



A global community connecting language learners to hope improve English fluency through collaborative learning.

connectED
comfortably conversational



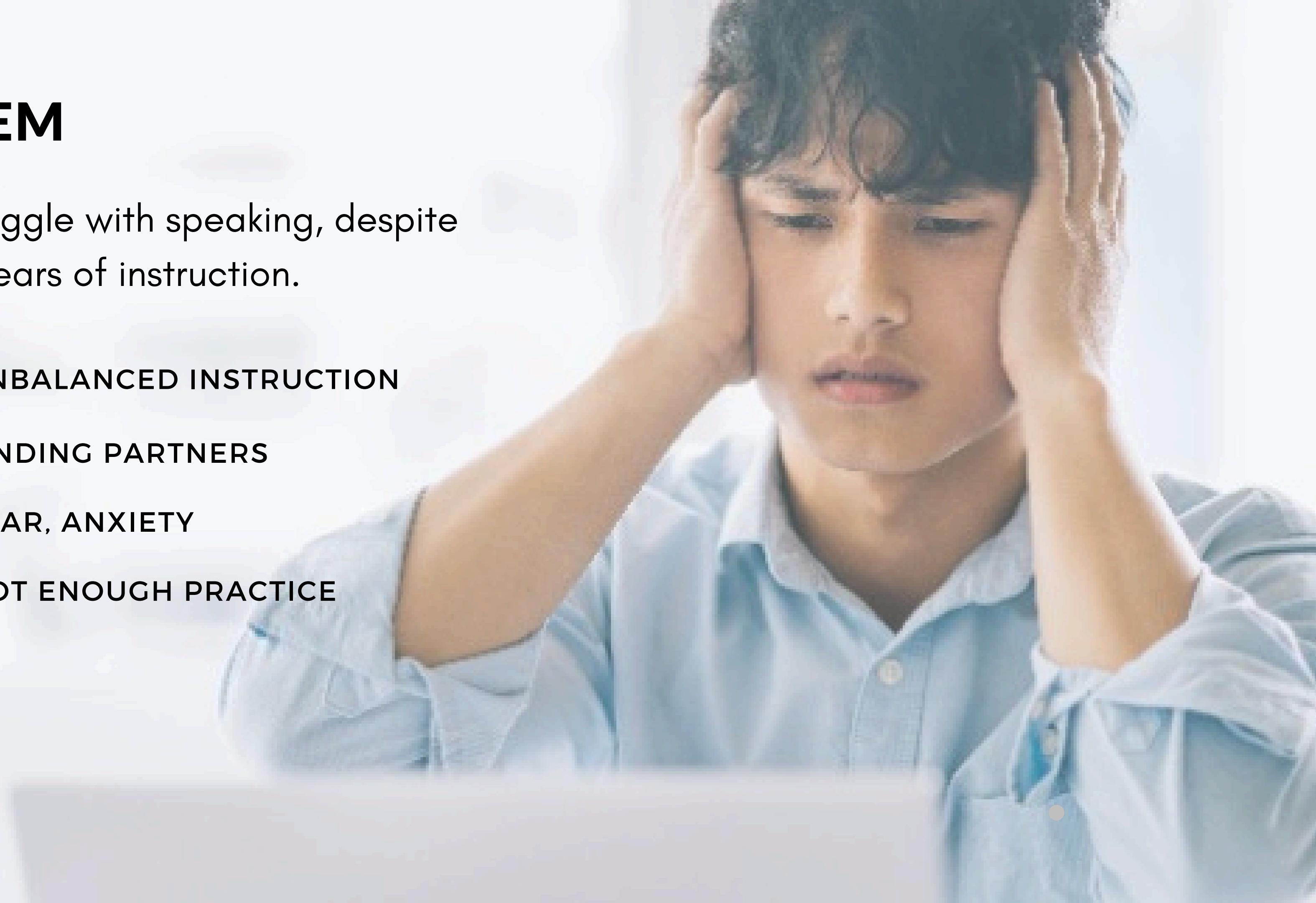


1.8 BILLION
ENGLISH LANGUAGE LEARNERS(ELL)

PROBLEM

ELL struggle with speaking, despite many years of instruction.

- 1 UNBALANCED INSTRUCTION
- 2 FINDING PARTNERS
- 3 FEAR, ANXIETY
- 4 NOT ENOUGH PRACTICE



SOLUTION

Learn English as it's spoken and actively practice with others.

- 1 FOCUS ON CONVERSATION
- 2 SPEAK WITH OTHERS
- 3 PRACTICE MORE, GAIN COMFORT
- 4 MAKE PRACTICE A HABIT

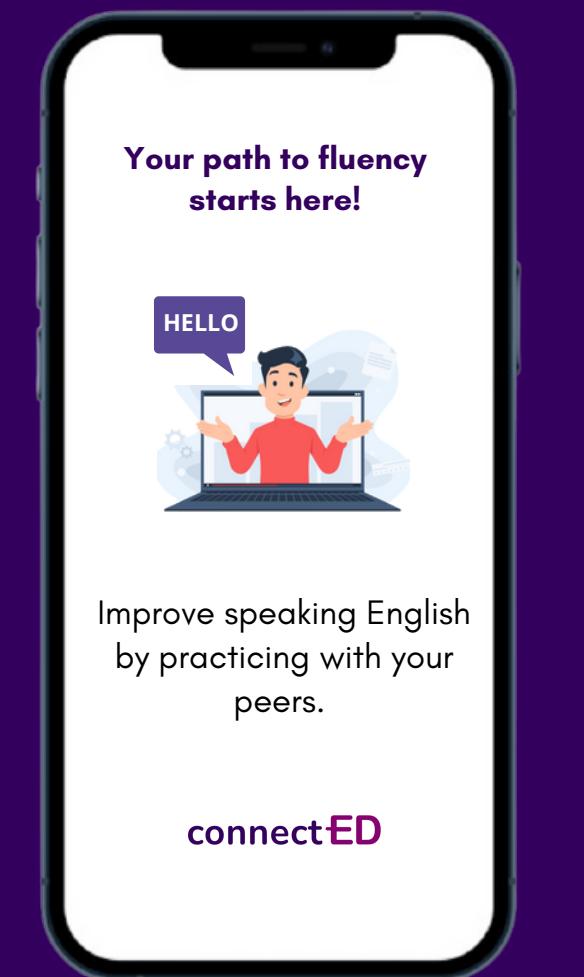


PRODUCT

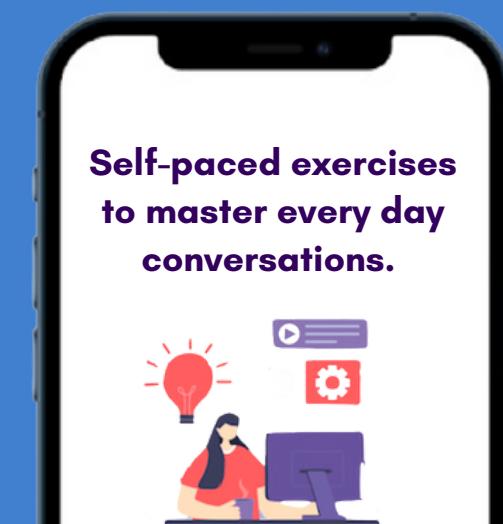
connectED

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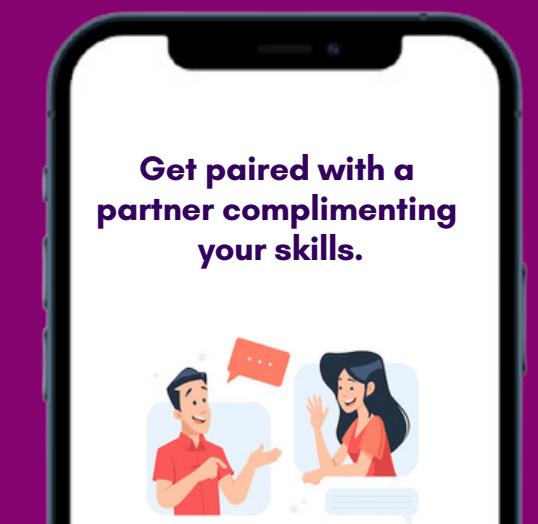
Have a real life conversation after just one lesson!



Boost your functional language skills.



Get Connected and start chatting!



Always have someone to chat in English!



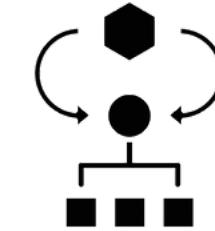
PRODUCT

connect-ED integrates self-guided (independent) and collaborative learning approaches. Through machine learning, each user experience is personalized to enable the most effective pathway towards progress.



SELF-GUIDED LEARNING

- Functional, Situational language
- Repetition & Imitation, drills
- Voice recognition
- Simulated dialogue, Q&A
- Activity tracking



MACHINE LEARNING

- Task Distribution
- Spaced Repetition
- Predictive Modeling
- Algorithmic Matching
- Progress Assessment



COLLABORATIVE LEARNING

- One-to-one, face-to-face interaction.
- Intros, info/ideas share, games, activities, open talk
- Social network development.

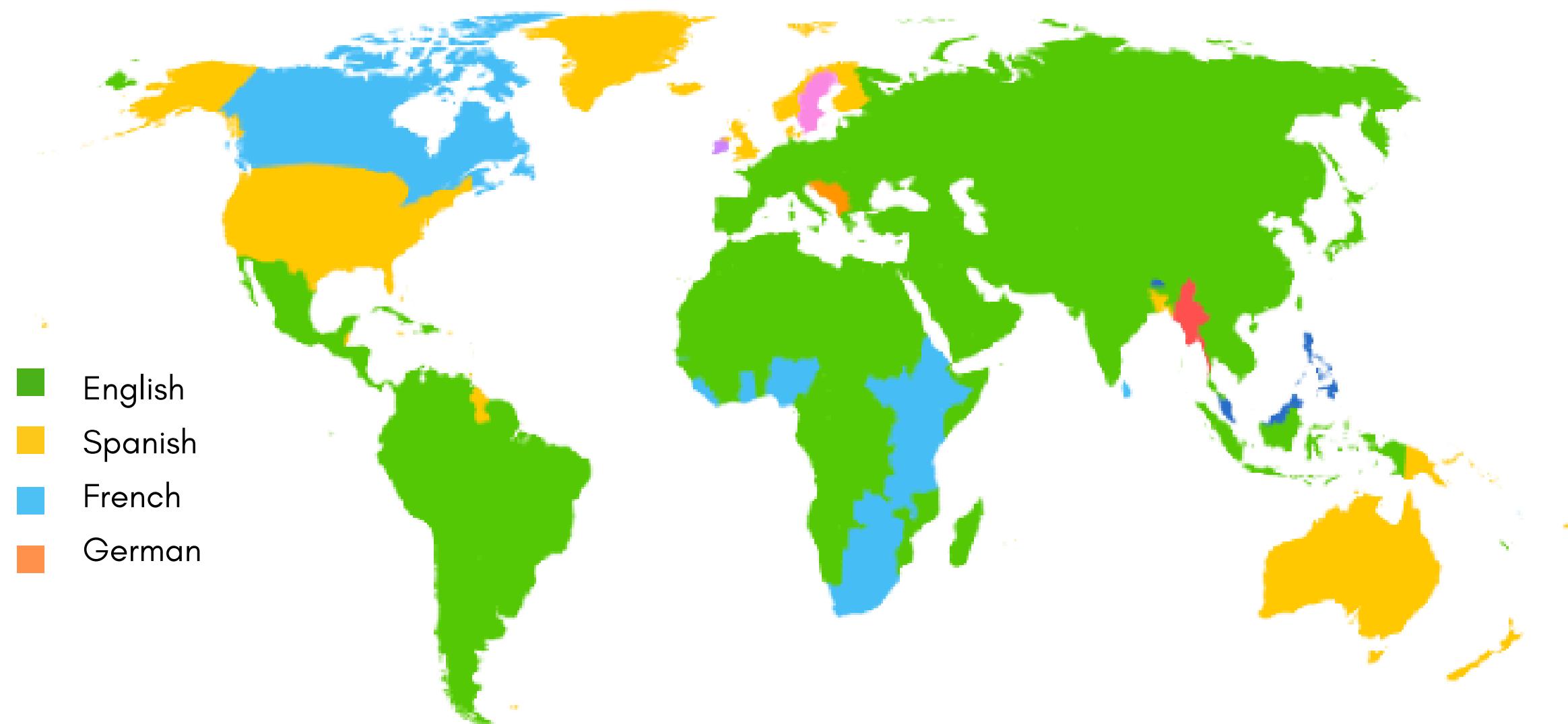
HIGH LEVEL CONCEPT

"E-harmony Meets Duolingo"



MARKET

English is the most widely learned language globally.

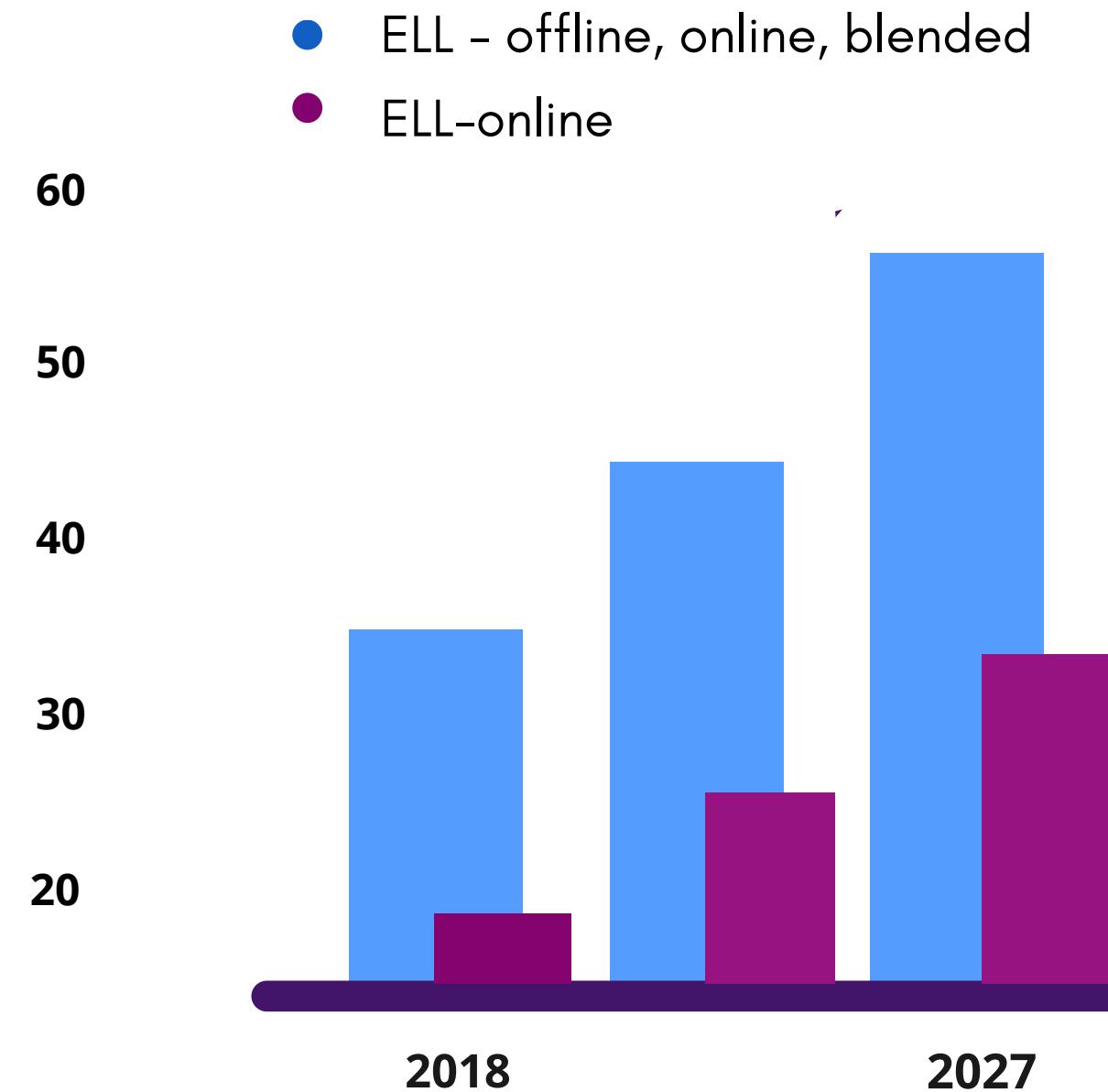


Source: Duolingo 2021.

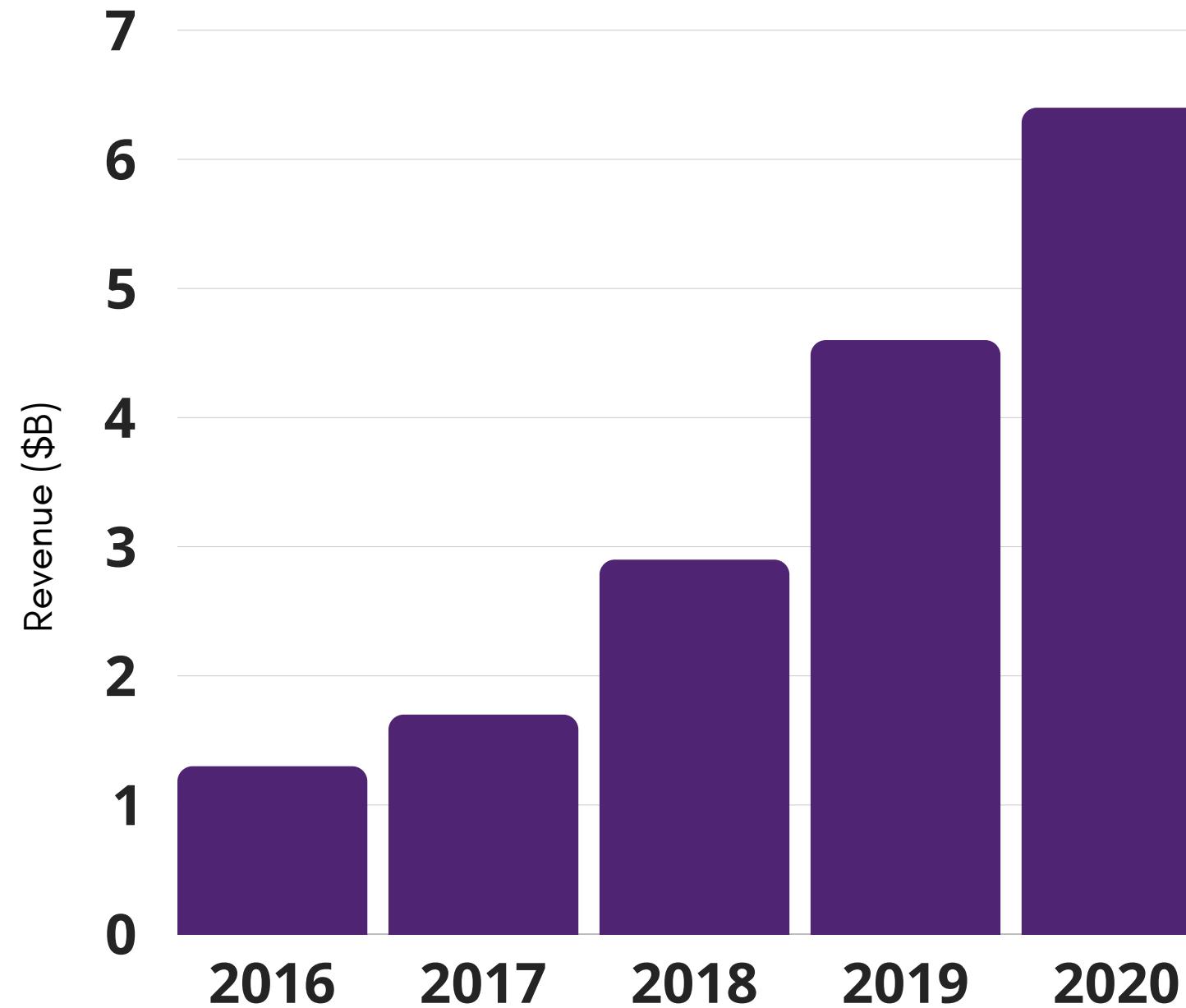
MARKET

English Language Learning market is projected to reach **\$ 54.9 Billion** by 2027.

\$ 30.3 Billion digital only.



MARKET



2020 Revenue for
Language Learning apps
reached over **\$ 6 Billion.**

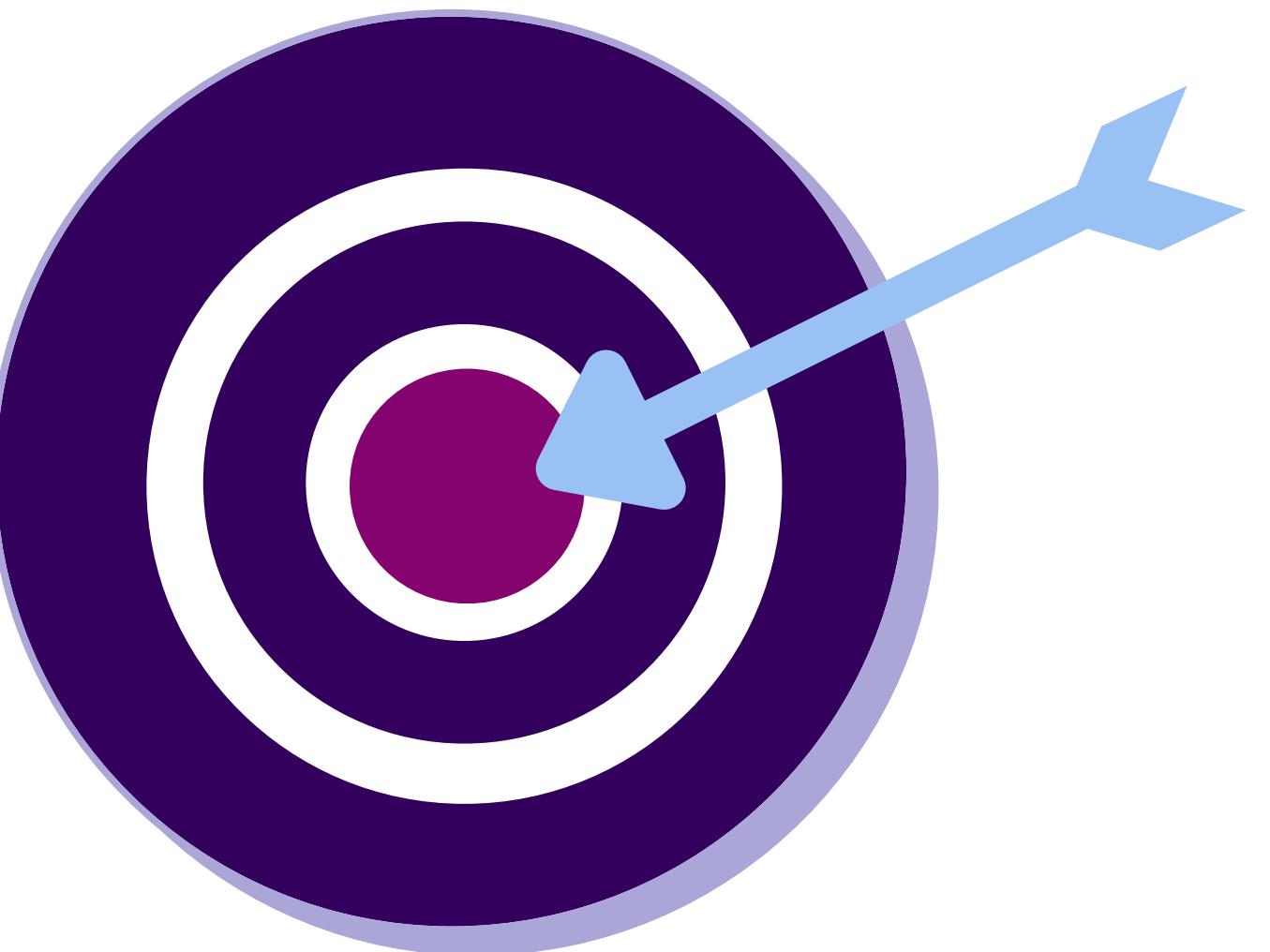
MARKET

+ 85% YOY
Google searches
for
apps related to
language learning



TARGET

- Individuals
- Schools
- Corporate
- Government



COMPETITION

Duolingo

Babbel

Busuu

Tandem

Memrise

italki

Spoke

FluentU

Drops

Rosetta Stone



See Appendix for more data on competitive set.

MARKETING CHANNELS



Word of Mouth Marketing (WOM)



Search (SEO, SEM)



Content (website, social, email)



Public Relations



Advertising, Promotions

COSTS

- ✓ Development
- ✓ Hosting
- ✓ Payroll
- ✓ Marketing
- ✓ Administrative



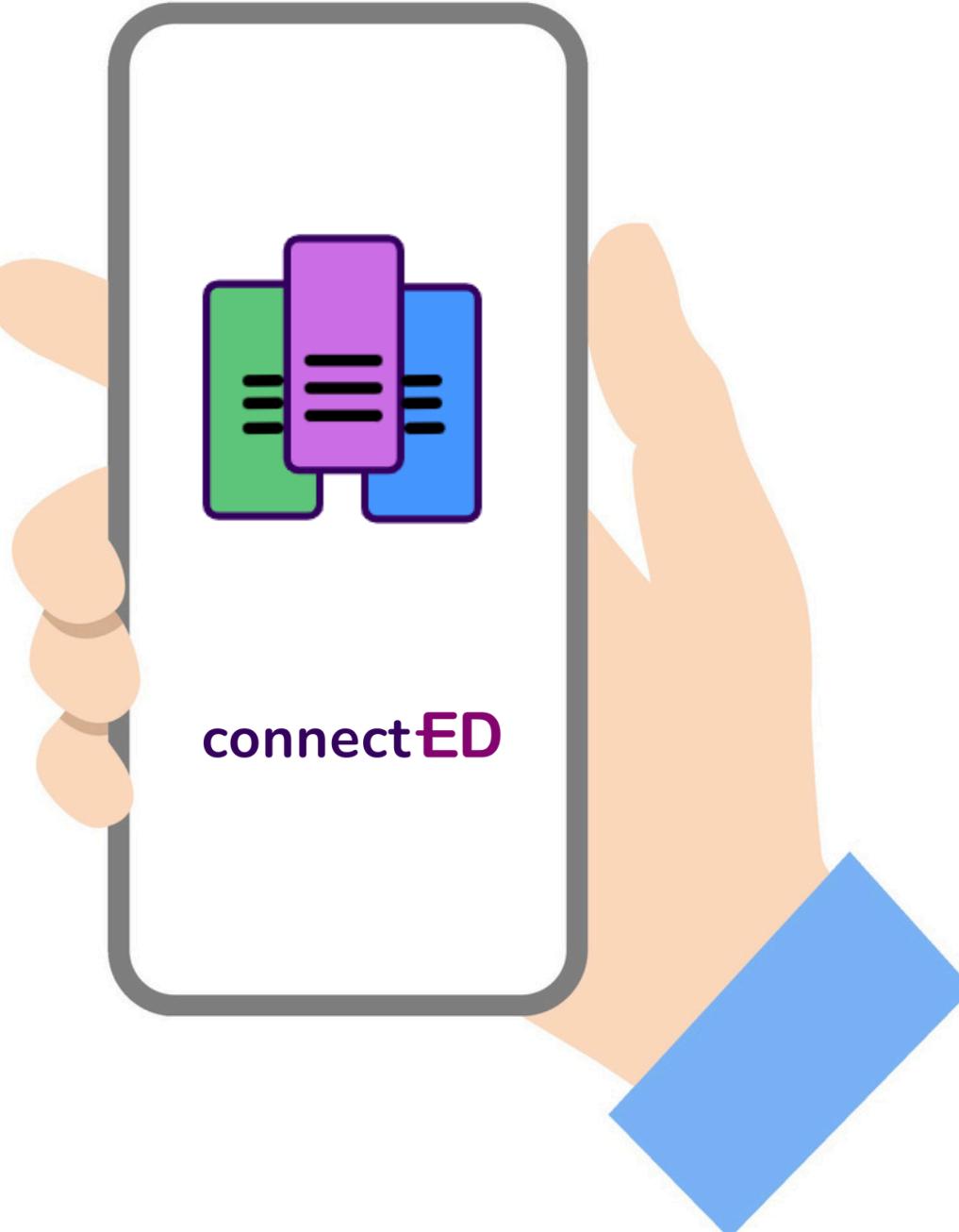
REVENUE STREAM

Subscription

monthly, annual, lifetime

In-app purchases

ex: live stream classes, events with special guest, etc.



See Appendix for additional information.

KPI

Total (active) installs

Churn Rate

Cost Per Install (CPI)

Monthly Recurring Revenue (MRR)

Average Revenue per User (ARU)

Cost Per Acquisition (CPA)

Lifetime Value (LTV)



TEAM

Maggie A. Rhee

Founder, CEO, CMO

Trinity College, B.A.

25+ years digital media,
sales development & marketing
partnerships, data analytics,
Google Analytics certified.

Employers: Boingo, AccentHealth,
Health Media Network, Yahoo,
Meredith Corporation.

Languages: Proficient in Korean,
German. Beginner French, Italian.

Brendan Cunnie

Co-Founder, CTO

Brown University, B.A.
CUNY, Baruch MBA- Finance
Columbia University, M.S.
candidate in CS.

30+ years- Software Development
& Engineering
Employers: Cigna, Google,
Showtime, CIT Group.

Languages: Proficient in French,
Spanish, Italian; Beginner in Chinese.

Peter L. Morris

Co-Founder, EIC

Trinity College, B.A.

American University, M.A.
International Development

30 + years language education,
administration and translation,
international development.

Employers: US AID, Wash DC,
Welcome Language School,
Founder-Paracuru, Brazil.

Languages: Fluent in French,
German Italian, Portuguese,
Spanish

Erik Tarango

Intern, Android Software
Development
Harvey Mudd College, B.S.,
Mathematics, CS Candidate '22

UNFAIR ADVANTAGE

Location

Based in New York City, Boston.

Networks

Personal international networks- S. Korea, France, Brazil, Portugal, Italy.

Timing

COVID accelerated adoption in e-learning and increase in language learning.

Personal Interest

Proven passion for learning and teaching world languages.

Education &
Experience

Knowledgeable and seasoned professionals in software development, world language education planning/teaching, digital marketing, data analytics, sales development.

Value Proposition

Unique and unmatched solution-based e-learning platform engaging and inspiring users. .

APPENDIX

Slide 5: Source: [HolonIQ](#)

Slide 11: [Duolingo Global Language Report 2021](#)

Slide 12: [English Language Learning Market](#), July 2, 2021

Slide 13: [BusinessofApps](#)

Slide 14: Google Data, U.S., Mobile, Jan.-Sept. 2016 vs. Jan.-Sept. 2017.

Other Sources:

Collaborative and Self-directed Learning Strategies to Promote Fluent EFL Speakers A. Buitrago, Universidad de La Sabana, Chía, Colombia

The Effects Of Using Collaborative Learning To Enhance Students English Speaking Achievement F, Pattanpiche, Bangkok University, 2011.

Online Collaborative Learning Activities: The Perceptions of Culturally Diverse Graduate Student A. Kumi-Yeboah, G.Yuan, SUNY, Albany, J.Dogbey Texas A & M Univ.

Memory Trace Theory: Wikipedia

Recent industry news:

[Chegg Acquires Busuu \\$436 Million](#), Nov. 29, 2021

[Duolingo IPO shows Investors Ed-tech is still growing](#), July 28, 2021

[Language-learning app Babbel targets 1 Billion Frankfurt IPO](#), March 11, 2021

[Language Learning Apps Are Seeing A Surge In Interest During The COVID-19 Pandemic](#), April 20, 2020

[Duolingo files IPO, \\$2.4 Billion](#) , Nov 18, 2020

Additional Competitive Data

[Competitive Set data, VC funding :](#)

[Subscription](#)

[Revenue:](#)

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