

flix.com

**YOU CAN NEVER
UNDERSTAND ONE
LANGUAGE UNTIL YOU
UNDERSTAND AT LEAST
TWO**

- GEOFFREY WILLANS

flix.com

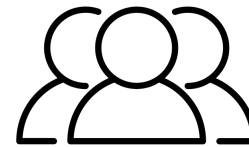
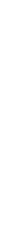
What do we do ?



Foreign Language Content



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Learners and Enthusiasts



Why do we do it ?



Demotivating



High Dropout Rates



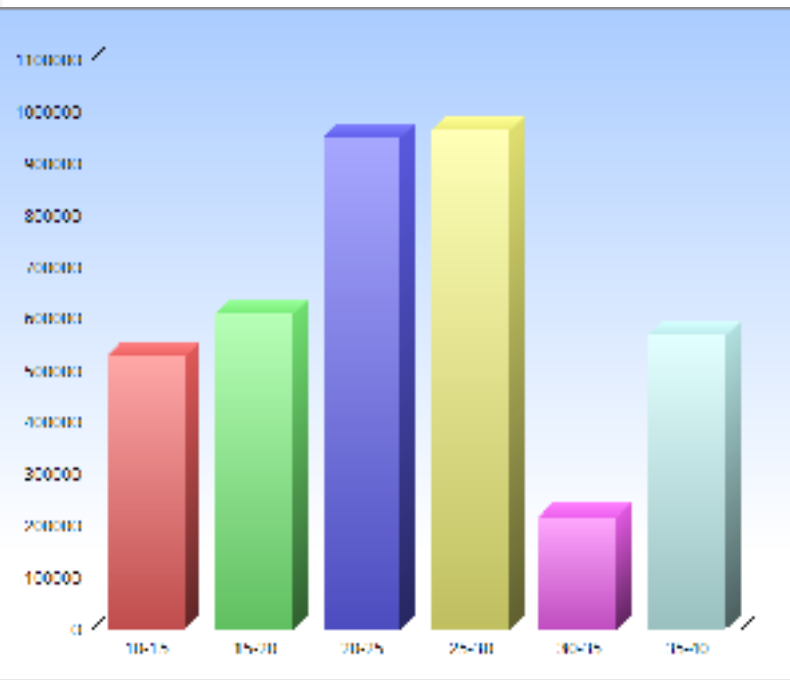
Poor Interaction



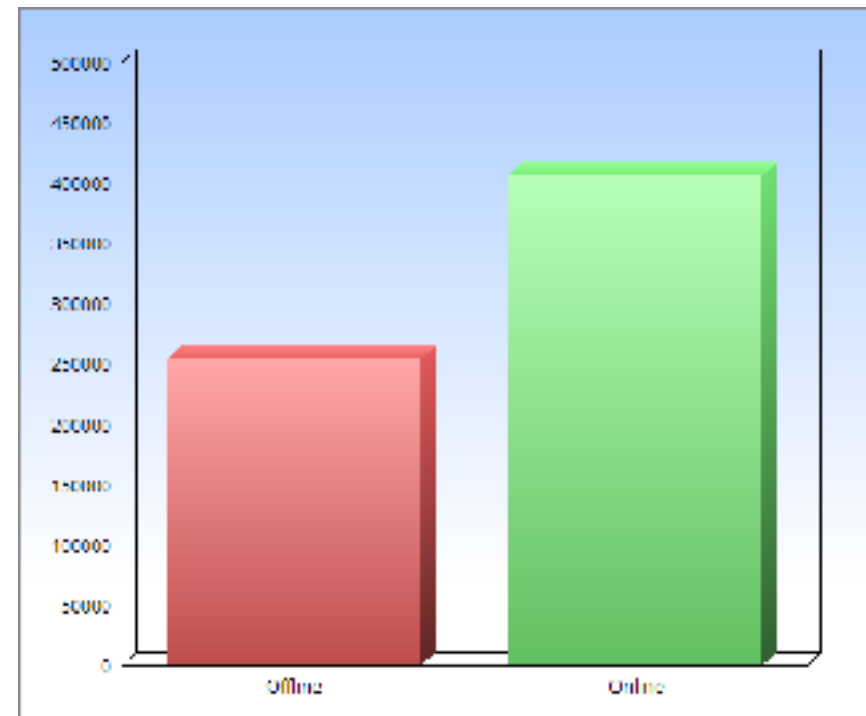
Imitates Vocabulary
Training

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The Language Learning Scene



Age wise distribution of 2nd language learners globally



Mode of learning for 2nd language

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Statistics



51%



of students learn two
or more foreign
languages

(% of students in general upper secondary education)

data from ec.europa.eu/eurostat

fliX.com

The Content Scene

Youtube Users are outside the US

80%

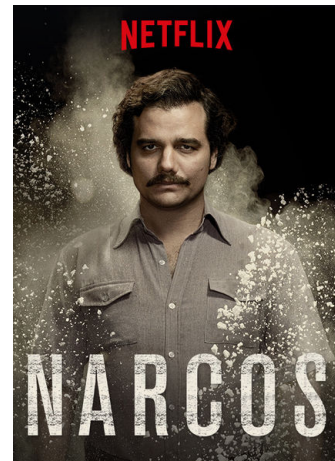
70%

Internet users non-native English speakers



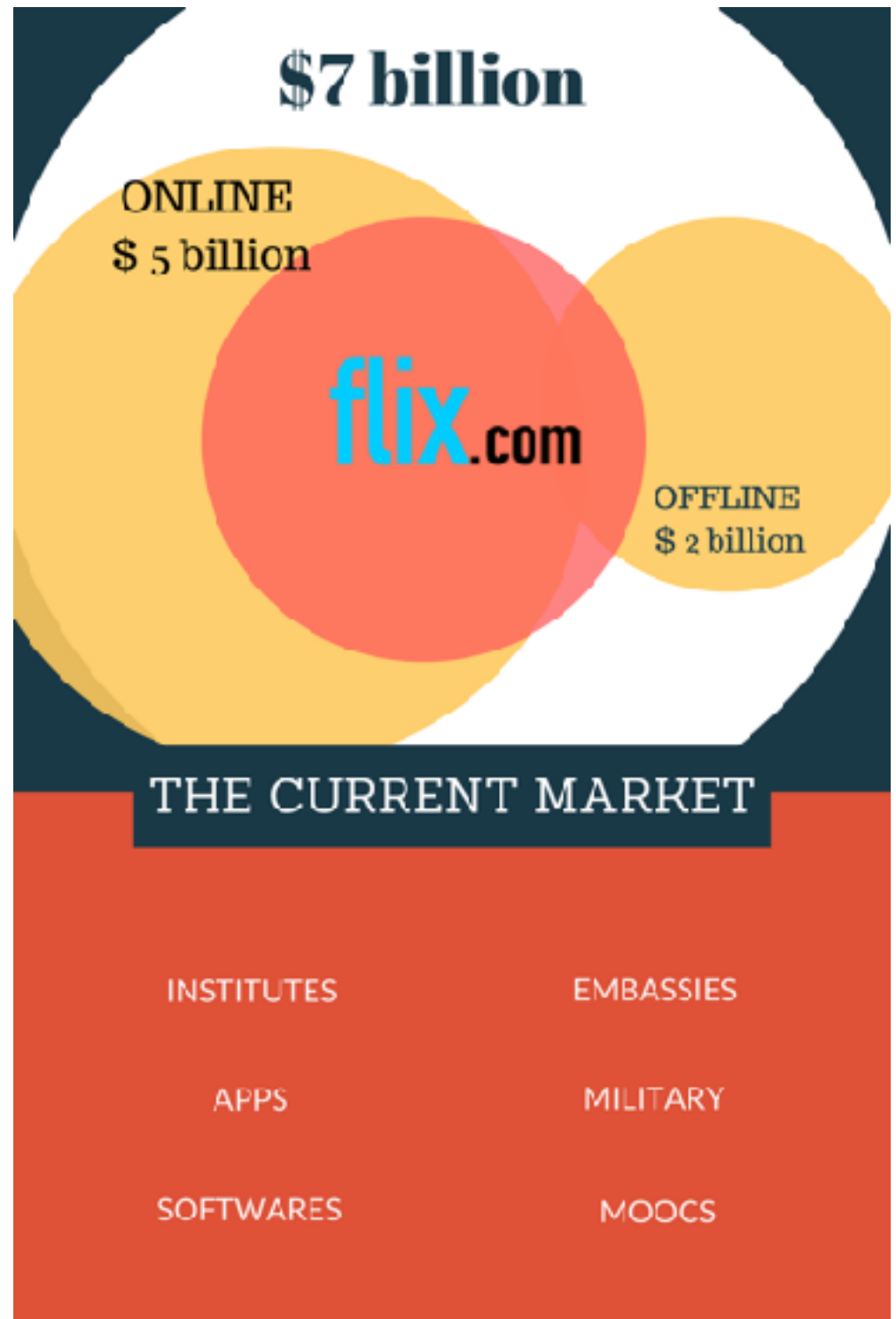
Investments in foreign language content by huge corporations like :

- Netflix
- Amazon Prime Video
- Hulu



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Market Segmentation



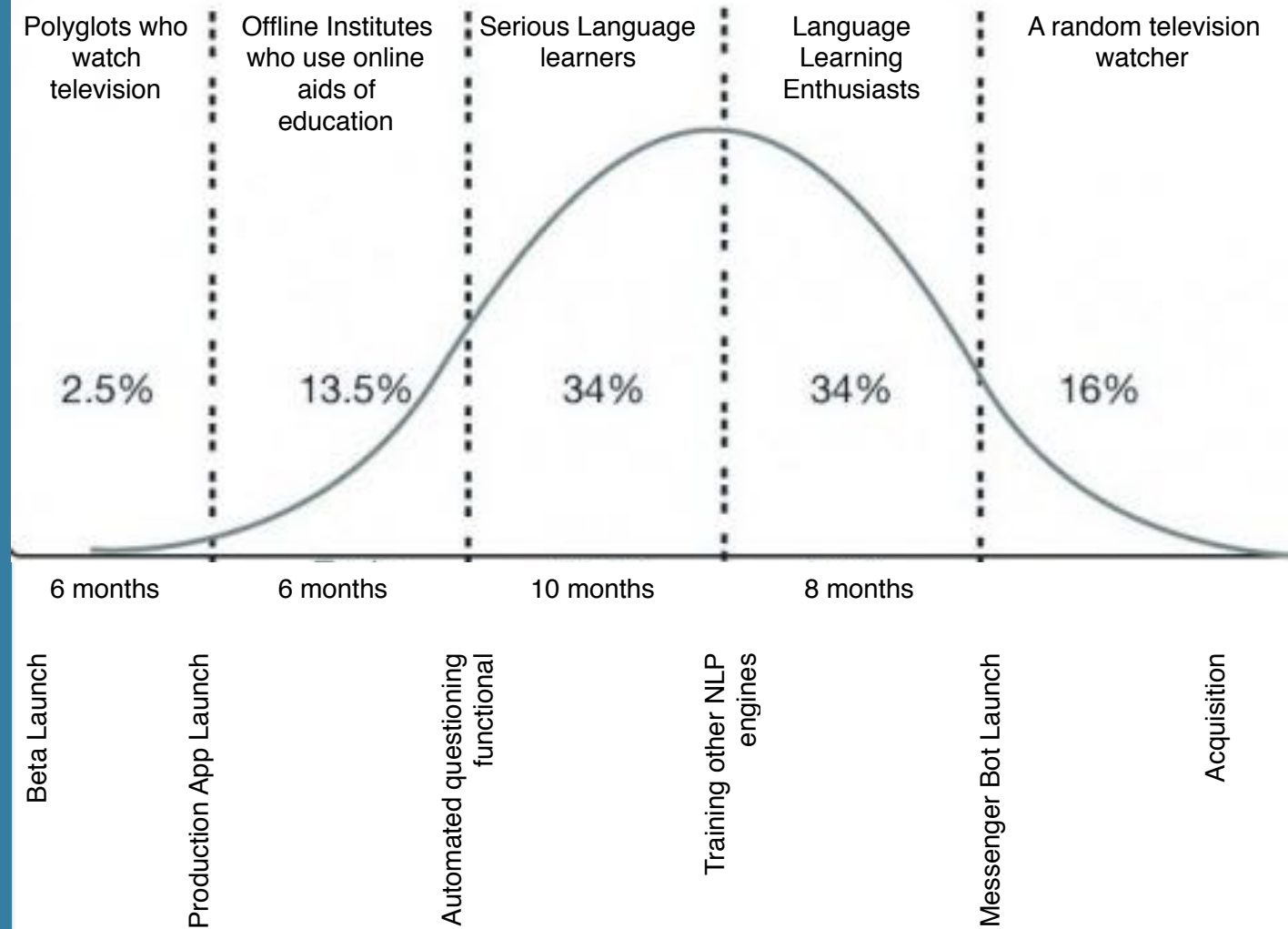
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Retention Model





User Adoption & Product Roadmap





Marketing stages

STAGE 1	STAGE 2	STAGE 3	STAGE 4
Incentivising polyglots to use the platform	Tie up with embassy programs like Max mueller Bhavan, Japan Foundation	Market to university students pursuing degrees in foreign language	Extensive online marketing
Using the polyglots as regional ambassadors	Tie up with private institutes like Inlingua	Tie up with corporate foreign language learning programs	Brand establishment
Penetrate language learning clubs and TV cult following groups	Market to university students pursuing degrees in foreign language	Extensive online marketing	



Revenue Model

Subscriptions

- Direct revenue stream
- No compulsion of completing learning modules (unless user is pursuing a certificate course)
- Competitively priced against Netflix, Hulu and Prime Video

Progress Points

- Compulsion of completing learning modules
- Accumulating data which can be used to:
 - *Improve UX*
 - *Suggest new translations for phrases*
 - *Predict user behaviour and flow, provide training sets for improving voice based NLP for Google, Amazon, etc.*
 - *Create our own NLP platform and monetize it*
 - *Build Messenger bot*



Our Team



Divyanshu Sharma

UX, Business



Karan Saini

Security Researcher, Ethical
Hacker



Sneha Sinha

Web Developer, Designer



Madhur Tandon

Backend Developer