

# AIELTS – AI-Powered Trainer for IELTS Speaking Preparation

{ai} IELTS



# The AIELTS product, addressing an unmet need in the Russian market, will generate a profit of 12 million RUB in 2025 with 5K users

## Demand – IELTS Speaking



### Market size

~42K people/year, consists of 3 key segments



### Exam motivation

work or study relocation, university exams



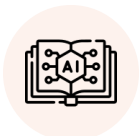
### Preparation pain points

lack of practice and time, difficulty tracking progress



### Meeting demand

tutors, online courses and other free options



### AI-based platforms

foreign markets show demand for AI platforms, but none exist in Russia

## Supply – AIELTS

{ai}ELTS

AI-Powered Trainer for IELTS Speaking Preparation

Maturity level

MVP

Monetization model

Subscription

Product essence

WEB application with pipeline integration, consisting of a chain of requests to ChatGPT and DeepSeek, with IELTS Speaking verification data by experts in context

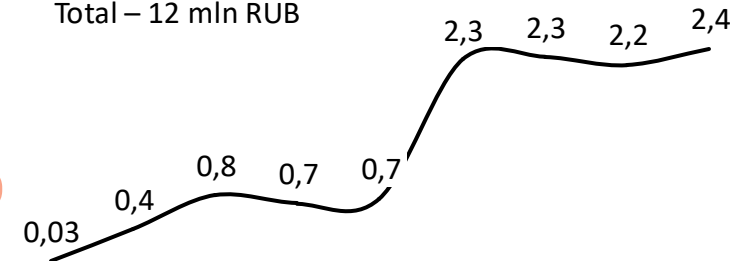
## Key indicators



Goal for 2025 – attract 5K paying users

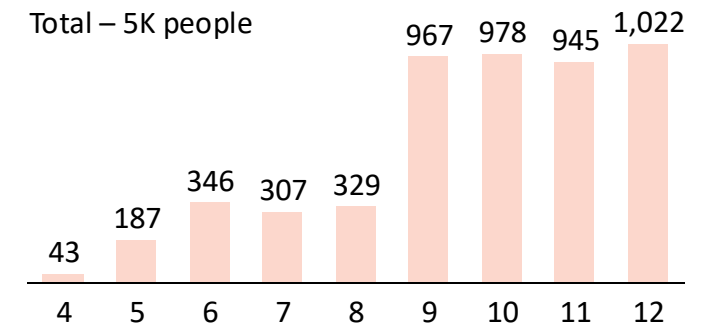
### Monthly profit, 2025, mln RUB

Total – 12 mln RUB




### Clients by month, 2025, K people

Total – 5K people



# AIELTS – an AI-based IELTS Speaking preparation trainer with subscription monetization model at MVP stage

## Product description

ELTS

AI-Powered Trainer for IELTS Speaking Preparation

Maturity level

MVP

Monetization model


Subscription

Product essence

WEB application with pipeline integration, consisting of a chain of requests to ChatGPT and DeepSeek, with IELTS Speaking verification data by experts in context

## Key features

Assessment based on IELTS criteria

Results

Test #

8.0

Band score

C1

Grammar

Lexical resource

Coherence

8.0

8.0

8.0

Show questions

Download results

Audio

Transcript

00:15

04:00

Overall

Feedback with recommendations

Grammar7.0

Lexical Resources7.0

Coherence7.0

1. Variety of Verb Tenses

Tenses Used:

Present Simple: Used for habits and preferences, e.g., "I like to travel."

Suggestions to Boost Variety:

Incorporate Past Tenses: Add past experiences, e.g., "When I was a child, I used to travel."

2. Sentence Complexity

Current State:

Primarily uses simple sentences, e.g., "I definitely prefer sunny days."

Suggestions to Increase Complexity:

Use Relative Clauses: Add descriptive detail, e.g., "Azbukov, who I met last year, likes sunny days."

3. Range of Grammatical Constructions

Current Use:

Relies on basic constructions, e.g., "I think," "Well, it sells."

Suggestions to Expand Range:

Introduce Passive Voice: Add constructions like "The house was built in 1990."

4. Contextual Appropriateness

Strengths:

Tenses generally align with context, e.g., "I definitely prefer sunny days."

Suggestions to Improve:

Refine Tense Consistency: Correct tense errors, e.g., "I try to travel more often."

9 mistakes

Article

Learn more →

...I definitely prefer sunny days before, because

...I definitely prefer sunny days because

Progress tracking

Hi, Name!

Progress & Review

C1

Speaking Level

10

Completed Tasks

7.0

Average Score

Practice

Part 1

Part 2

Part 3

Full Test

\*Results are evaluated using 3 of 4 criteria, excluding the 'Pronunciation' criterion

# AIELTS Russian market size is 41.6k people, key issues - lack of practice and time, difficulty tracking progress



## Segment size

### HSE Students



**12 100 people**

HSE 2-3 year students must take English exams in IELTS format

- Hard to find time for preparation
- Little practice in preparation courses
- Tutors are expensive
- Difficult to track progress

### Relocating students



**22 500 people**

For admission to universities in English-speaking countries IELTS/TOEFL is required

- Little language practice
- Tutors are expensive
- Difficult to track progress

### Professionals



**7 000 people**

To receive job offers in some English-speaking countries, language proficiency proof is required

- Hard to find time for preparation
- Little language practice
- Fear of making mistakes when practicing
- Difficult to track progress




## Need description



## Segment pain points

# There is a window of opportunity in the Russian IELTS preparation market that may be closed by AIELTS

|  | Market Example   | Price, RUB  | Preparation Quality  | Convenience  |
|--|---|--|---|---|
|  Online Courses      |  skyeng<br> Language Link   | 500-1 500 / hour   |                      |              |
|  Tutors              |  PROFI.RU<br> Avito<br> skyeng         | 1 000-5 000 / hour   |                      |              |
|  AI-Based Platforms* |  EDMAN.AI<br> skyeng  | 1 000-2 000 / month  |                      |              |
|  Free options      |  YouTube<br> BRITISH COUNCIL<br> | Free   |                    |            |

\*There are no IELTS-adapted offers on the Russian market.

Source: Competitors' websites, AIELTS analysis

 High

 Medium

 Low

 NA

# AIELTS solves the problem of limited accessibility of platforms for quality preparation for the speaking part of the IELTS exam by performing key tasks

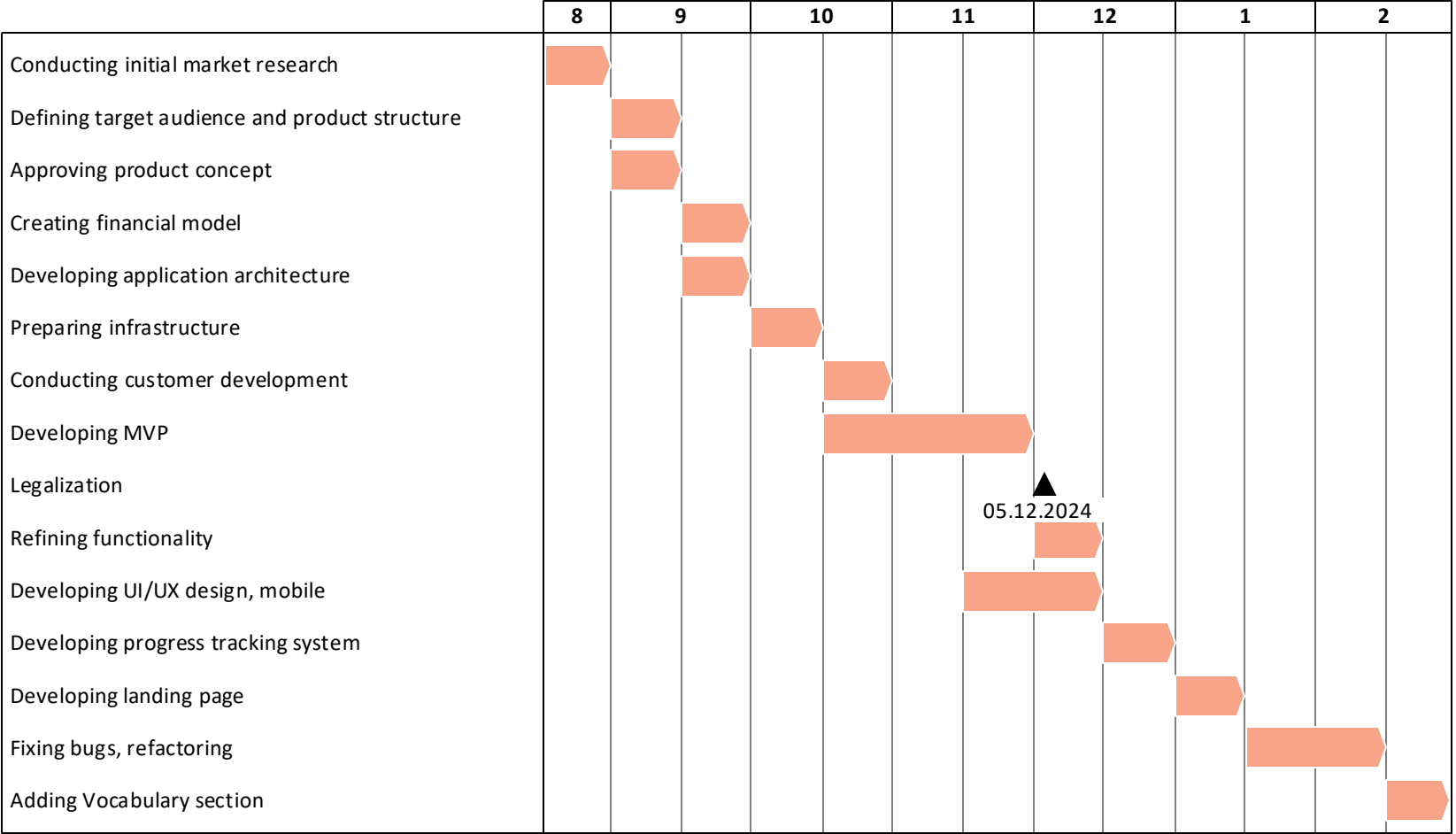
## AIELTS Mission

Make IELTS preparation more accessible, provide people with the opportunity to prepare for the exam where and when it's convenient for them, receive timely feedback based on IELTS criteria with recommendations for improvement and the ability to track progress

## AIELTS Goal for 2025

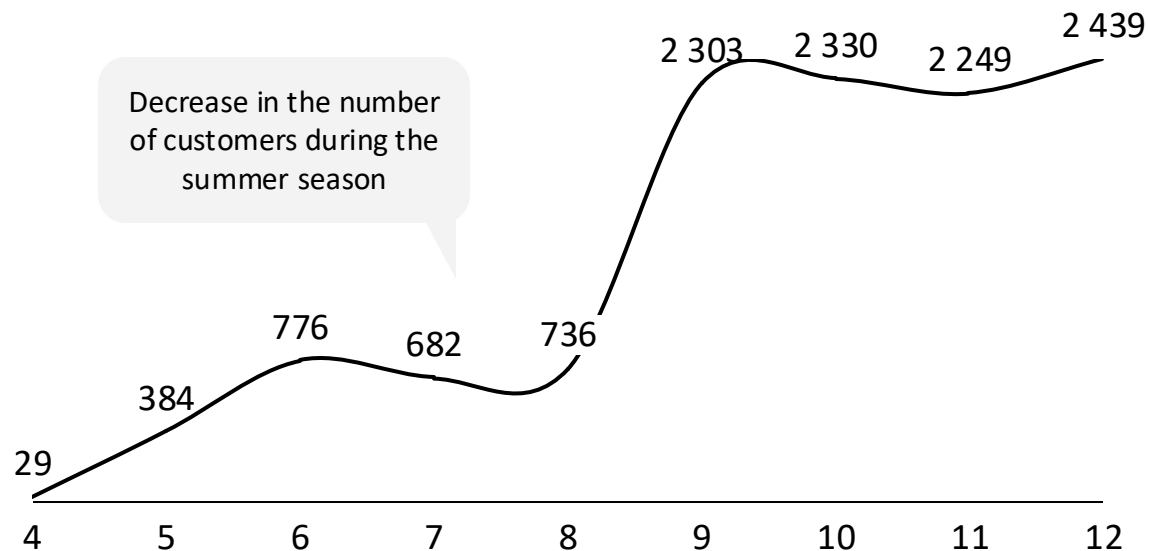
Attract 5 000 paying users through digital promotion, partnerships with tutors, employers, and agencies preparing for admission to foreign universities

## AIELTS tasks, 08.2024 - 02.2025



# Funding through guerrilla marketing and bootstrapping will allow attracting 5.1K users and achieving NOPAT of ~12M rubles for 2025

## Net profit by month, 2025, thousand RUB

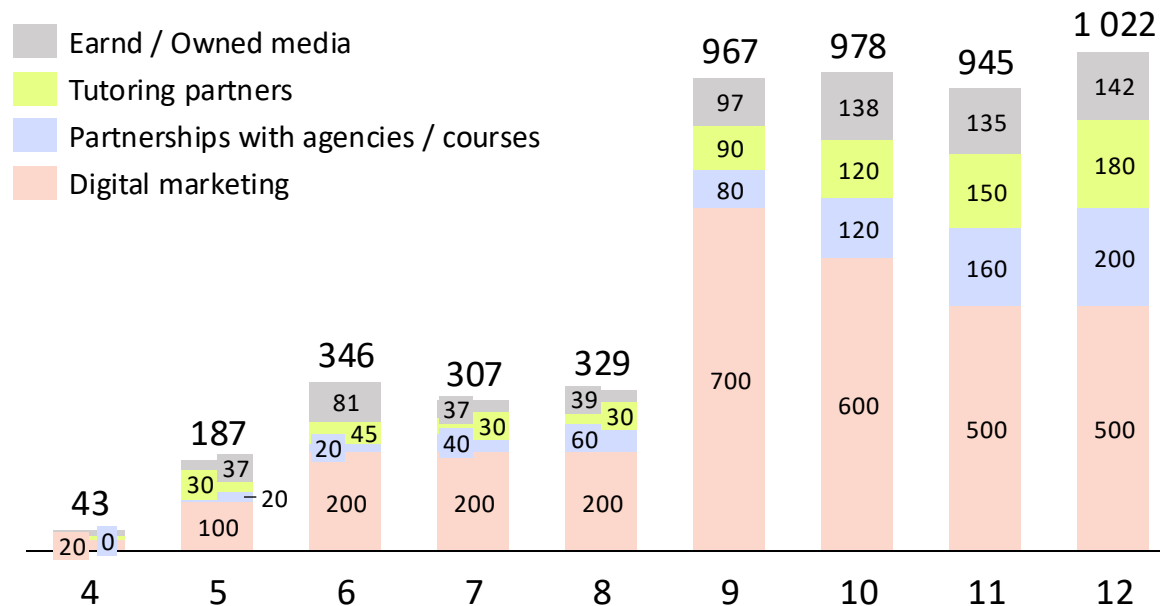


## Key indicators cumulative

**NOPAT** 11.9 mln RUB

**Clients** 5.1K people

## Customers by acquisition channels, 2025, people\*



### Model assumptions:

CAC = 400 RUB

ARPPU = 1 200 RUB

Average subscription period = 3 months

LTV = 3 600 RUB

Financial  
model

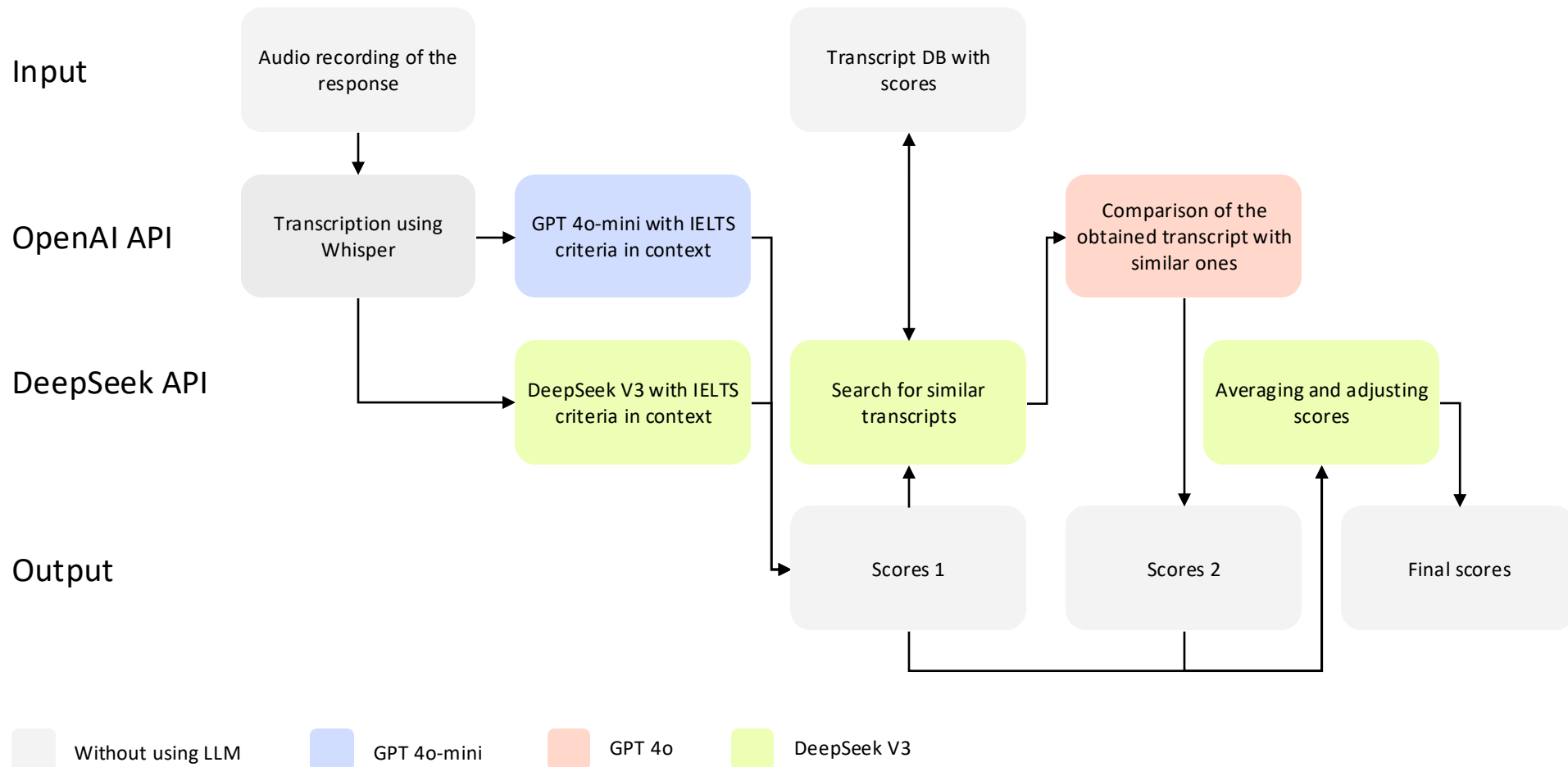


\*Within the calculation, all user costs are accounted for in the period of user acquisition



# Using an answer evaluation pipeline consisting of LLM chain allowed achieving 94% accuracy in band scores

## Answer evaluation pipeline



## Scoring accuracy\*

GPT-4o with IELTS criteria in context

64%



IELTS pipeline

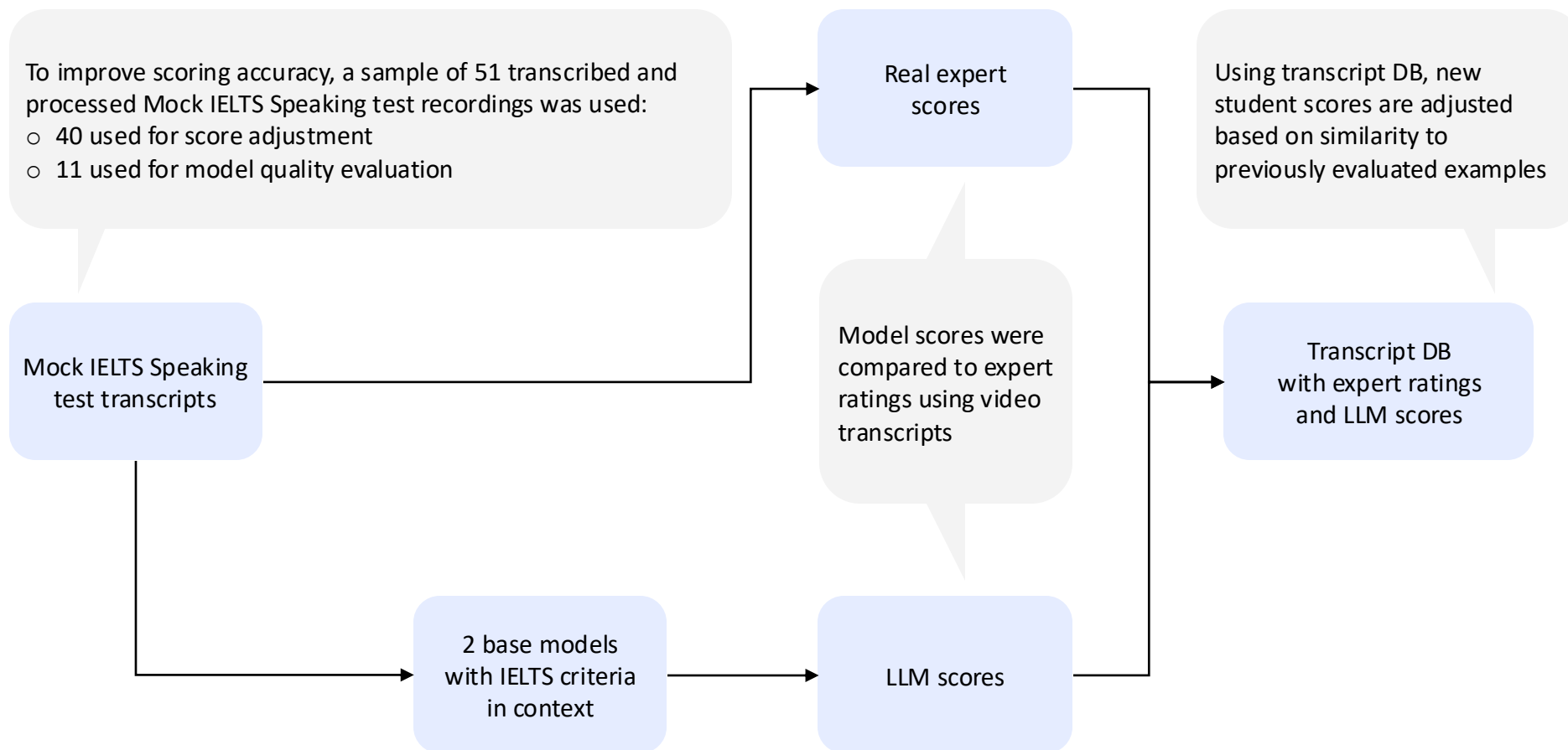
94%

\*A criterion prediction is considered correct if it differs from the expert's score by no more than 1 point. Evaluated on 11 transcripts from the test sample



# Mock IELTS Speaking test recordings with expert evaluations allowed calibration of the models' scores

## DB collection for score calibration

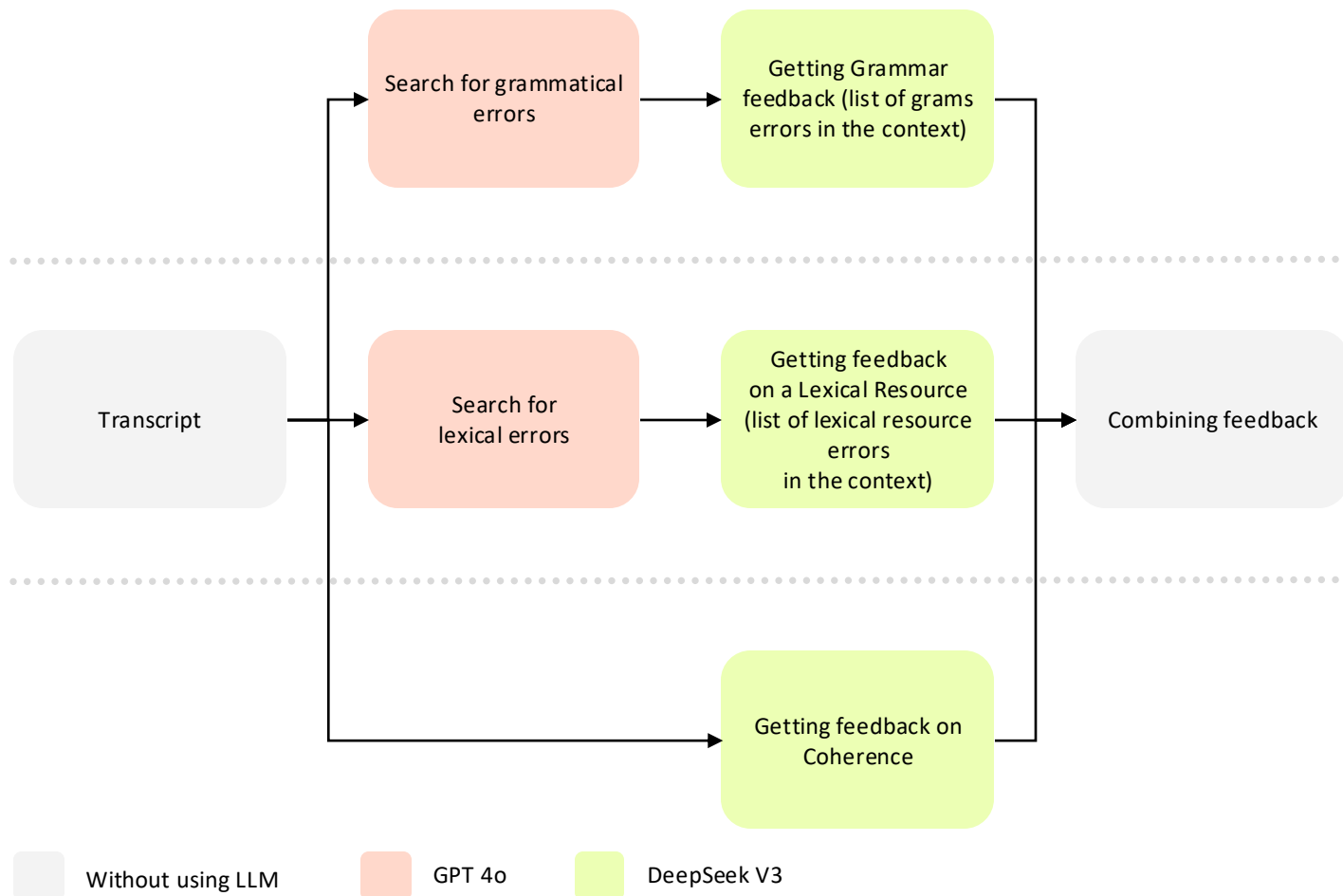


## Quality control of transcript DB

1. Each record verified by IELTS tutor for score plausibility to exclude outliers
2. Each transcript was checked by each model 5 times and a median score was assigned for each model

# For generating quality feedback, another LLM chain is used, allowing feedback on each IELTS criterion

## Feedback Generation Pipeline



## Feedback Structure

- ✓ **Grammar**
  - General feedback (overall level, improvement recommendations)
  - Grammar weak points
  - Use of advanced grammatical structures
  - Grammar errors
- ✦ **Lexical Resource**
  - General feedback (overall level, improvement recommendations)
  - Tips on advanced synonyms that could be used
  - Lexical errors
- ⚡ **Coherence**
  - General feedback (overall level, improvement recommendations)
  - Structure comments
  - Speech rate comments
  - Answer length comments

## To increase ROI, the product will grow through new features, markets and add-on development

### Current product development



Adding Writing, Reading and Listening sections



Features implementation:



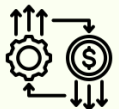
Voice-over for questions



Model quality improvement

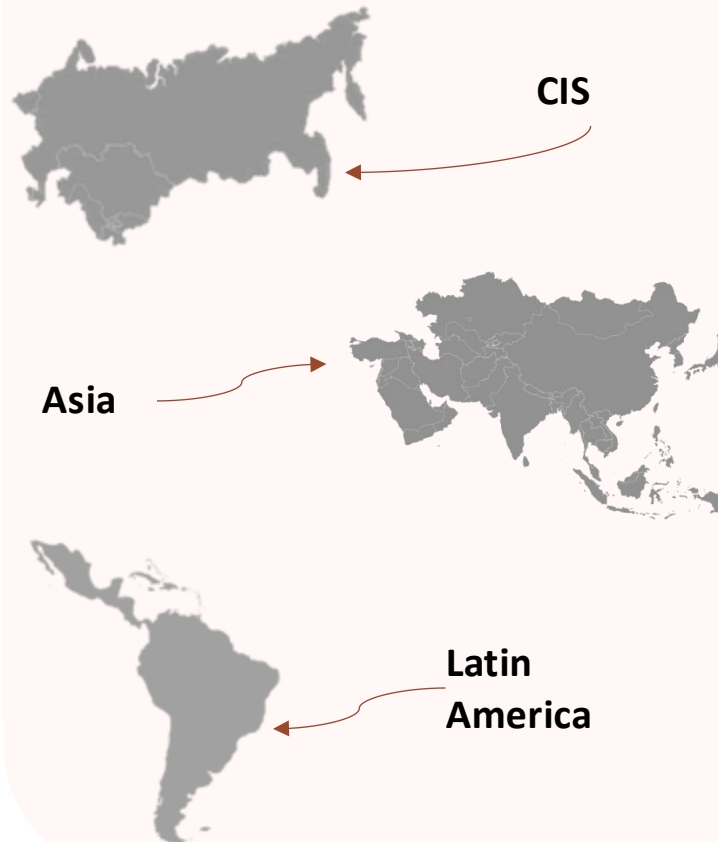


Pronunciation assessment



Self-hosting LLM to minimize costs

### Entry into new geographic markets



### Creating new products



*See next slide for details*

Creating a proprietary phonetic model for language level assessment



Training tools for TOEFL, CAE, FCE preparation

Training tools for language exams in Chinese, Spanish

# Creating a proprietary phonetic model will increase product value and can also become an additional source of revenue

## Prerequisites for model creation



For deeper analysis and pronunciation assessment, we need to obtain acoustic features and subsequent phonetic sequence of the audio recording, not just the «text» of the response

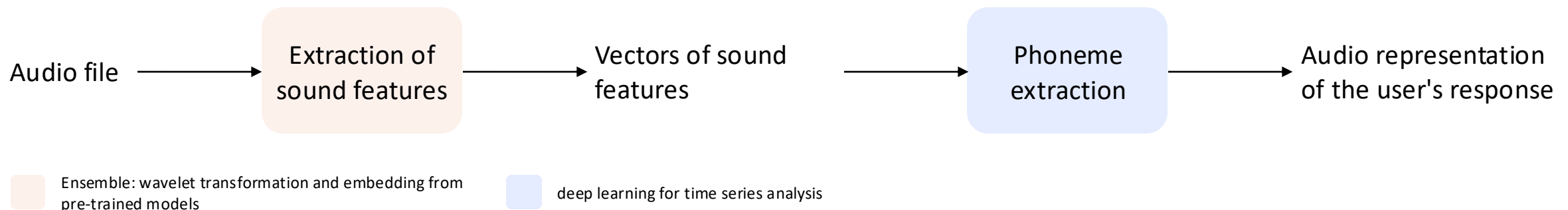


The solution will be implemented without proprietary models, making the product more flexible and independent from third-party software providers



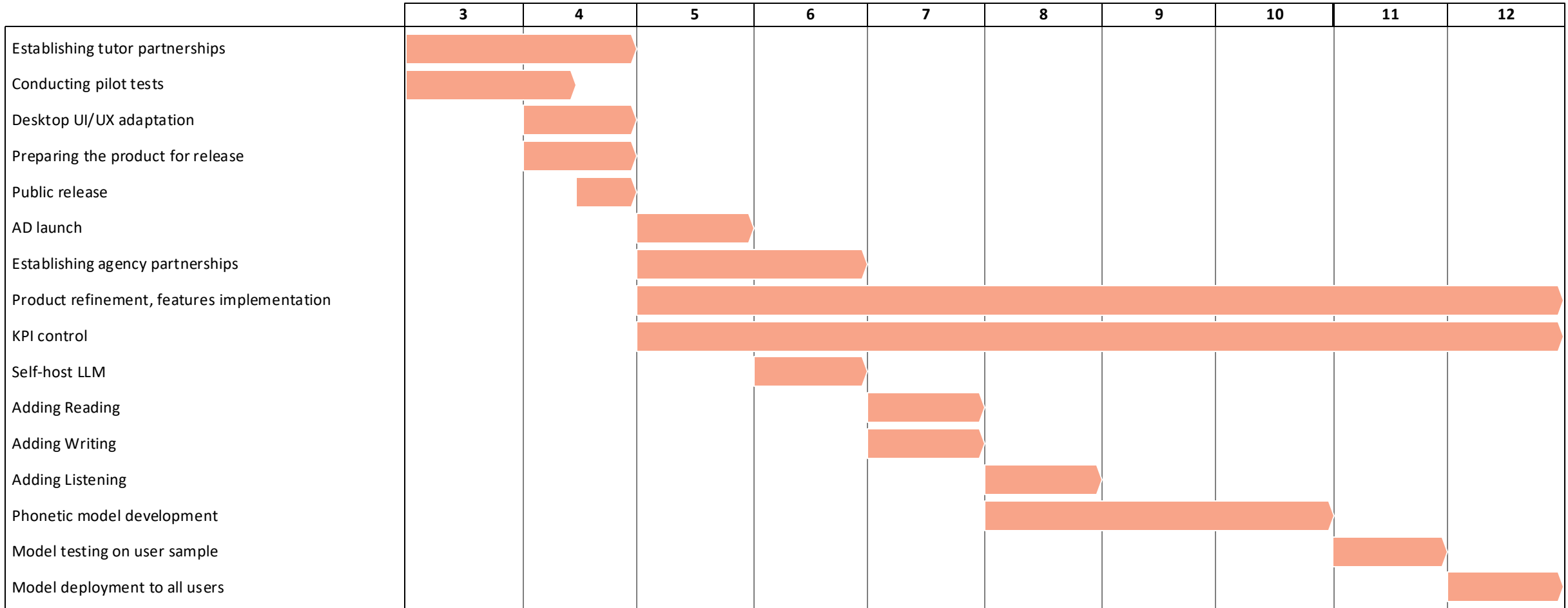
This technology will help comprehensively evaluate pronunciation and accurately recognize pauses in speech, allowing to form recommendations for pronunciation improvement

## Model logic description



# AIELTS MVP release planned for April 2025. This requires pilot testing, desktop UI/UX adaptation, and product refinement

## AIELTS tasks, 03 - 12.2025



# The team's mission is to revolutionize the field of exam preparation by creating an ecosystem of AI-based products



**Potapov Anton**

antptp@gmail.com

- Product Manager
- HSE University, «Marketing and Market Analytics»



**Belyaev Vladimir**

vvbelyaev\_2@edu.hse.ru

- Backend Developer
- HSE University, «Marketing and Market Analytics»



**Mukhamedova Renata**

mukhamedovarenata@gmail.com

- UI/UX Designer
- HSE University, «Marketing and Market Analytics»



**Sakharov Dmitry**

dmitrii.sakharov04@gmail.com

- ML Engineer
- Maastricht University, «Data Science and Artificial Intelligence»



**Sedykh Pavel**

pavels1279@yandex.ru

- Business Analyst
- MSU, Faculty of Physics



**Ablamsky Nikita**

ablamskiy.n@yandex.ru

- Frontend Developer
- CHU POO KTUI, «Web and Multimedia Application Development»