

Agent Lang

Language exchange through cooperative gameplay



Voice-First



Co-op Missions



Real-Time Matching



Outline

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Problem & Value Proposition

Today's Pain



Dating App Experience

Language exchange apps mimic dating platforms



Trust & Comfort Issues

Low-trust environment creates social awkwardness



Minimal Speaking Practice

Insufficient actual conversation opportunity

vs

Our Fix



Voice-First Missions

Cooperative gameplay that requires speaking



Natural Motivation

Game objectives drive meaningful conversation

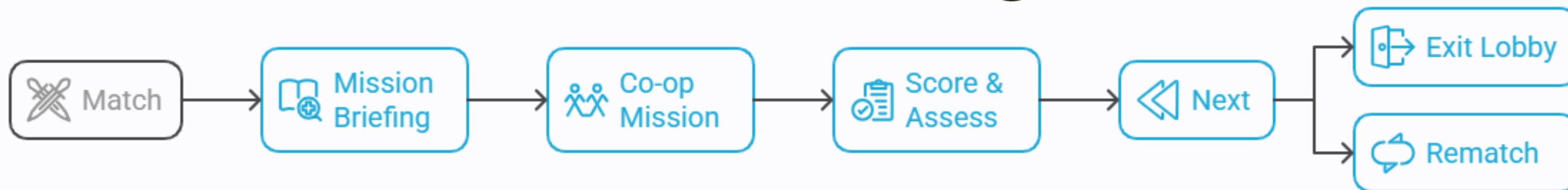


Focused Dialogues

Task-oriented exchanges with clear objectives



Core Gameplay Loop



Mission Types

Escape Room

Solve Puzzles Together

- Collaborative problem-solving
- Descriptive language practice
- Spatial vocabulary focus

Heist

Negotiation & Roleplay

- Persuasive communication
- Character-based dialogue
- Strategic conversation

Time-bomb Defuse

Rapid Q&A, Fast Pace

- Quick thinking under pressure
- Clear question formulation
- Time-sensitive communication

Roles & Matching



Student

Practice target language

- 🟡 Spends credits per mission
- 💬 Receives guided conversation practice
- 📈 Tracks language improvement



Teacher

Guides & cooperates with native tongue

- 🟡 Earns credits per session
- ⭐ Builds reputation & rating
- 👉 Helps others while practicing

Credit Ecosystem



Onboarding Boost



1,000 Free credits for new users



Reciprocal Loop

Nudging users to both teach & learn



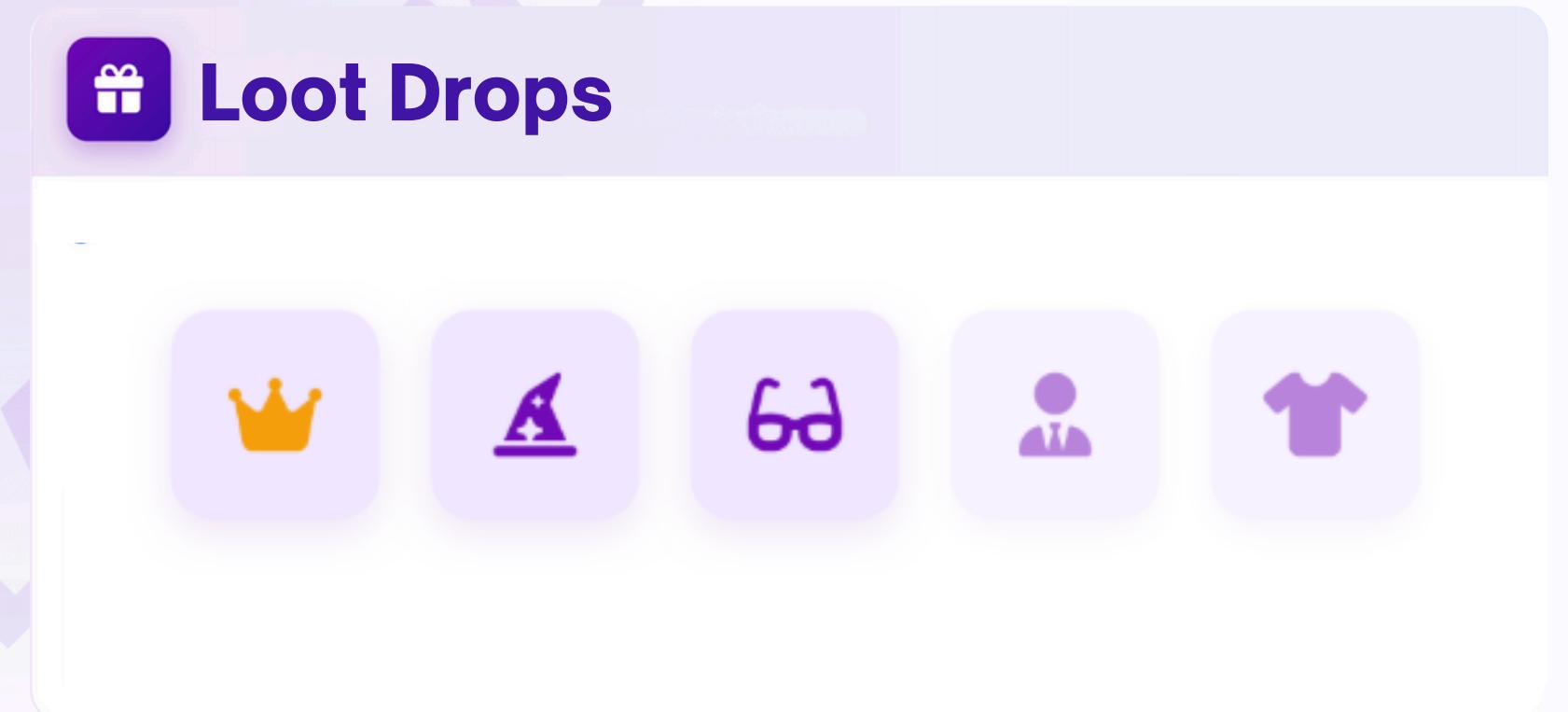
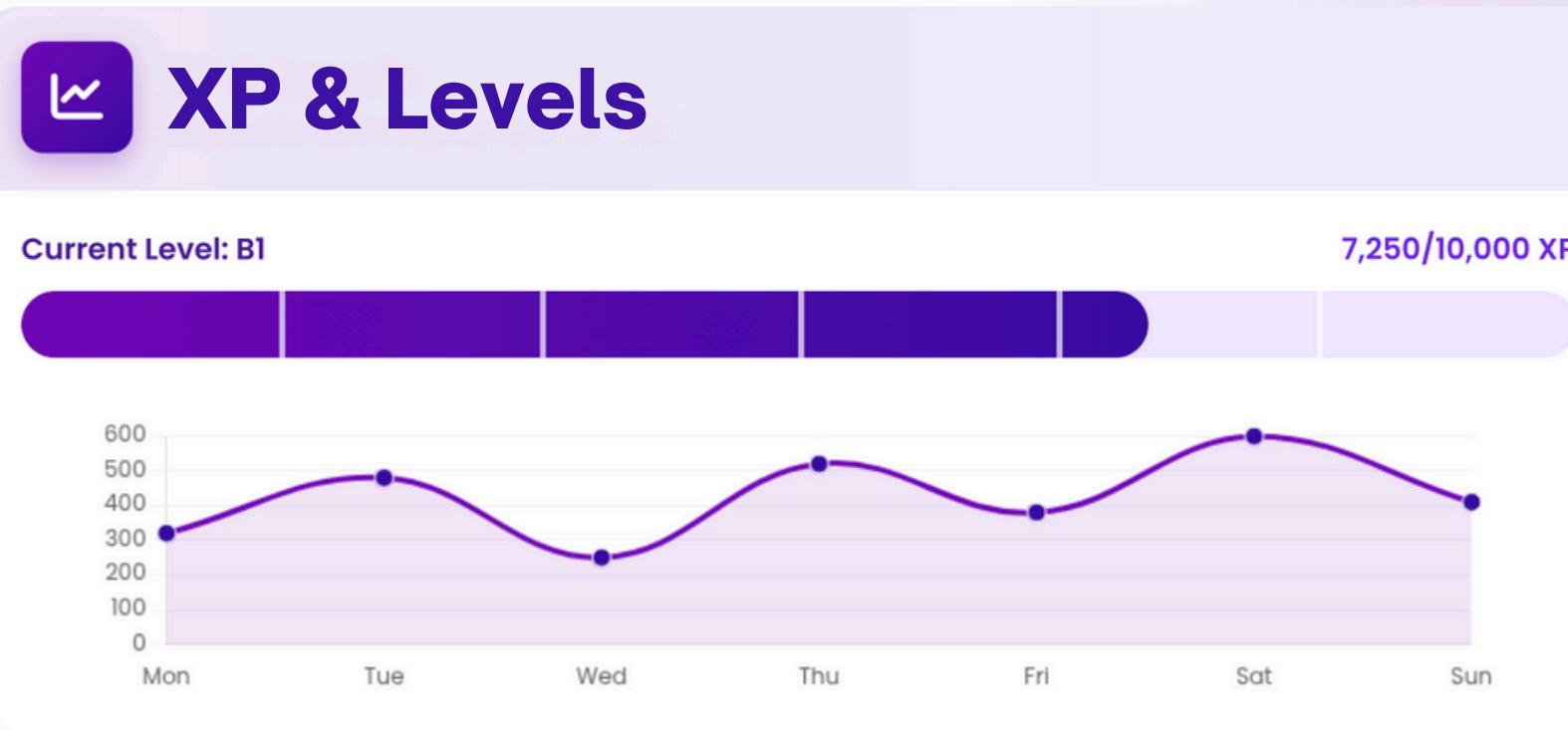
PREMIUM

Exclusive Feature

Premium subscribers can send friend requests after session



🏆 Gamification and Motivation ☀️



Seasonal Events

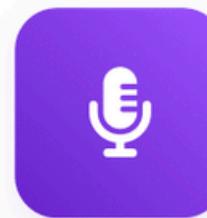
- World-Cup Trivia Season
- Halloween Mystery
- Seasonal Rewards

Streaks & Daily Quests

12 Streak

- Complete 3 missions 2/3
- Speak for 15 minutes 12/15

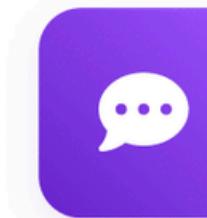
Technology Stack



Real-time Voice

Low latency critical for language practice

- WebRTC for peer-to-peer connection
- Optimized audio processing
- Dynamic buffering based on connection



ASR Technology

Ensure safe & on-topic conversation

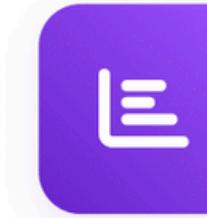
- Real-time transcription
- Content moderation filters
- Multi-language support



Matchmaking

Algorithm from CEFR, Timezone and interest overlaps

- Language proficiency alignment
- Interest-based pairing
- Geography and timezone optimization



Skill Rating

Dynamic rating system on multiple factors

- Fluency and comprehension metrics
- Vocabulary range assessment
- Adaptive difficulty scaling

Business Model & Revenue Streams



- 1 Premium Subscriptions**
Monthly & annual subscription plans
- 2 Extra Credit Sales**
In-app credit purchases
- 3 Corporate Cohort Edition**
Enterprise solutions for teams
- 4 UGC Mission Marketplace**
User-generated content with revenue share
- 5 Sponsored Cultural Seasons**
Branded language-learning events
- 6 Data Monetization**
Anonymized language learning insights
- 7 Credit Cash-out**
Teacher credit conversion to real currency



Evidence & Case Studies

Duolingo Adventures

Demand for narrative-driven language tasks

Preply

Commission balances unit economics

Tandem

Asynchronous chat still dominant

Lingbe

P2P credit economy proof

Speak

Willingness to pay for speech feedback

Keep Talking

Cooperative gameplay forces language output

Cambly

Monetizable spontaneous sessions

VRChat

Identity-masked preferences in language clubs

Key Insight

Structured language practice & real human conversation demand exists



Competitive Landscape & Edge

Alternative	Voice-first?	Gamified Co-op?	Real-time Match?	Key Gap We Fill
 Duolingo	🟡 Partial	🟡 Light RPG	✗ N/A	Lacks human spontaneity
 Tandem / HelloTalk	🟡 Optional	✗ None	🟡 1-1 random or search	Often devolves into dating / idle chat
 Lingbe	✓ Yes	✗ Credit earn/spend	✓ Yes	No shared objective, short calls
 Cambly / Preply	✓ Teacher led	✗ None	🟡 Scheduling or on-demand	Expensive; tutor-centered
 AgentLang	✓ Mandatory	✓ Core loop	✓ <30s queue	Blends human partner + game pressure for sustained target-language speaking

Competitive Landscape & Edge



Structured Gameplay

Our missions provide concrete **conversational contexts** that free-form exchanges or tutor sessions can't consistently deliver.



Voice-First Design

Unlike text-heavy alternatives, our core mechanic **requires speaking** to progress—creating natural language production pressure.



Perfect Balance

AgentLang combines the **human element** of language exchanges with the **structured progression** of solo apps.



Why AgentLang Works

?" "Why would intermediates pay for another language app when they can watch Netflix, play games or do VR?"

Swain's Output Hypothesis

Language acquisition requires active production, not just comprehension



Active Communication

Forces learners to construct meaningful output



Gap Awareness

Identifies knowledge limitations in real-time



Hypothesis Testing

Validates comprehension through practice

Activity	Feedback Loop	Minutes of Speech
Watching a 40-min drama episode	None	≈ 0 min
Single-player games with subtitles	None	≈ 0 min
VRChat free-roam	Unstructured	Variable; often <5 min/hour
AgentLang 6-minute mission	Real-time partner + analytics	≥ 3 min guaranteed

**"Simply getting comprehensible input is not enough.
We learn to speak by speaking."**

— Merrill Swain,
Output Hypothesis (1985)

Why AgentLang Works



Social Branding Strategies



Accessibility Initiatives



Free Credit Donations

Supporting underrepresented language learners



Event Sponsorships

Cultural exchange and language learning events



Minority Language Support

Preserving endangered languages



Student Benefit Offers



Student Discount

Special pricing for verified students



Credit Bonus

Extra credits for academic use



Campus Ambassadors

Student representatives with benefits



Social Contribution

10% of the revenue

Dedicated to language preservation & education initiatives



Thank You

