

The logo for Languito AI consists of the word "Languito" written in a large, orange, cursive script font. A brown pen tip is angled upwards from the bottom right, writing the word "Ai" in a smaller, orange, sans-serif font. The overall design has a hand-drawn, artistic feel.



AI-POWERED LANGUAGE LEARNING APP BY NINJA CODERS



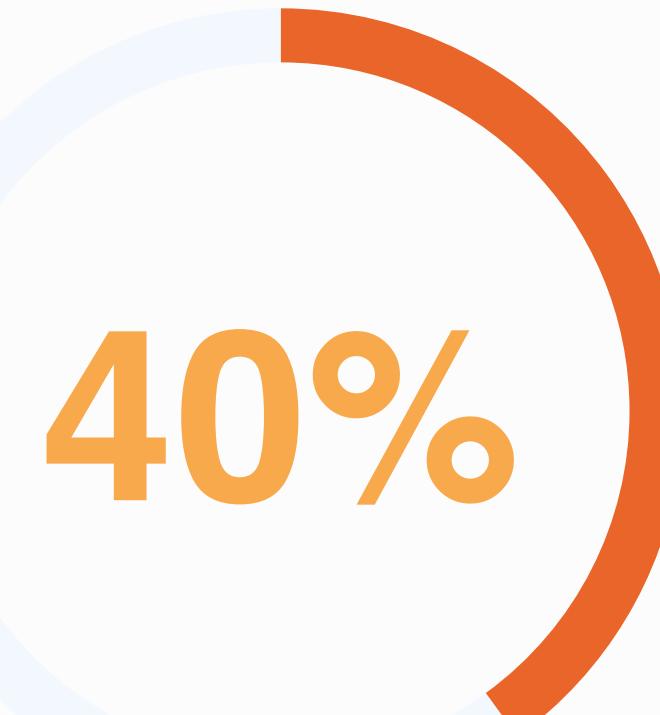
# Problem we are solving ?

The difficulty adults face in learning languages stems from not starting at an early age

Many kids struggle with shyness in language classes due to fear of making mistakes or being judged.

Limited Interactive Learning Tools: Lack of engaging, interactive language learning tools for children.

Difficulty in applying school-based learning to real-life contexts, reducing language retention.



Of students struggling to learn new languages



# Why Languito.ai ?

**Languito.ai** is an AI-powered application designed to help Moroccan kids learn languages, featuring interactive tools like chat with AI assistant, a dictionary integrating Darija, pronunciation guides, quizzes, and translation features for multiple languages.

01

**Interactive Language Practice:** Chat with Languito AI to engage in conversation and improve language skills.

02

**Darija Dictionary:** Look up for words and get explanation in Darija

03

**Language Quizzes:** Test grammar and spelling with interactive quizzes to reinforce learning.

04

**Personalized Learning Space:** Create a tailored learning experience with progress tracking and customized content to suit individual needs.



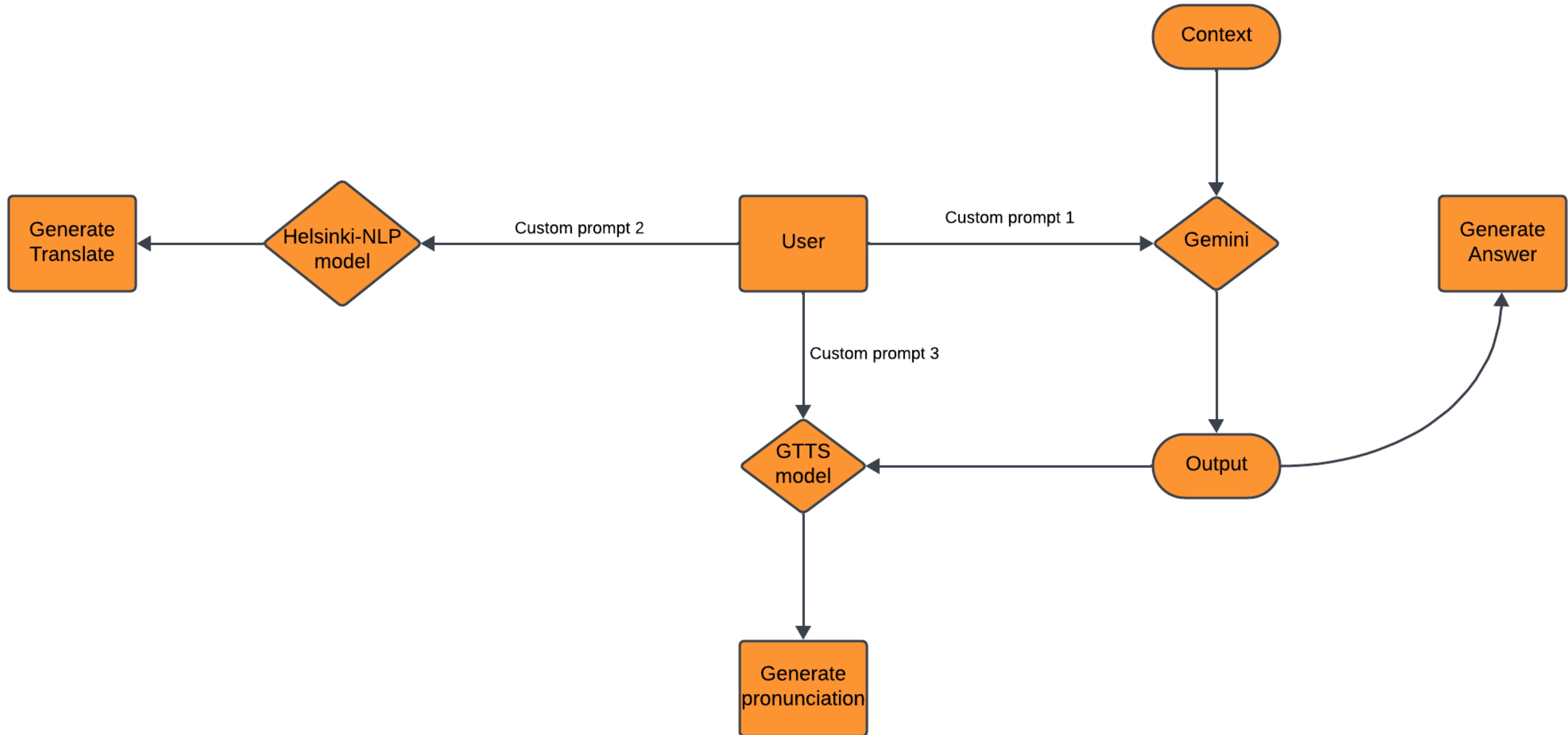
# Demo

🔗 Live demo:

<https://languito-ai.streamlit.app/>



# Workflow



# Competitor analysis

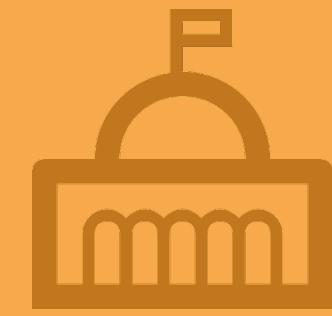
	DUOLINGO	MEMRISE	LANGUITOAI
DARIJA INCORPORATED	✗	✗	✓
FREE PLAN	✓	✓	✓
PRICING	start at <b>130 MAD/month</b>	start at <b>600 MAD/month</b>	start at <b>100 MAD/month</b>
AI CHAT AVAILABILITY	✓	✗	✓
PERSONALIZED STARTING LEVEL	✗	✗	✓



# Moroccan market in numbers

- ✓ 2024 Revenue in Morocco: Projected to reach **1.46 billion MAD** in the Online Learning Platforms market.
- ✓ Users: Estimated at 5.3M by 2029, with user penetration growing from **10.5%** in 2024 to **13.2%** in 2029.
- ✓ Morocco's Users: Estimated to reach 5.3M by 2029, with user penetration increasing from **10.5%** in 2024 to **13.2%** by 2029.
- ✓ ARPU in Morocco: Average revenue per user expected to be **367 MAD**.

# How will we monetize it?



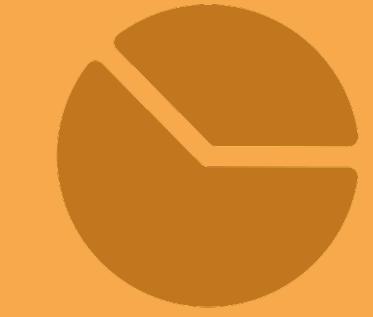
Government  
Partnerships



Private Schools  
Partnerships

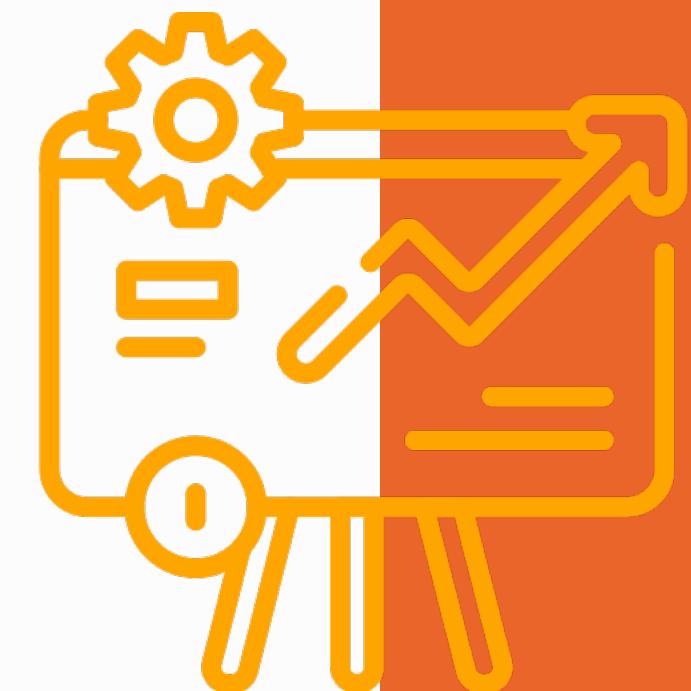


Direct-to-consumer  
Sales



Huge Market  
Potential

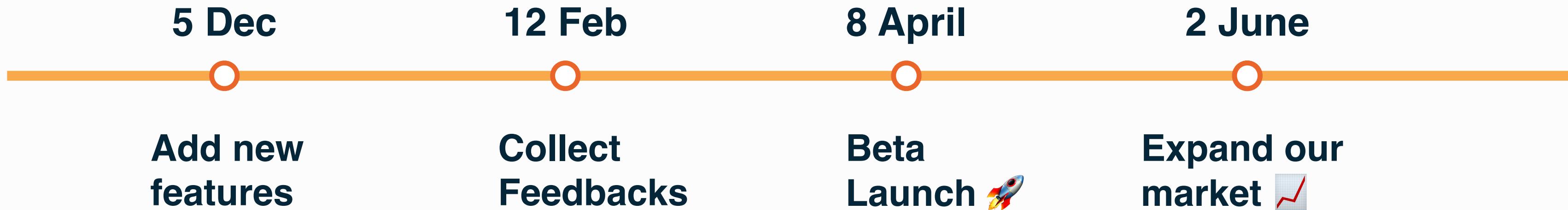
- ✓ **B2B** Collaborate with schools and language centers for bulk licensing and customized solutions.
- ✓ **B2C** selling directly to clients.
- ✓ **Partnerships** with ministry of education and organisations.



# Our vision



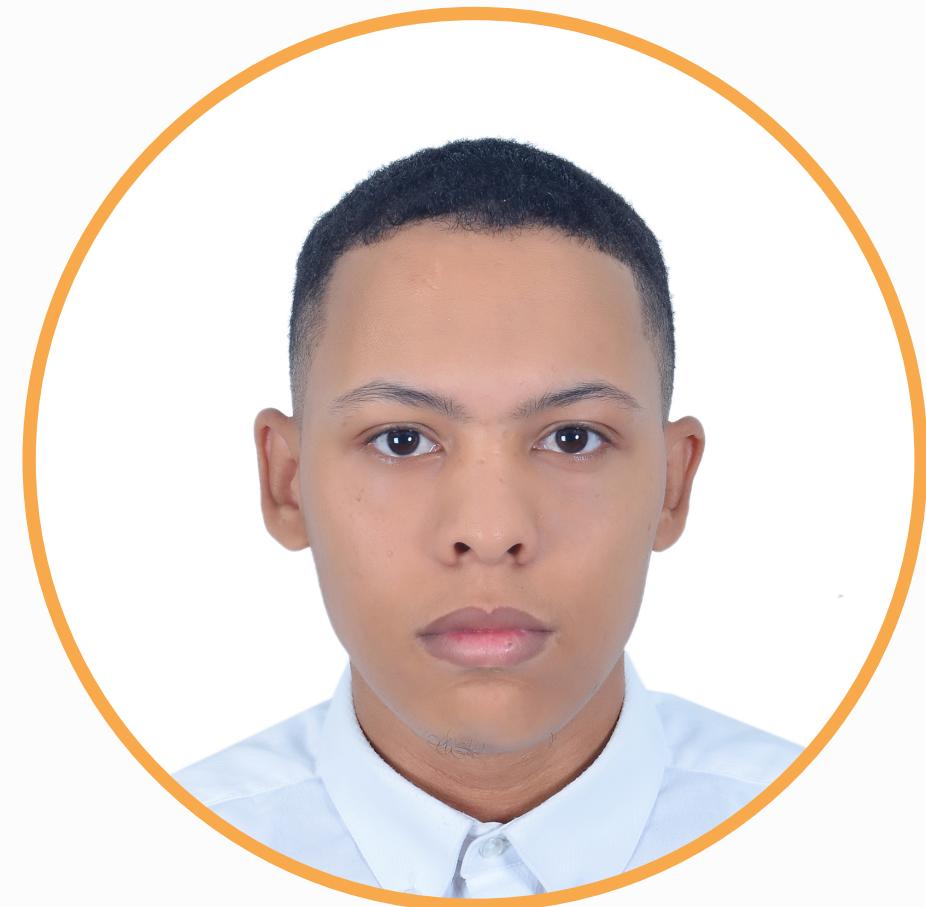
- ✓ Add more features to the MVP (real time voice conversation, image generation, personalized learning algorithms).
- ✓ Collecting feedbacks about the MVP from parents, educators and businesses.
- ✓ Expand our market and gain new customers.



# LanguitoAI Business Model

<p><b>Key Partners</b> </p> <ul style="list-style-type: none"><li>• Ministry of education</li><li>• Schools</li><li>• Language experts</li></ul>	<p><b>Key Activities</b> </p> <ul style="list-style-type: none"><li>• Improve AI for personalized learning.</li><li>• Create engaging language content.</li><li>• Grow user base.</li></ul> <p><b>Key Resources</b> </p> <ul style="list-style-type: none"><li>• Language processing and generation capabilities</li><li>• Experts in language, education, and AI.</li></ul>	<p><b>Value Propositions</b> </p> <ul style="list-style-type: none"><li>• Personalized learning for each child</li><li>• Fun and engaging language practice.</li><li>• Track progress and receive recommendations.</li><li>• Access to various languages.</li><li>• High-quality language materials</li></ul>	<p><b>Customer Relationship</b> </p> <ul style="list-style-type: none"><li>• Offer a free trial period</li><li>• Incorporate feedback forms and surveys</li><li>• Provide regular progress reports</li></ul> <p><b>Channels</b> </p> <ul style="list-style-type: none"><li>• Social media</li><li>• Partnerships</li><li>• Paid advertising</li></ul>	<p><b>Customer Segments</b> </p> <ul style="list-style-type: none"><li>• Ministry of education</li><li>• Private schools</li><li>• Parents</li><li>• Language institutions</li></ul>
<p><b>Cost Structure</b> </p> <ul style="list-style-type: none"><li>• Customer Acquisition and Retention: Marketing, sales, and support.</li><li>• Cloud Infrastructure: Hosting, storage, and computing.</li><li>• Licensing and Partnerships: Software licenses and revenue sharing.</li></ul>	<p><b>Revenue Stream</b> </p> <ul style="list-style-type: none"><li>• <b>B2B:</b> deals with private schools</li><li>• <b>B2C:</b> selling directly to clients</li></ul>			

# Meet our team



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Thank You

