# Buddy.ai
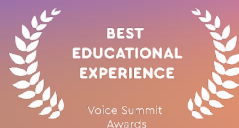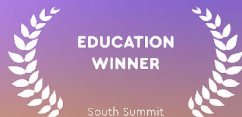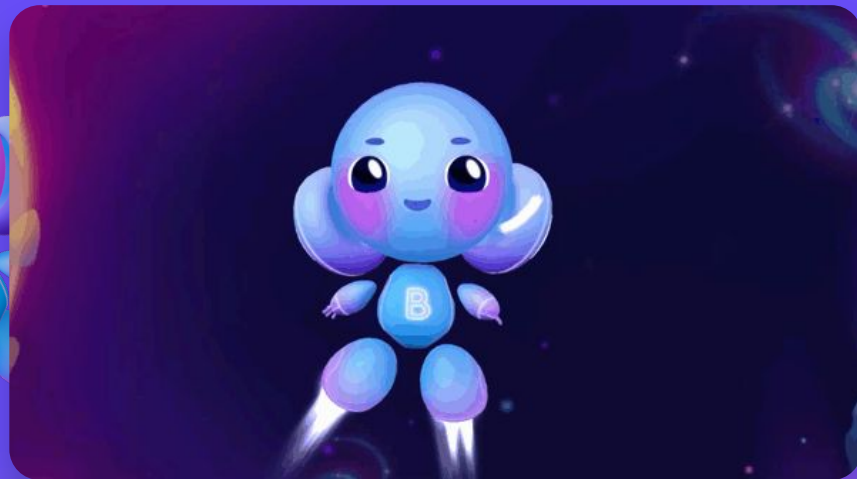
★★★★★ 4.8    891,000 user reviews

World's First Conversational
AI Tutor for Children

- Top of the App Store's
  Kids and Education charts

- $5.4M Revenue Run Rate

- Growing 21% QoQ

EDUCATION
INNOVATION
WINNER

Global EdTech
Startup Award

EDUCATION
WINNER

South Summit

BEST TECHNOLOGY
SOLUTION FOR
LEARNING AND
TRAINING

Global EdTech
Startup Award

BEST
EDUCATIONAL
EXPERIENCE

Voice Summit
Awards

WINNER

Startup World Cup

INTERNATIONAL
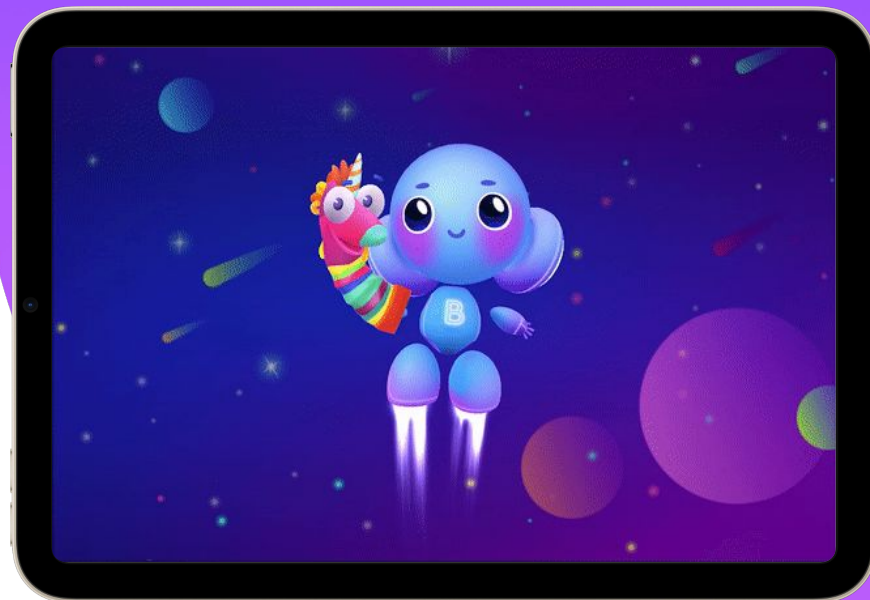LANGUAGE
TECHNOLOGY
COMPETITION
FINALIST

LaunchPad

**500 million children** are trying to learn English as a foreign language. But 99% won't get enough **speaking** practice to achieve fluency.

🫥 **Language apps for kids** don't teach speech. Apps for adults do not work for kids

🤯 **Classes** are overcrowded

🤑 **Tutors** are too expensive ($20/hr)

# We provide quality 1:1 English-speaking practice using Buddy, our conversational AI tutor

✔ **Affordable.** One month with Buddy costs the same as one live-tutoring session

✔ **Effective.** Guaranteed high-quality education that improves overtime

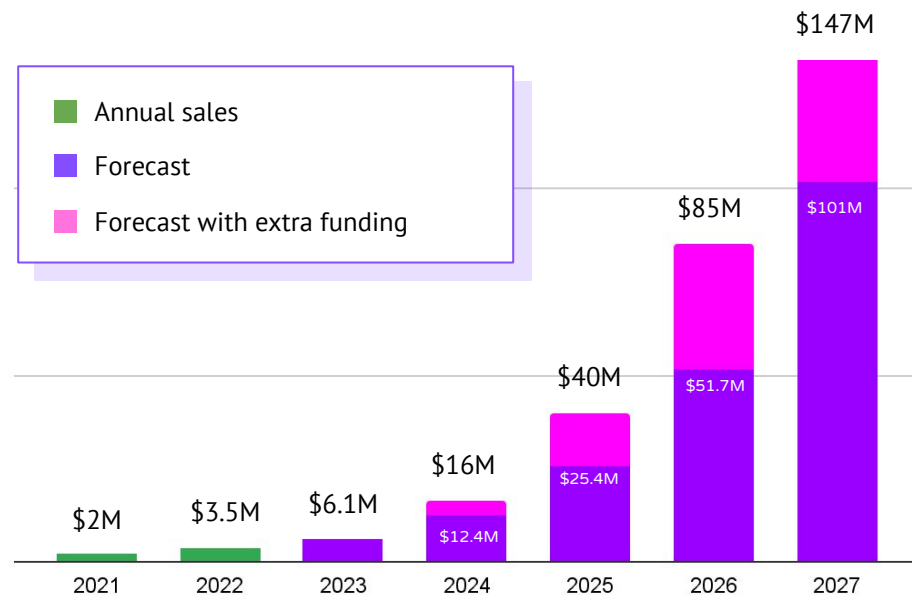✔ **Fun.** Child-friendly, gamified user-experience



3

# Product improvement drives sustainable growth



- $5.4M Revenue Run Rate
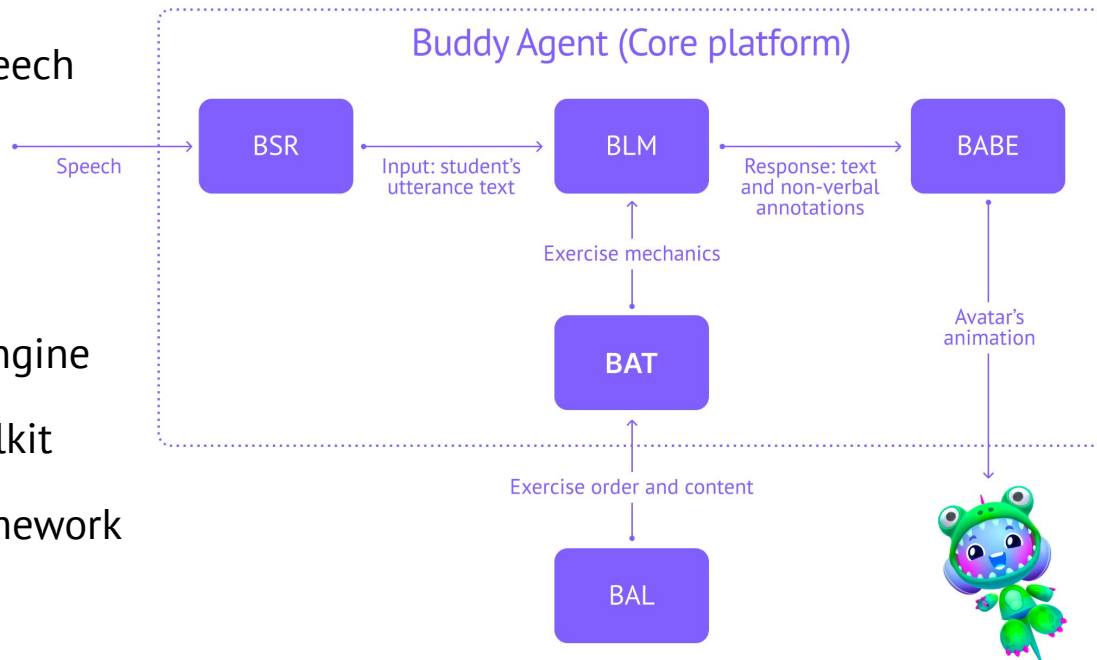
- 21% QoQ Revenue growth

# We are fully funded to reach profitability, but plan to accelerate growth with additional funding

- We will reach profitability in 2024 at our current growth rate.

- Series A funding will help us grow 10X in 2.5 years, reaching $40M in 2025.



Legend:
- Annual sales
- Forecast
- Forecast with extra funding

| Year | Value |
|------|-------|
| 2021 | $2M |
| 2022 | $3.5M |
| 2023 | $6.1M |
| 2024 | $16M ($12.4M) |
| 2025 | $40M ($25.4M) |
| 2026 | $85M ($51.7M) |
| 2027 | $147M ($101M) |

# We began developing our proprietary technology for kids **4 years before** the Conversational AI gold rush

1. **BSR** — Children's Accented Speech Recognition System

2. **BLM** — Conversational AI Engine for Children

3. **BABE** — 3D Avatar Behavior Engine

4. **BAT** — Exercise Authoring Toolkit

5. **BAL** — Adaptive Learning Framework



Buddy Agent (Core platform)

Speech → BSR → Input: student's utterance text → BLM → Response: text and non-verbal annotations → BABE

Exercise mechanics — BAT

Avatar's animation

Exercise order and content — BAL

# Repeat founders with 33+ collective years of conversational AI + voice tech experience

**Ivan Crewkov** in
Co-founder, CEO

**Dima Plotnikov** in
Co-founder, CPO

**Anton Leuski Ph.D.** in
Head of Research

Dima and Ivan have spent the last nine years building Conversational AI products. Their previous voice assistant company, *Cubic.ai,* was acquired.

Research Assistant Professor at USC with 15 years of experience in the virtual humans space

### Game Design

**Peter Kulbida**
PM

Former PM at Playrix

### Mobile marketing

**Alexey Sobolev** in
Head of Growth

Former head of UA at Aliexpress Russia

### Language Education

**ALex Korenev Ph.D.**
Education advisor

Associate Professor at the Faculty of Foreign Languages of MSU

Our 22-person team is based in a 🇺🇸Mountain View HQ and 🇲🇪Montenegro engineering office.

We combine expertise in 4 fields:

Voice tech

Game design

Education

Conversational AI