Why Am I Still Not Fluent in Spanish?

- Time Constraints

- Work-Life in Different Language

- Inconsistent Learning

- Cost and Accessibility

- Relevance of Vocabulary Learned

Parrot

Language Learning Tailored to Your World

Pitch deck – January 2024

Value Proposition

"**For busy professionals** and practical learners who seek an **efficient and context-rich method** to improve their foreign language.

Parrot is an innovative Chrome extension that **transforms everyday web browsing** into a **personalized language learning experience**."

Let's See Our

DEMO

System Design

Displaying quiz pop-up

API calls

Extracting data

Generative AI

Fetching data

Posting data

User

DB

Solution

Catering to a modern, internet-savvy audience who value efficiency and context in their learning experiences, in a simple, natural and entertaining way.

1 Contextual Learning
- Master language in its natural habitat.

2 Real-Time Learning
- Turn your casual Instagram posts scroll into a learning stroll.

5 Reinforcement of Learning
- Every click, a new word; every text, a better grasp.

3 Customized Learning Experience
- Learn words that matter to you, in contexts you care about.

4 Convenience and Accessibility by Integration into Daily Activities
- No need to open an App.

Types of Customer

We have the potential to create a Parrot for every type of person

The Busy Learner

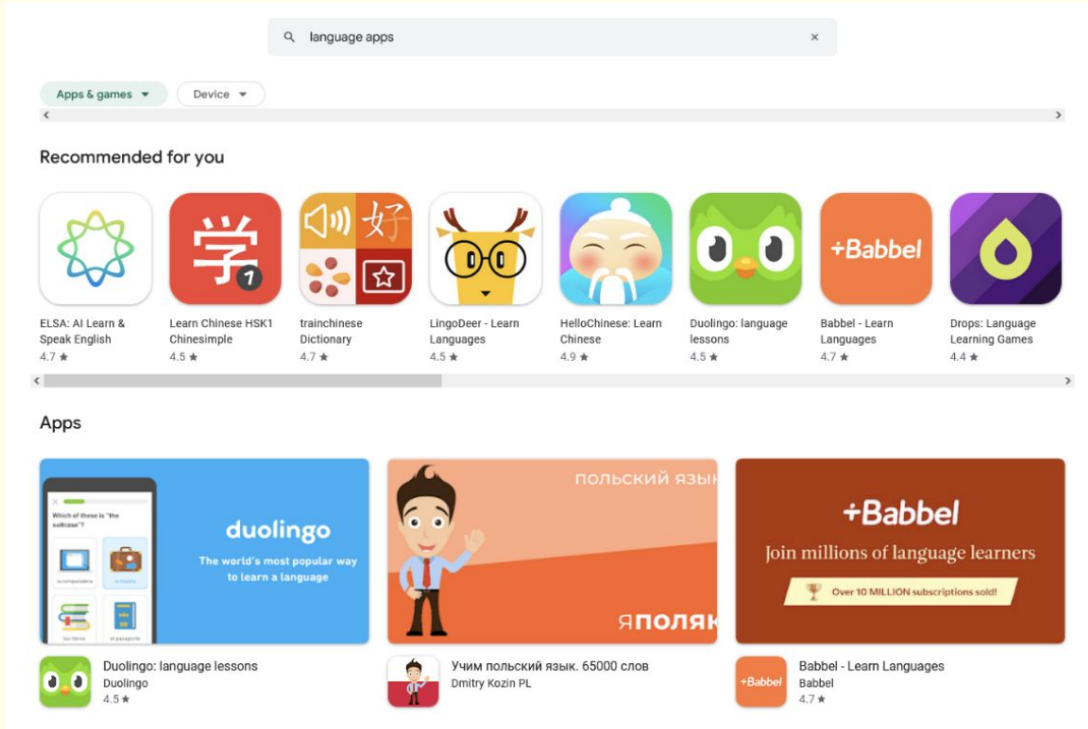For Professionals

For International Students

For Busy Parents

The Practical Learner

For Expats

For Travelers

For Hobbyists

Competitors Analysis

Why Learning Language Apps don't work…

- Inefficient learning methods

- Little context and don't generate interest or engagement

- Generally uninspiring, uncompelling and stressful for the learner.

- High-anxiety environment.

Studies backed by:

Business Model

Our revenue sources are multiple !

B2C

FREEMIUM MODEL

- Free - €0/month
- Basic - €5/month
- Pro - €15/month

B2B

SUBSCRIPTION MODEL BY NUMBER OF CUSTOMERS

- Educational Institutions
- Corporate Training Departments
- Language Schools

## ADVERTISEMENT

SPACE FOR BUSINESSES TO PROMOTE THEIR BRANDS

- Companies and Brands

DATA MONETIZATION

- Educational Publishers and Content Creators
- Language Learning Institutions and Online Course Providers
- Advertising Agencies
- Marketing Firms

Market Size

There is a great opportunity to position the company in a high-growth global market.
Starting with a strong leadership in the Spain

€52,7 Billions

€15.8 Billions

€5.7 Billions

€720 Millions in Spain
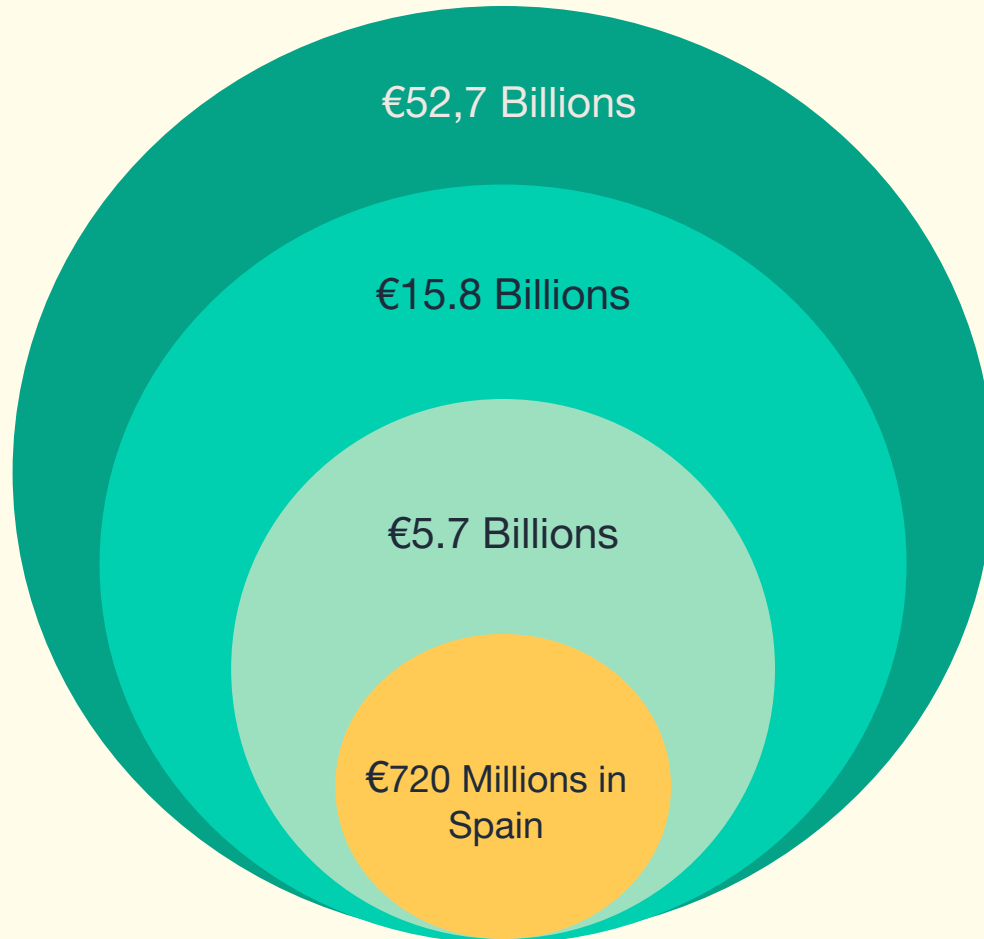
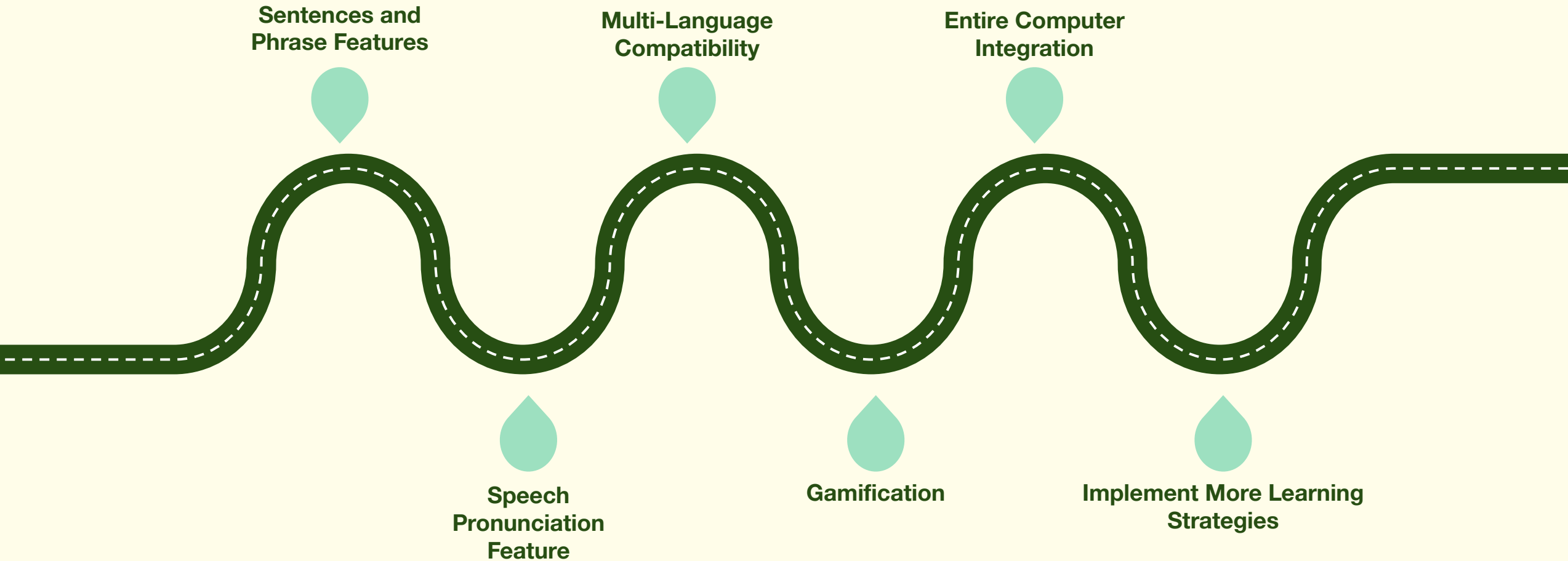**1** **Global Language Learning Market**

CAGR of 20.8% to 2030

2 **European Language Learning Market**

3 **European Spanish Language Learning Market**

4 **Non Spanish Speaking in Spain Market**

6 Millions People

Product Road Map

Sentences and
Phrase Features

Multi-Language
Compatibility

Entire Computer
Integration

Speech
Pronunciation
Feature

Gamification

Implement More Learning
Strategies

Cookie: Revolutionizing Home Cooking for the Modern Lifestyle

Introduction

"Home cooking is associated with numerous health benefits, including a reduced risk of type 2 diabetes mellitus and other chronic diseases" (Mills et al., 2017), and a study from the University of Washington School of Public Health revealed that people who cook at home tend to have healthier overall diets without higher food expenses (University of Washington, 2017). Not only this, but households who based their diets on home-cooked meals about three times per week showed a score of about 67 on the Healthy Eating Index, while those who cooked at home about six times per week had a score of about 74 (Wolfson & Bleich, 2015). Taking all of this into account, it is evident that cooking at home is significantly advantageous over eating out.

In today's fast-paced world, individuals tend to overlook this imminent fact and diminish the huge significance that nutrition poses in incorporating a healthy lifestyle. This is especially true for those who face intense time constraints or the lack of access to a robust learning platform. College students and working professionals are specifically targeted by the temptation that the convenience of eating out represents, and this is where Cookie emerges as a culinary beacon.

Cookie, the proposed web application that will be exposed in this paper, not only champions the health and financial perks of home cooking but also addresses the common challenge of time constraints by simplifying the meal preparation process. With Cookie, the aspiration for healthier, home-cooked meals becomes an attainable reality, making it an essential tool for anyone looking to balance a busy schedule with the desire to eat well.

Basic Overview

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