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

- Geoffrey Willans

flix.com

flix.com
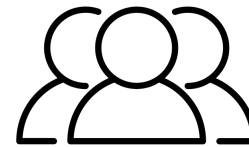
What do we do ?

Foreign Language Content

flix.com

Learners and Enthusiasts

flix.com
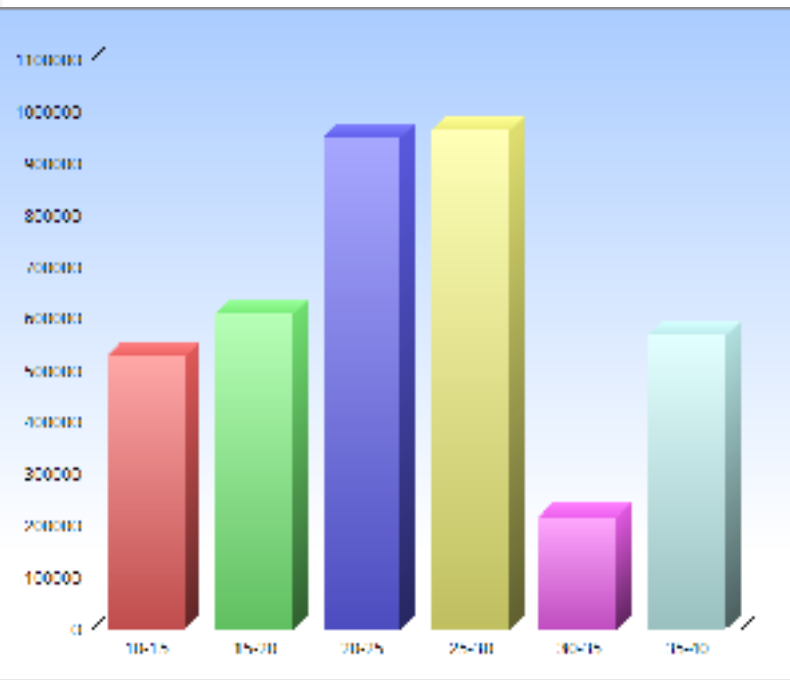
Why do we do it ?
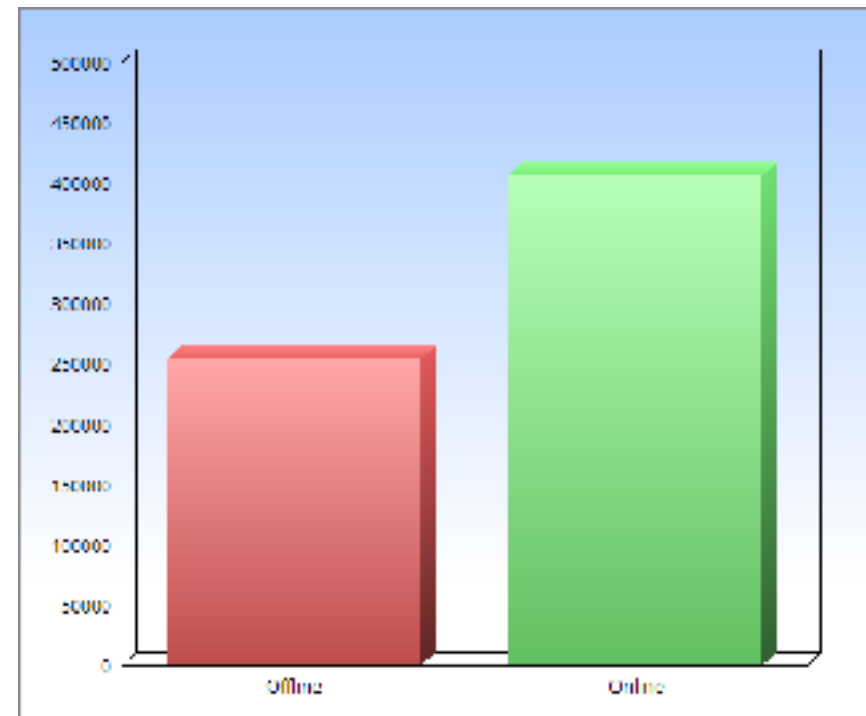
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Demotivating

High Dropout Rates

Poor Interaction

Imitates Vocabulary
Training

Age wise distribution of 2nd language learners globally

Mode of learning for 2nd language

The Language Learning Scene

flix.com

flix.com

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

AMAZON EXCLUSIVE
THE **SALESMAN**
A FILM BY ASGHAR FARHADI

ACADEMY AWARDS® WINNER
BEST FOREIGN LANGUAGE FILM
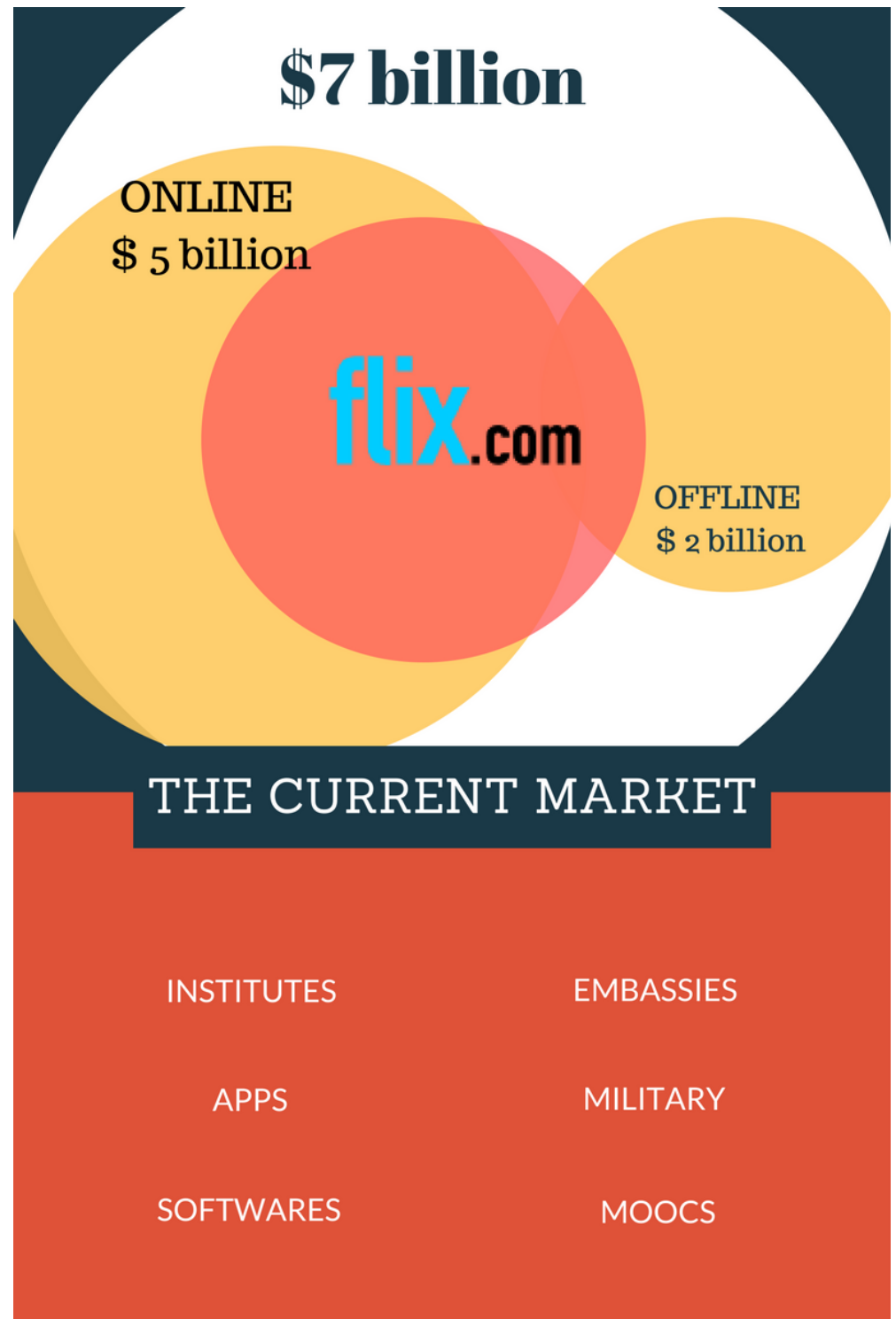
Investments in foreign language content by huge corporations like :

- Netflix
- Amazon Prime Video
- Hulu

NETFLIX

NARCOS
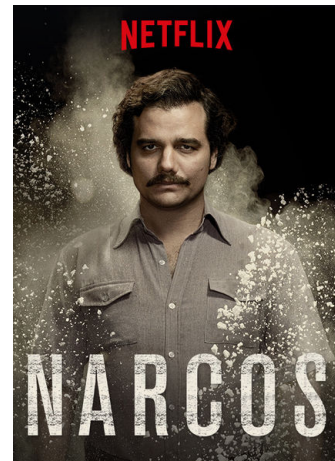
flix.com

Retention Model
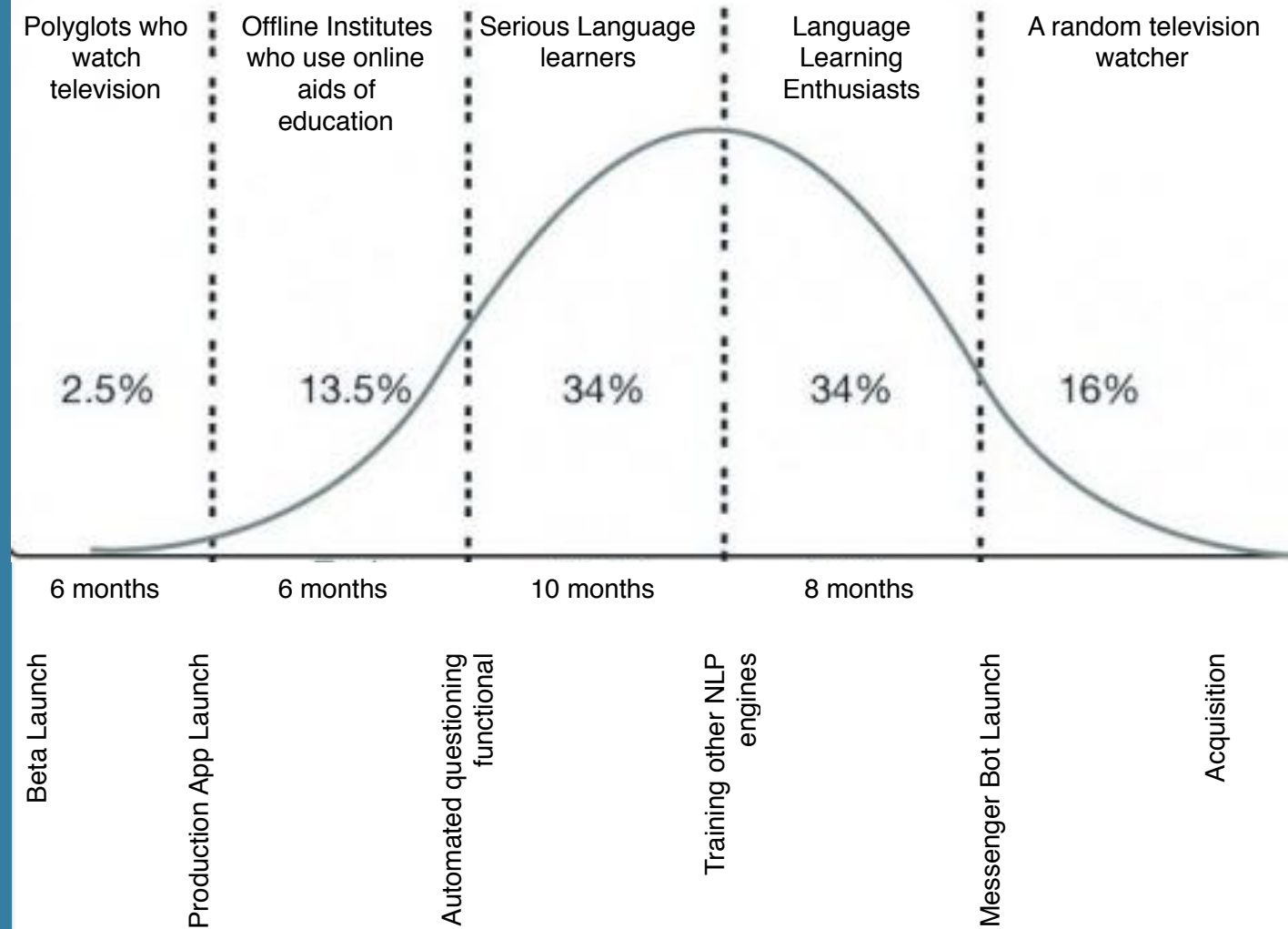
Trigger

Action

External

Internal

Watched an episode / movie

Next episode released / boredom

Comes back to watch the next episode due to latching effect

Received progress points

Investment

Variable Reward

flix.com

User Adoption & Product Roadmap

Polyglots who watch television

Offline Institutes who use online aids of education

Serious Language learners

Language Learning Enthusiasts

A random television watcher

2.5%   13.5%   34%   34%   16%

6 months   6 months   10 months   8 months

Beta Launch

Production App Launch

Automated questioning functional

Training other NLP engines

Messenger Bot Launch

Acquisition

flix.com

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

flix.com

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*

flix.com

Our
Team

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UX, Business

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Security Researcher, Ethical
Hacker

Sneha Sinha

Web Developer, Designer

Madhur Tandon

Backend Developer