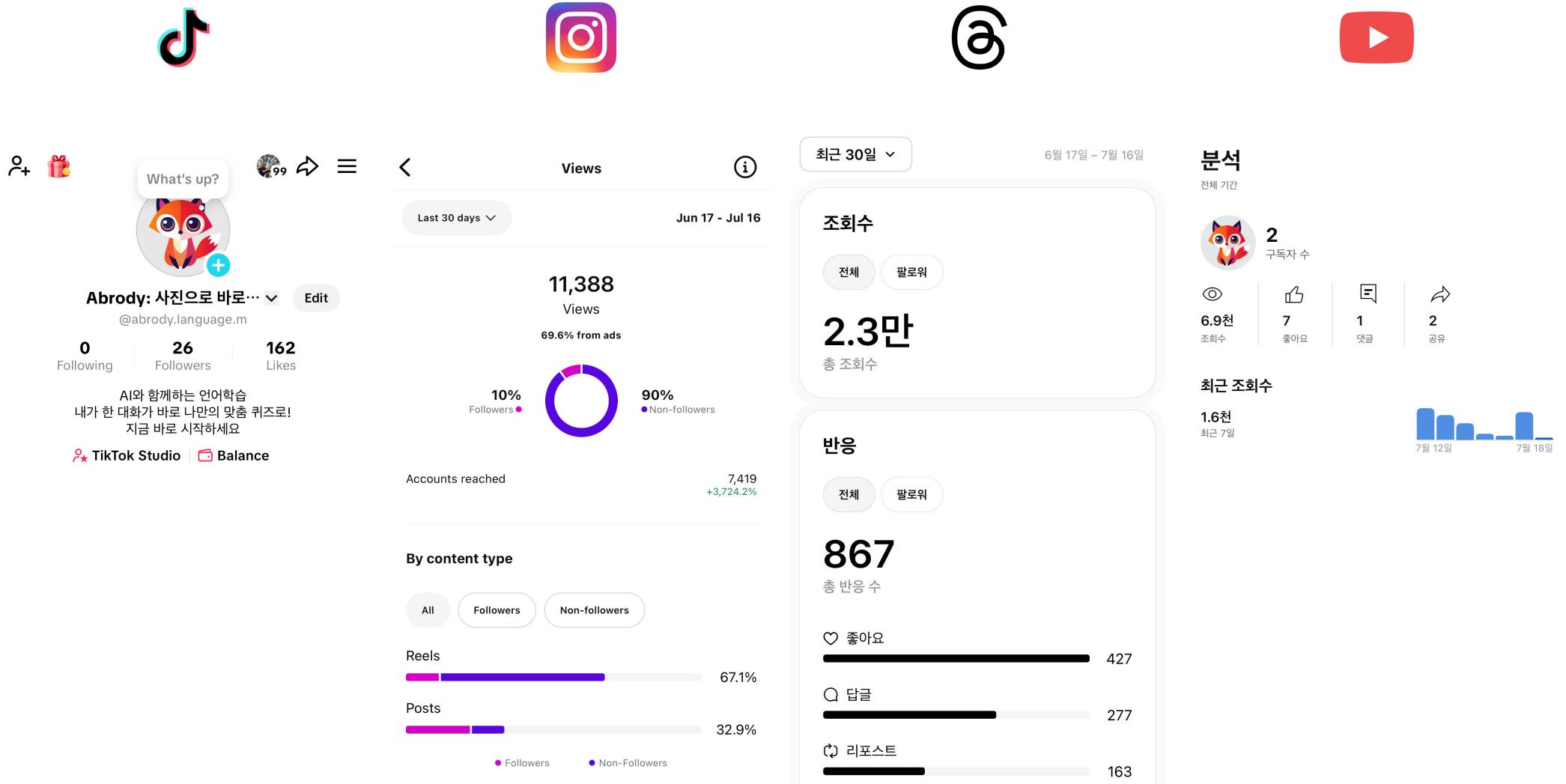


Paid marketing channels



설치	인앱 액션	참여 인앱 액션	↓ 비용	비용/참여 인앱 액션	전환율	전환수	전환당비용
102.00	0.00	0.00	₩327,364	—	0.92%	102.00	₩3,209
3.00	0.00	0.00	₩5,539	—	0.33%	3.00	₩1,846

Self-operated marketing accounts



Business Model

Plan	Price (Korea)	Key Benefits	
Freemium	Free	Basic AI, ads displayed	Unlimited smarter AI usage Longer conversation context
Premium Monthly	19,000KRW	Unlimited smarter AI, ad removal, AI voice, more quiz types	Natural-sounding AI voice More diverse types of quizzes Ad-free experience
Premium Annual	136,800KRW	All benefits of the monthly plan	

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)

21,000

Required funding (-'29 , KRW)

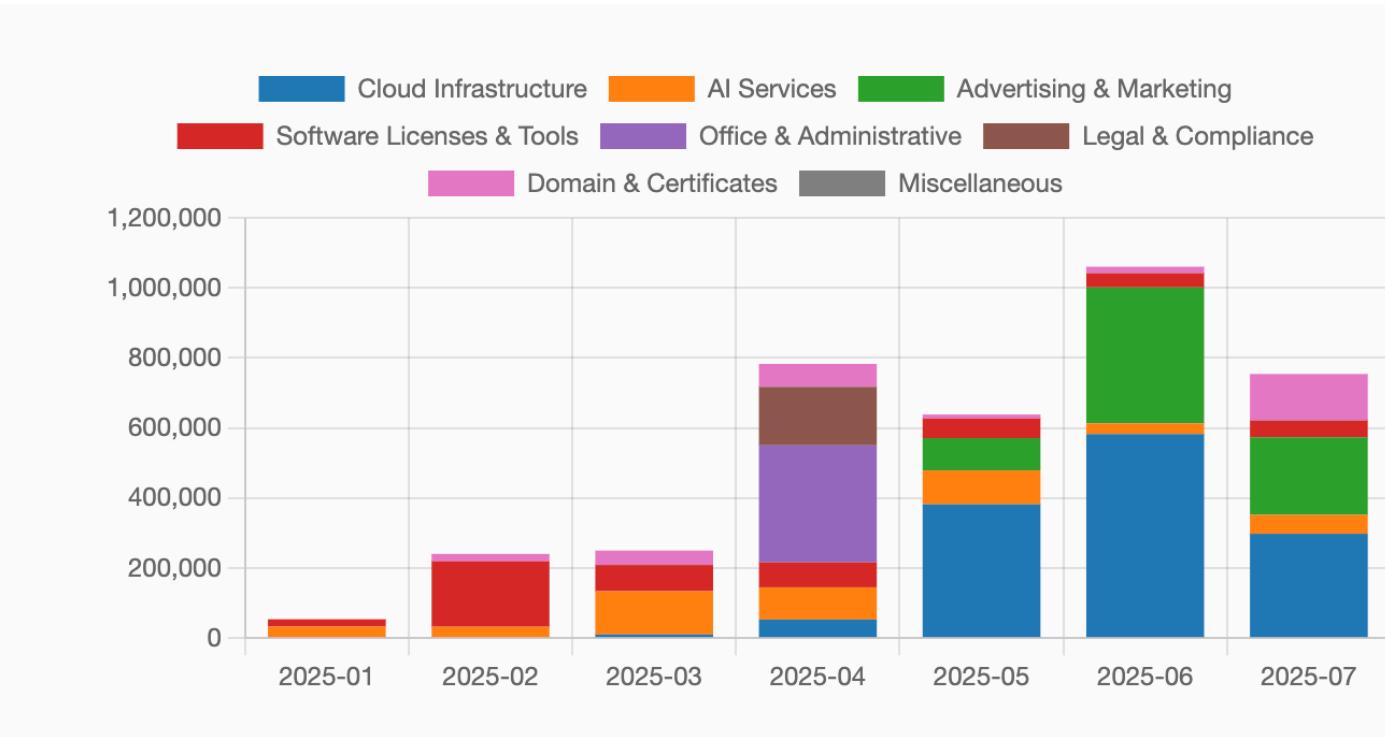
10,000

Seed ('25-'26 , KRW)

26,000

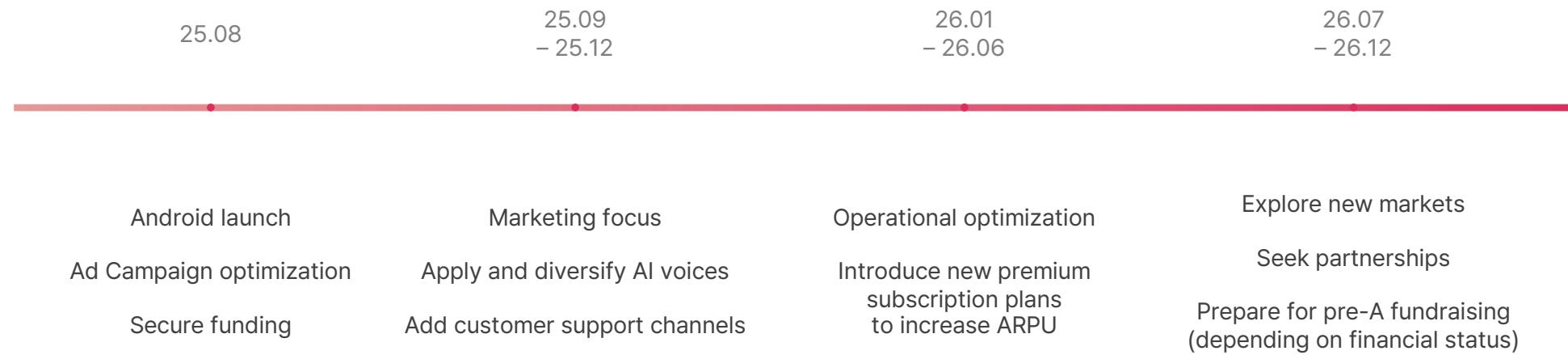
Pre-A (-'27 , KRW)

14,000



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)다우인쇄(스캔)	1,250 KRW
Office & Administrative	아성다이	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)다우인쇄(스캔) - 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

Milestone



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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