

UNOQUA LEAP

A green frog is depicted in a jumping pose, positioned between the words 'UNOQUA' and 'LEAP'. The frog is facing right, with its front legs extended forward and its back legs pushing off. It has a black dot for an eye and a small black dot for a nostril. The frog's body is a solid green color, and its legs are a slightly darker shade of green.

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OCTOBER 14TH, 2025

THE LINGUALEAP TEAM



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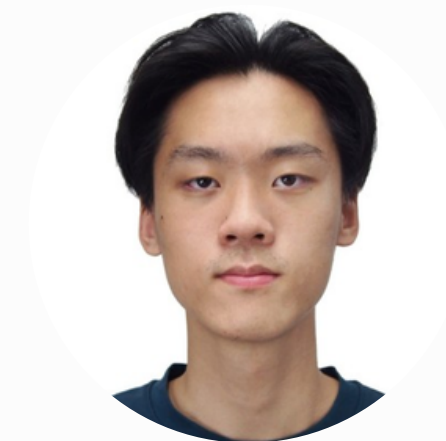
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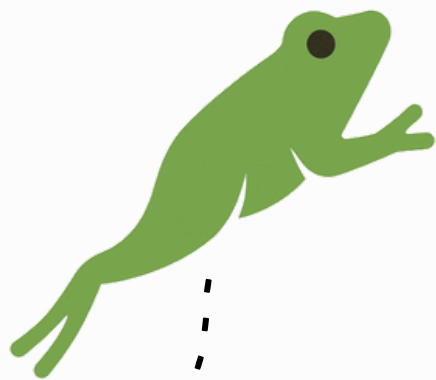
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- (1) INTRODUCTION & PROBLEM**
- (2) SOLUTION**
- (3) COMPETITIVE LANDSCAPE**
- (4) MARKET ANALYSIS**
- (5) RISK ASSESSMENT**
- (6) Q&A AND NEXT STEPS**

(1) INTRODUCTION

WHAT IS LINGUALEAP?

LinguaLeap is an AI-driven EdTech startup helping college students master new languages

CURRENT STATE



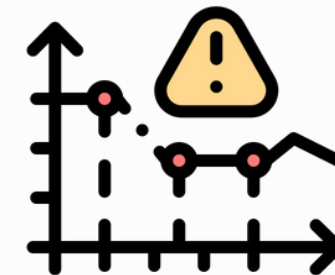
\$5M Series A



\$1.8M ARR



**25K MAUs + 12
university partnerships**



Growth Plateaued

(1) INTRODUCTION

USER DATA SHOWS THAT...

- University partnership growth slowed from 4 schools per quarter to 1
- Six-month retention: 50% for individuals
- Universities are questioning why they should pay for LinguaLeap

(1) INTRODUCTION

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during our presentation**

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OUR TAKEAWAY

- With 5 months of runway, we want to strategically focus on the customers we already have: universities and their students
- Personalized learning, peer collaboration, and real-time feedback

(1) PROBLEM: STUDENT

Rote Memorization

Current apps focus too much on vocabulary & grammar



Conversation Practice

Students want to feel their improvement and connect in a safe, feedback-rich environment



"I can get every vocab question right, but that doesn't mean I can hold a conversation. And that's the main thing I'm trying to learn: how to speak."

(1) PROBLEM: STUDENT

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Many existing apps are not rigorous, focus too much on memorizing vocabulary & grammar, and/or don't provide social connection

"I can get every vocab question right, but that doesn't mean I can hold a conversation. And that's the main thing I'm trying to learn: how to speak."

Students have sparse opportunities to practice real conversation in a psychologically safe environment

"When I try speaking with my relatives, I get nervous. They correct me or switch to English. It's embarrassing, so I just stop trying."
- College Student on learning Chinese and practicing with family

Specific, real-time feedback is necessary for students to make measurable improvements and feel their progress

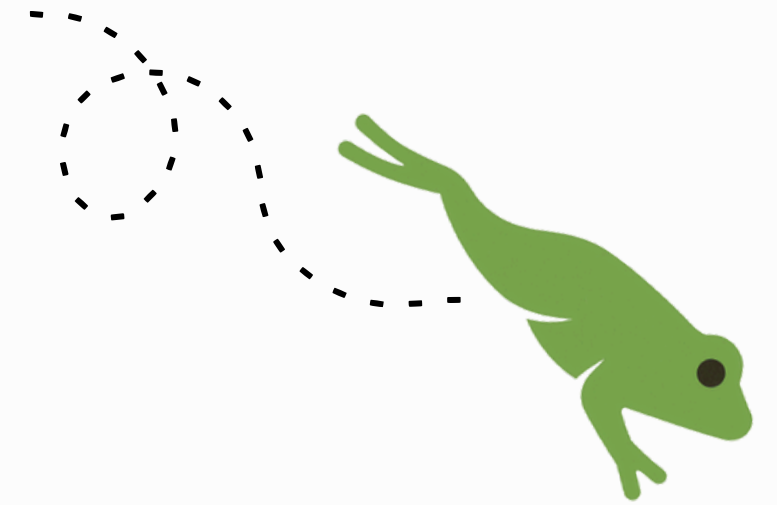
"I actually already use AI to practice conversations when I'm driving or walking. It gives me feedback and tells me how I'm improving over time, too. That's the kind of AI support I wish language apps had not just Duolingo's nonsensical use of it."

(1) PROBLEM: INSTRUCTOR

Limited opportunities for
extended conversation
during classroom instruction



Hard to track, assess, and
target real-world oral
proficiency without
constant testing



Engagement and retention
in target language drop
when out of class

(2) SOLUTION



Smart Match

ELO-based pairing
by skill level



AI Facilitates

Real-time conversation
guidance



Live Feedback

Personalized corrections



Track Progress

Measurable improvement

(2) SOLUTION: STUDENT



←

JL

James Liu

Spanish • Advanced

REC

TODAY'S TOPIC

Discuss your favorite childhood memory

James

¡Hola Sarah! ¿Estás lista para empezar?

Hi Sarah! Are you ready to start?

You

¡Sí! Mi recuerdo favorito es cuando fui a la playa con mi familia...

Yes! My favorite memory is when I went to the beach with my family...

AI SUGGESTION

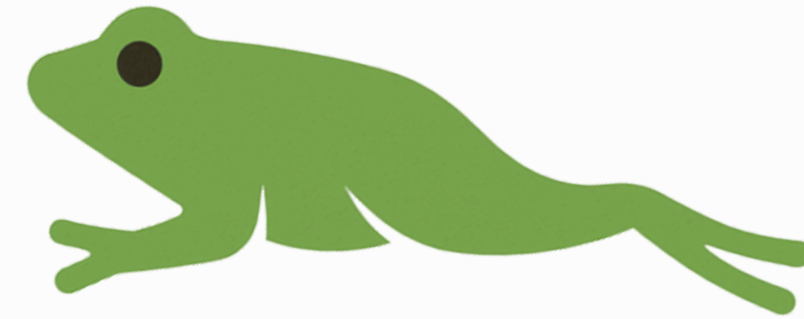
Great start! Try asking: "¿Cuál es tu recuerdo favorito?"

You

¿Cuál es tu recuerdo favorito de la infancia?

What's your favorite childhood memory?

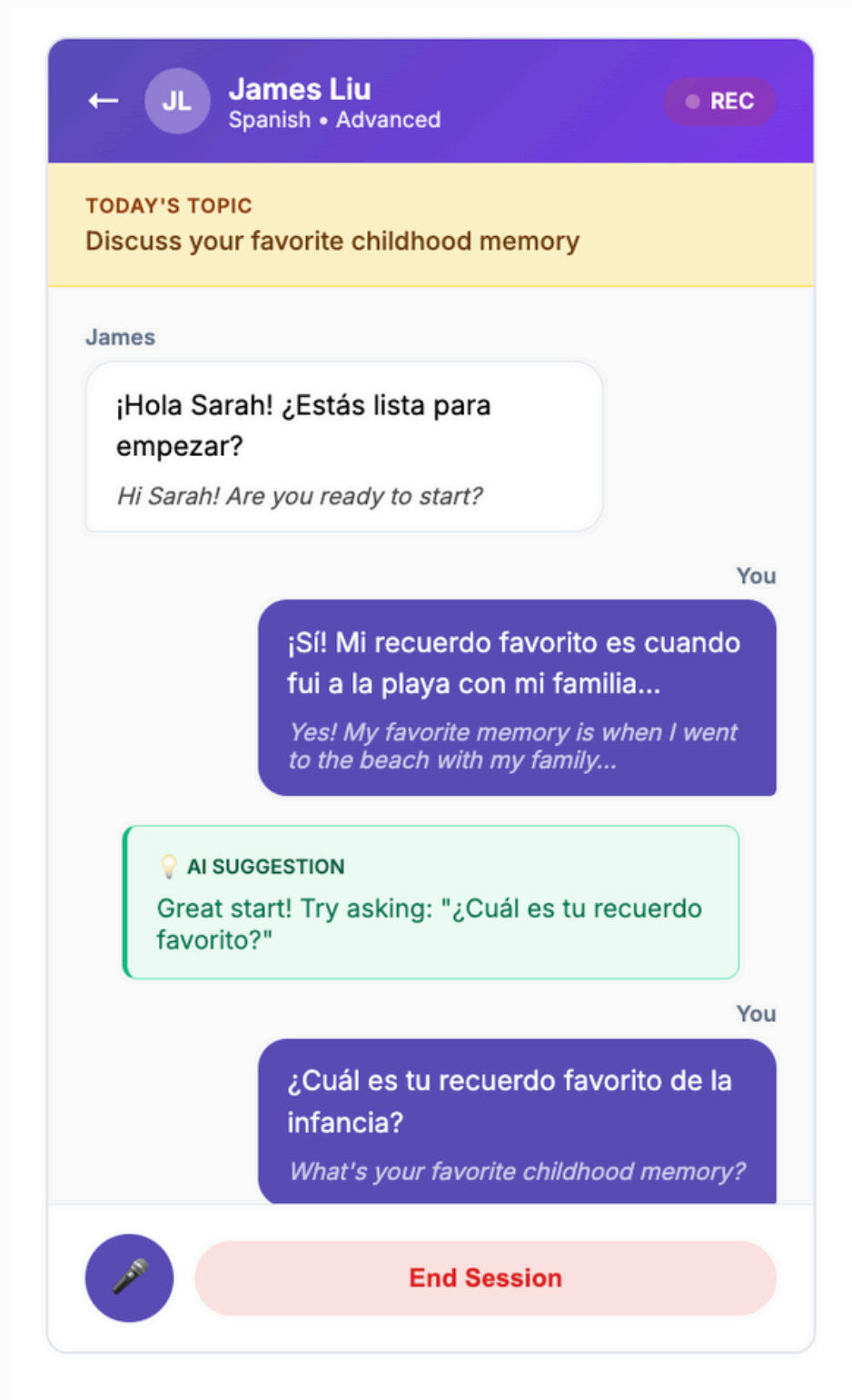
End Session



(2) SOLUTION: STUDENT

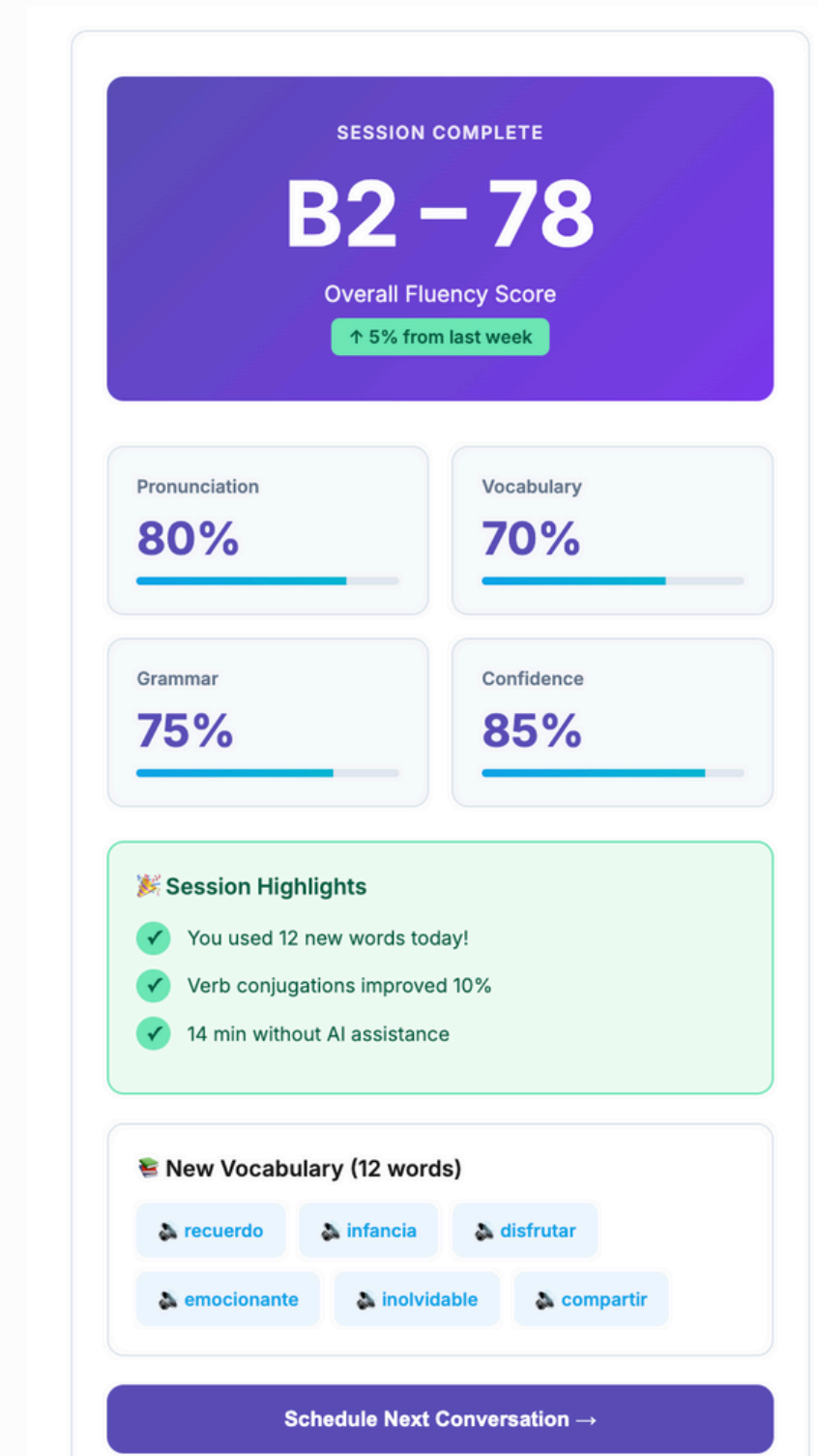


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**Students can converse
with each other, while AI
records, transcribes,
facilitates and guides the
conversation**

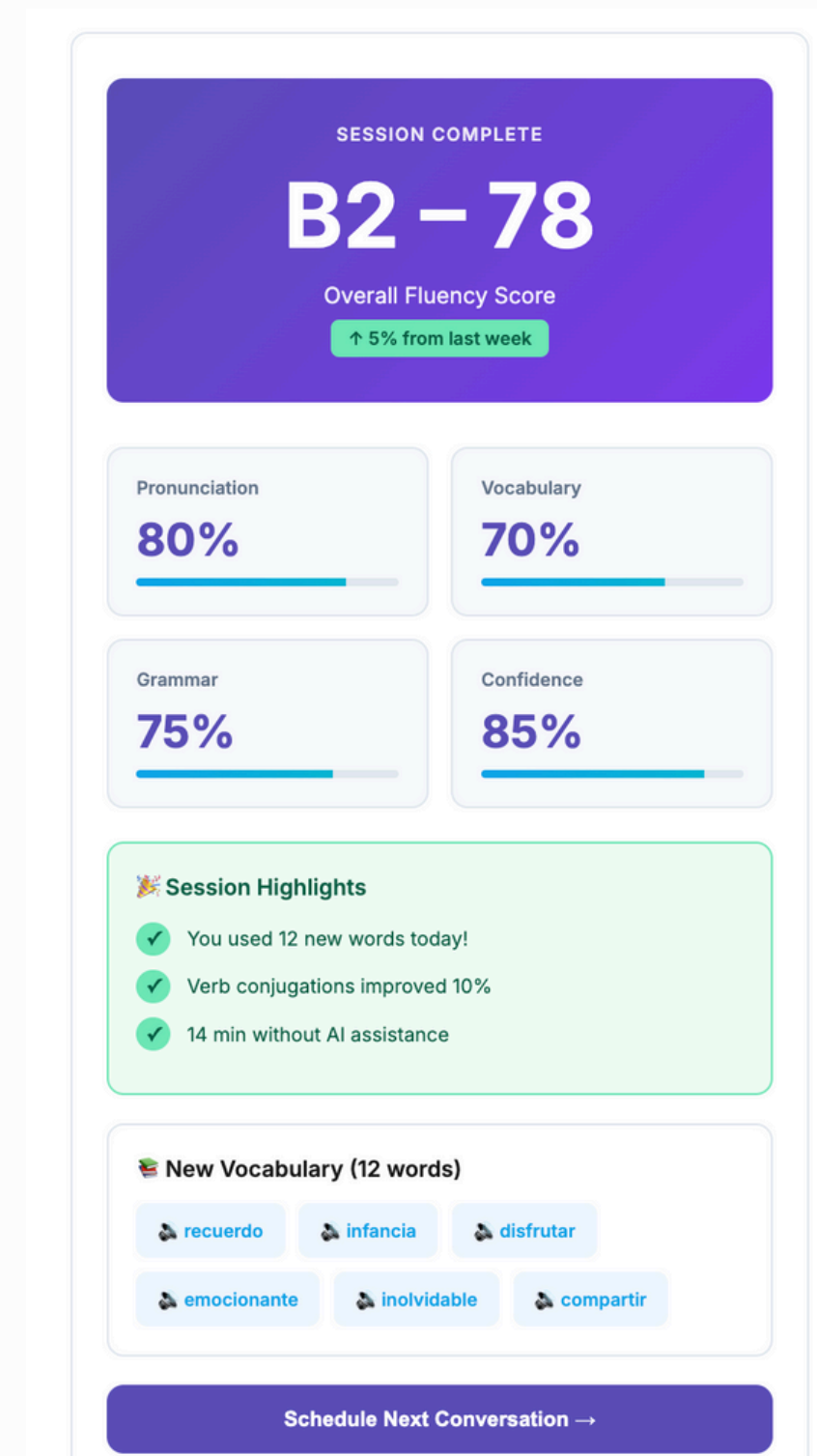
(2) SOLUTION: STUDENT



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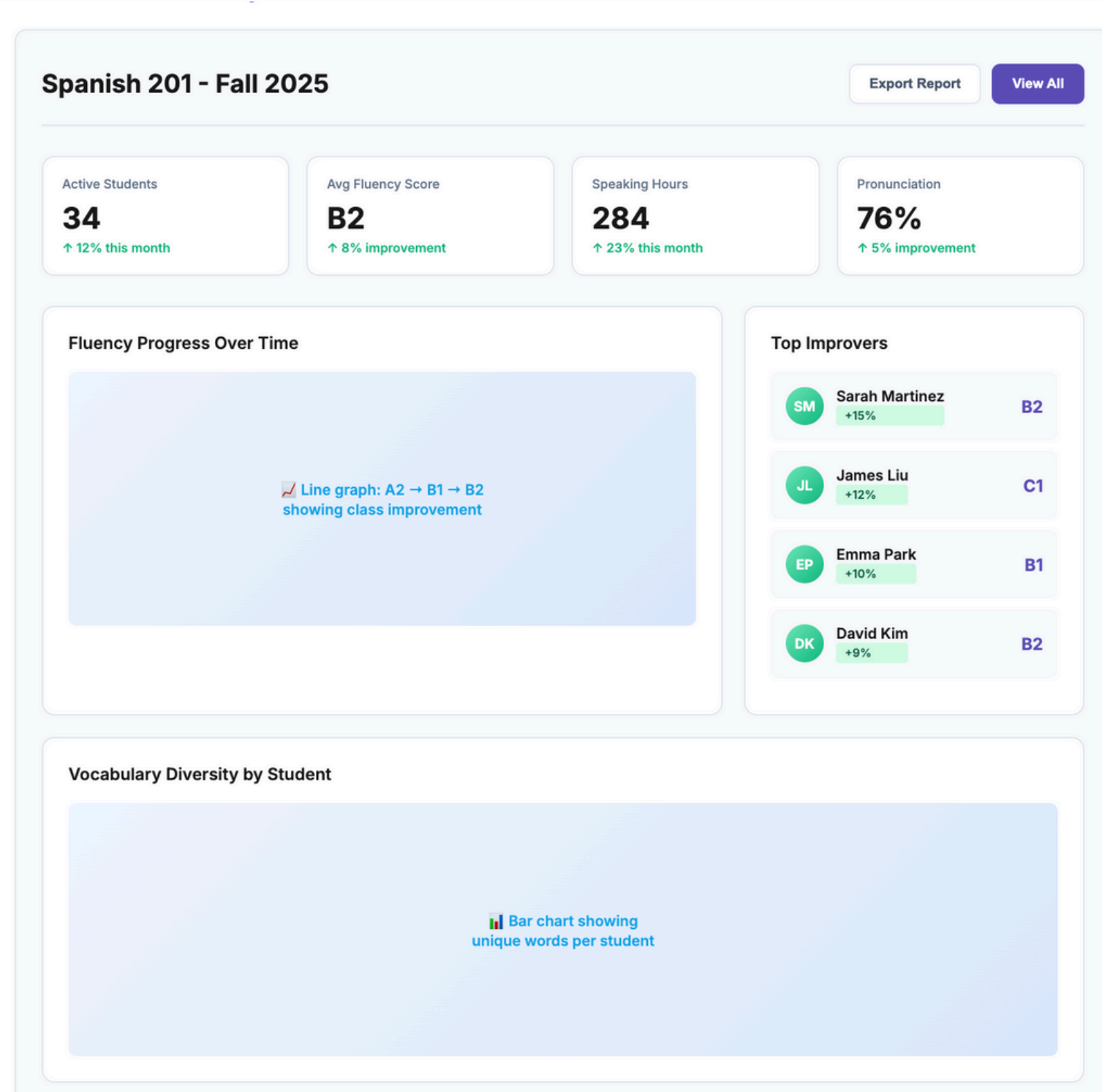


After each conversation,
the student gets a
personalized report of the
conversation and new
vocabulary learned

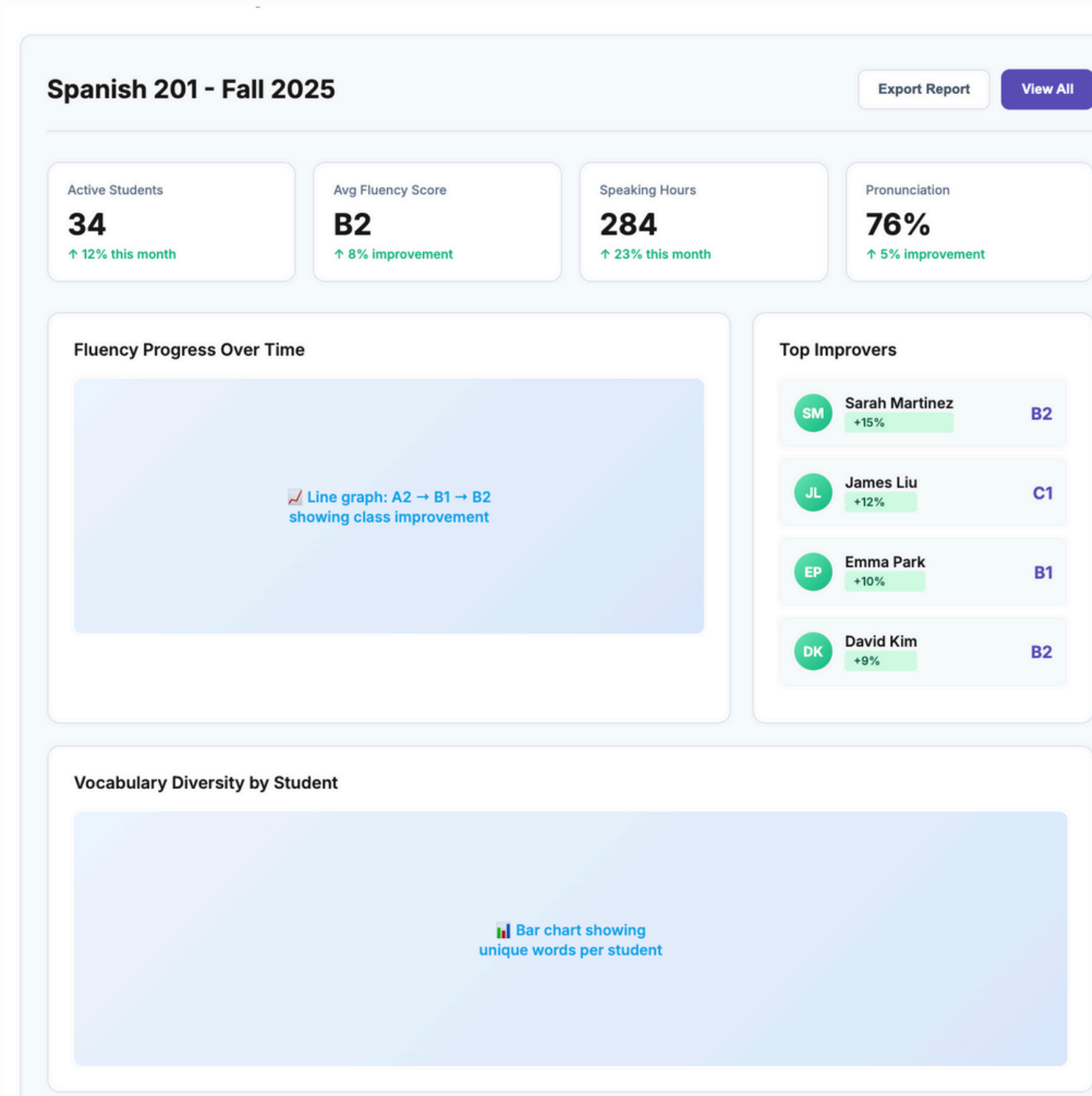


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(2) SOLUTION: INSTRUCTOR



(2) SOLUTION: INSTRUCTOR

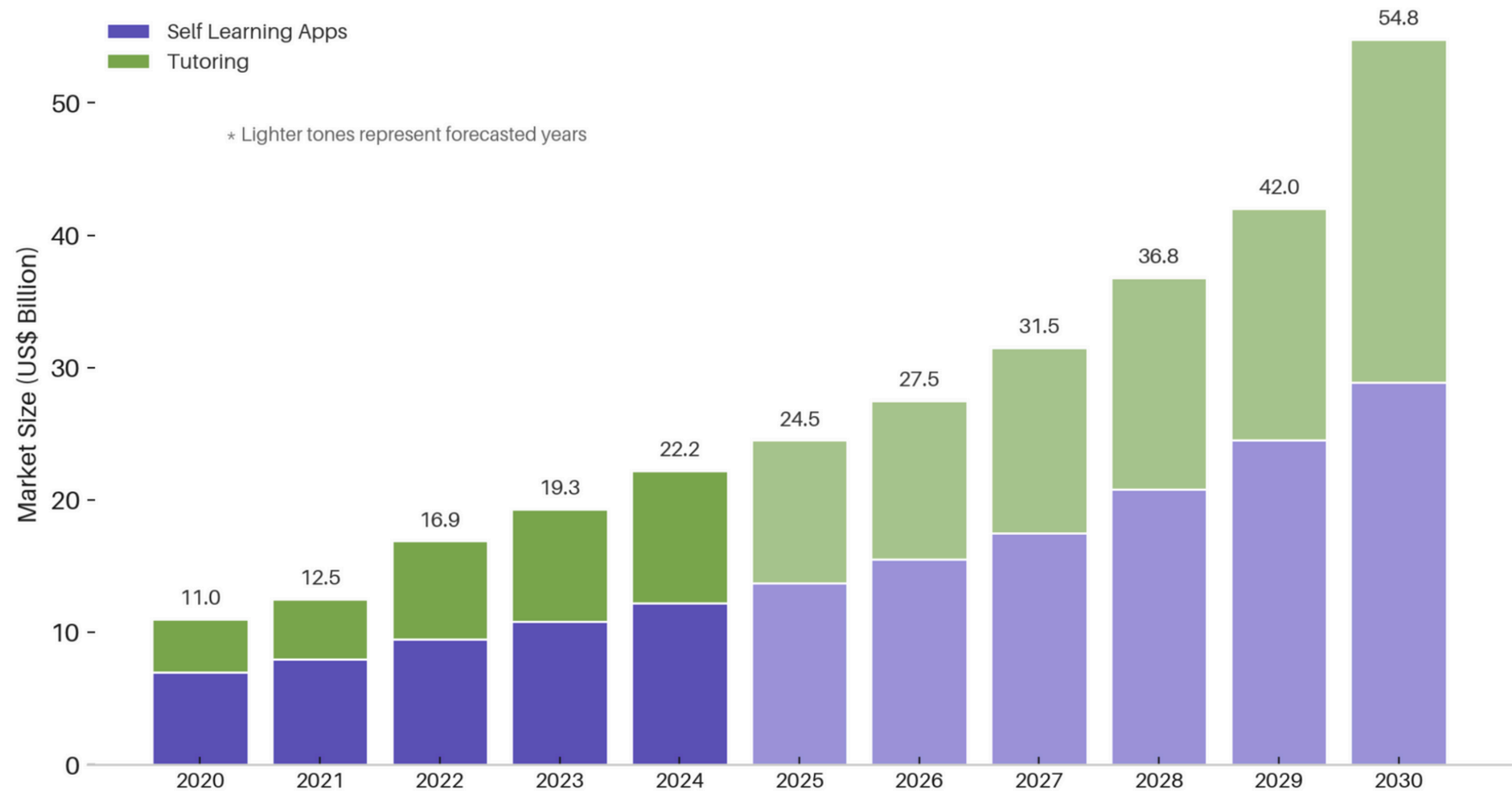


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Instructors have a
dashboard containing each
student's all-time data

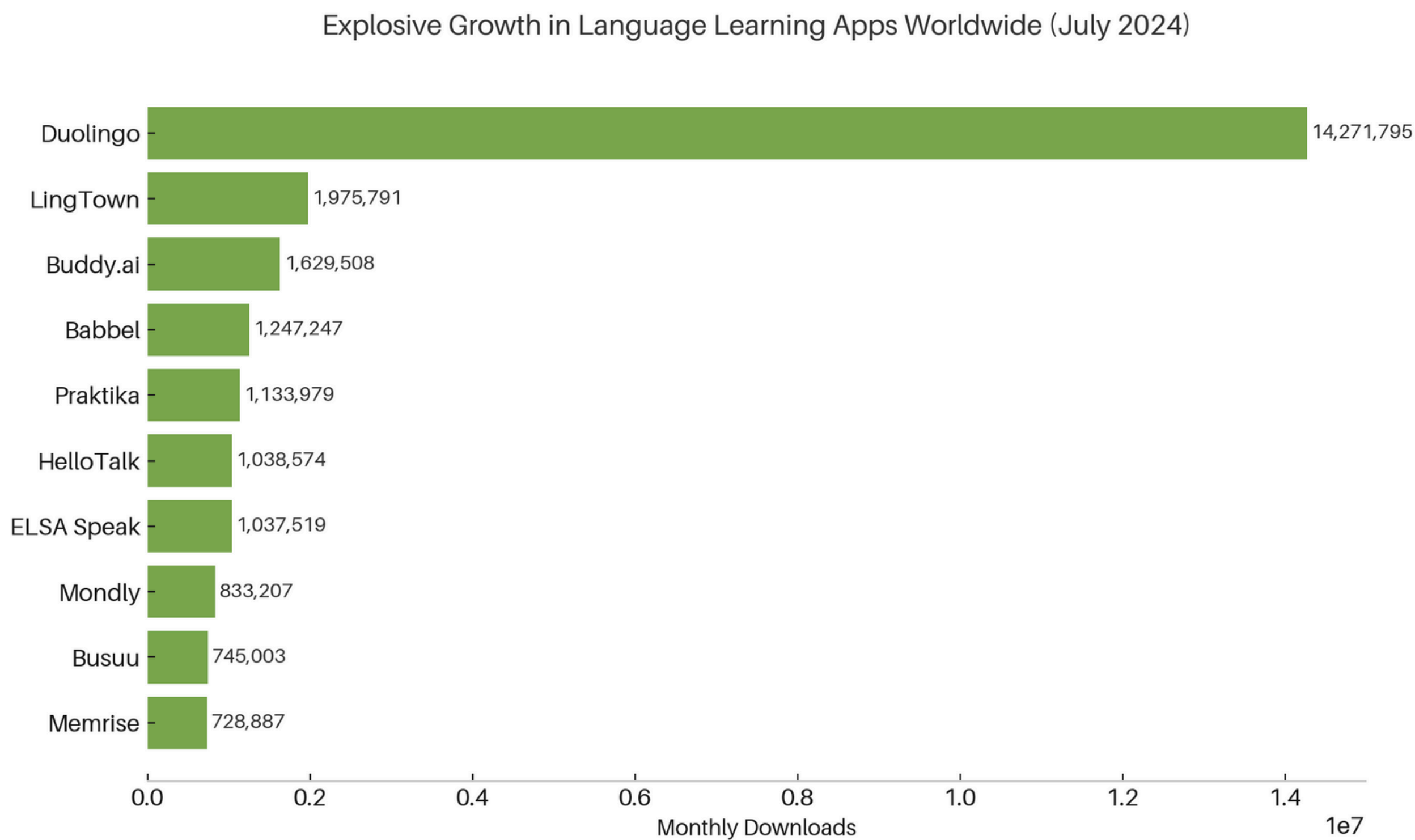
(3) COMPETITIVE LANDSCAPE AND DIFFERENTIATION

DRIVEN BY DIGITAL ADOPTION, THE ONLINE LANGUAGE LEARNING MARKET IS SET TO GROW 16.6% ANNUALLY THROUGH 2030.



Source: Grand View Research, 2024

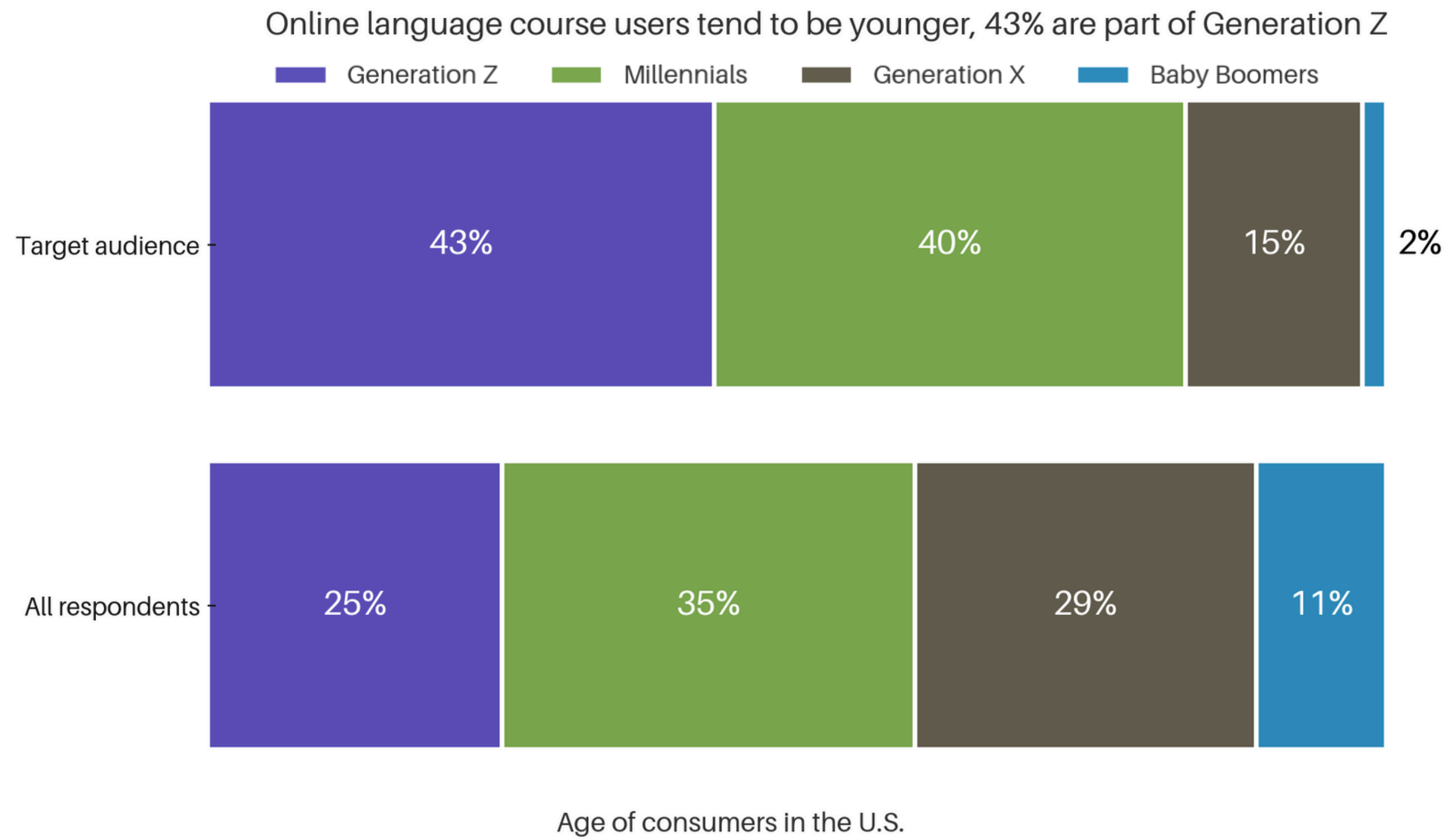
THE LANGUAGE LEARNING BOOM NEEDS A SMARTER AND SAFER CONVERSATION LAYER...



Source: AppMagic
© Statista 2024

Additional Information:
Worldwide; AppMagic; July 2024; excluding translation apps; Google Play and Apple App Store

ONLINE LANGUAGE COURSE USERS TEND TO BE YOUNGER, 43% ARE PART OF GENERATION Z...



Source: Statista, 2024

**WE EVALUATED
COMPETITION THROUGH
3 DIFFERENT DIMENSIONS...**

Structure and human supported

“Bring structure and intentional feedback into conversation language learning.”



Self-driven, gamified apps

Academically rigorous, solo



Social but casual

AI led /
Scripted

“Bring ‘rigour’ into the social
learning space”



+Babbel



Vocabulary
Gamified
Drills



Real
Conversation
Practice



learnlight



Human-to-human
Interaction

Scaffolded, measurable
And SAFE progression

Quantifying the language
growth and improvement



+Babbel



No / delayed
feedback

Real AI +
instructor
feedback























learnlight



Unstructured
Experience



(3) DIFFERENTIATION

FEATURES	Duolingo	Babbel	Tandem	Rosetta Stone	LinguaLeap
Depth of Learning					
Live Conversations					
AI Feedback					
Integration with Schools					

(3) DIFFERENTIATION

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Our competitive advantage

- **In-Person Conversation Matching** with ELO rating system
- **AI Conversation Feedback**
- **Structured Conversation Guidance and Curriculum**
- **Constant Feedback on ELO**

“LinguaLeap combines rigorous, data-backed learning with authentic peer collaboration — the first platform to make in-person language scalable, measurable, and safe.” - CEO



ELO-BASED PARTNER
MATCHING



AI CONVERSATION
FEEDBACK



VERIFIED UNIVERSITY
NETWORKS



MEASURABLE
GROWTH



SAFE IN-PERSON
PRACTICE

(4) MARKET ANALYSIS

TAM

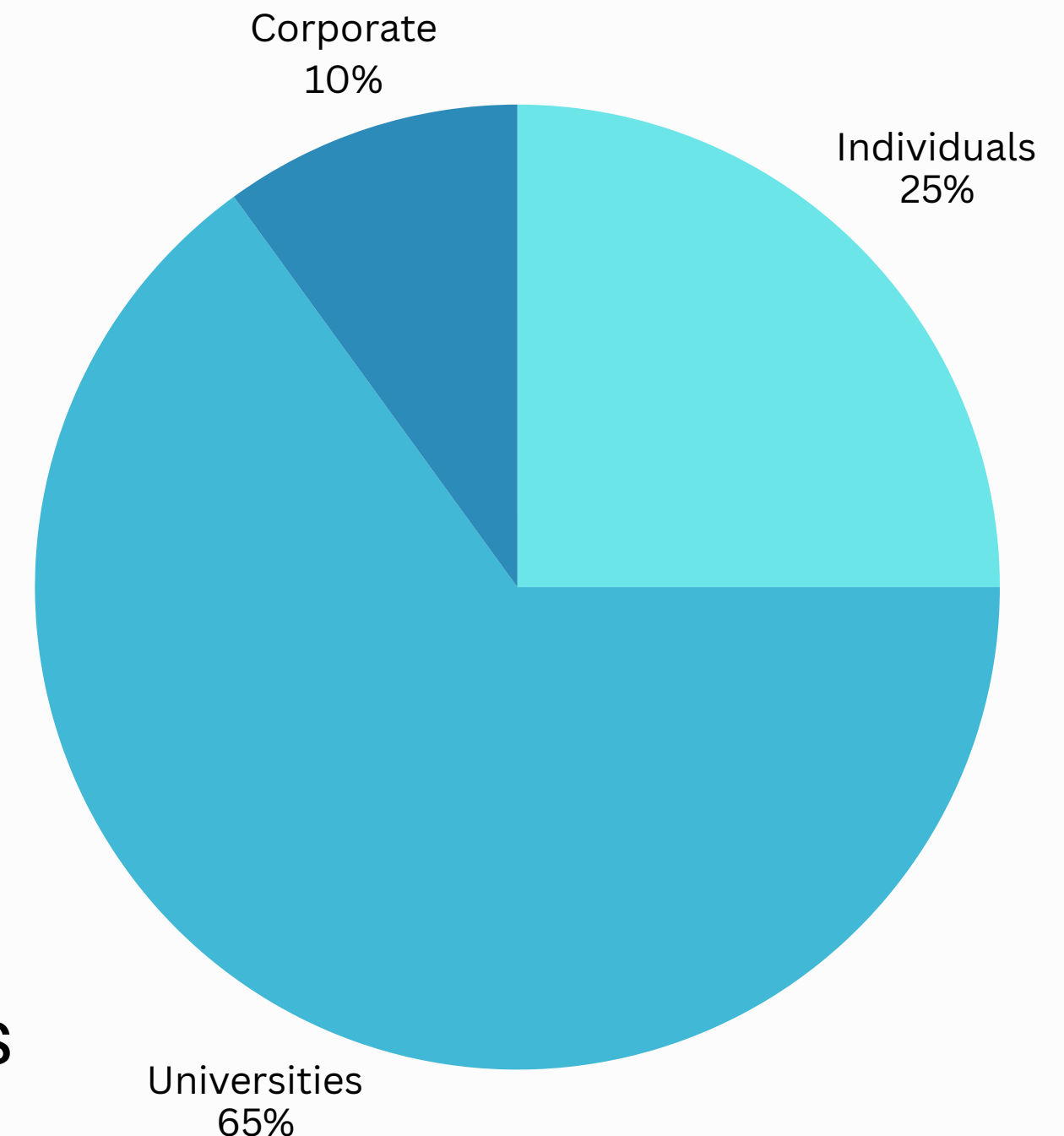
- \$60B Market
- Expected to grow to \$90B by 2030

SAM

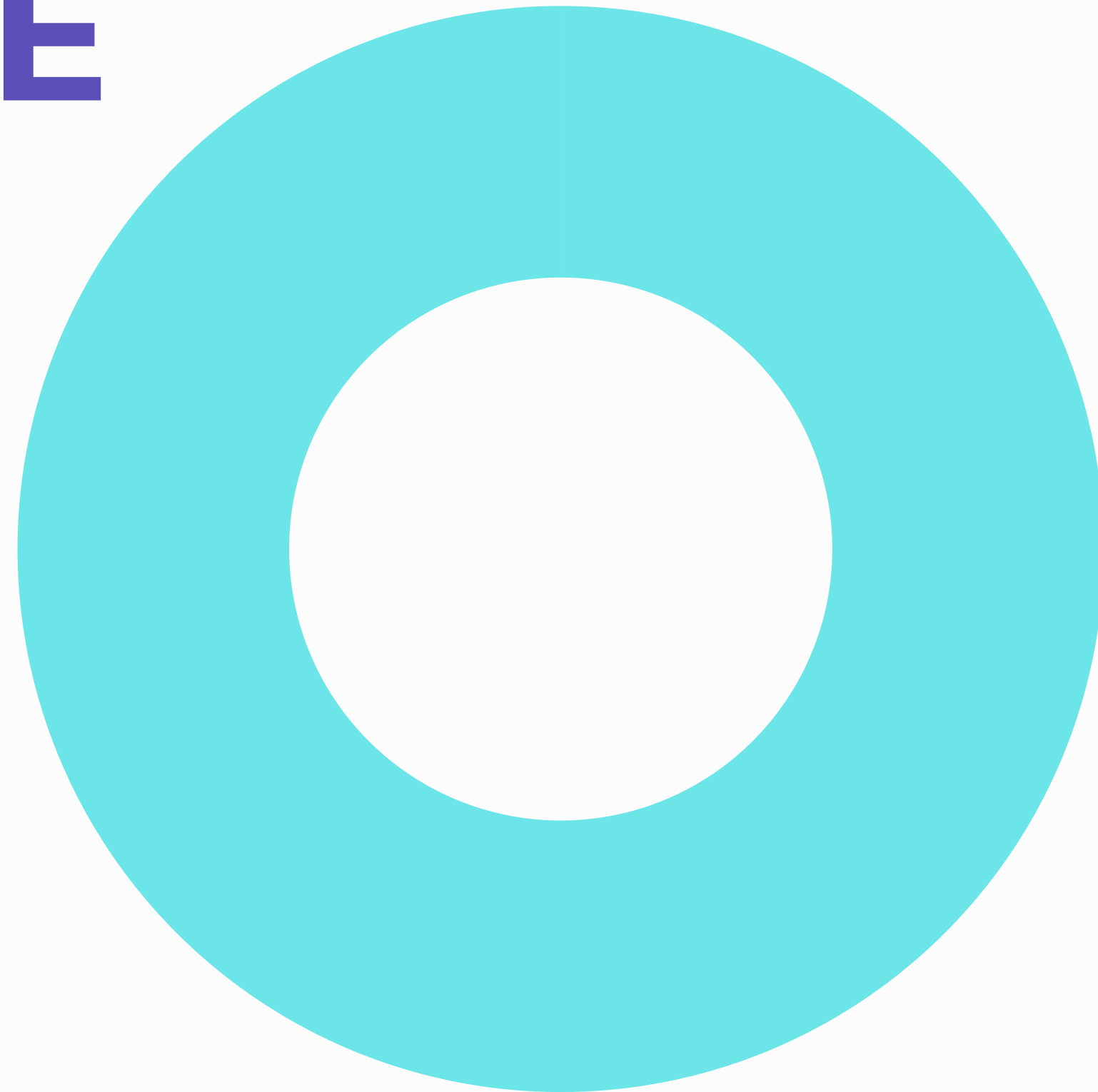
- ~4000 universities
- \$100k for 2-3 year initial contracts
- Targeting Universities: \$400M

SOM

- Current market capture is 0.3%
- Assuming 1% penetration, 40 universities



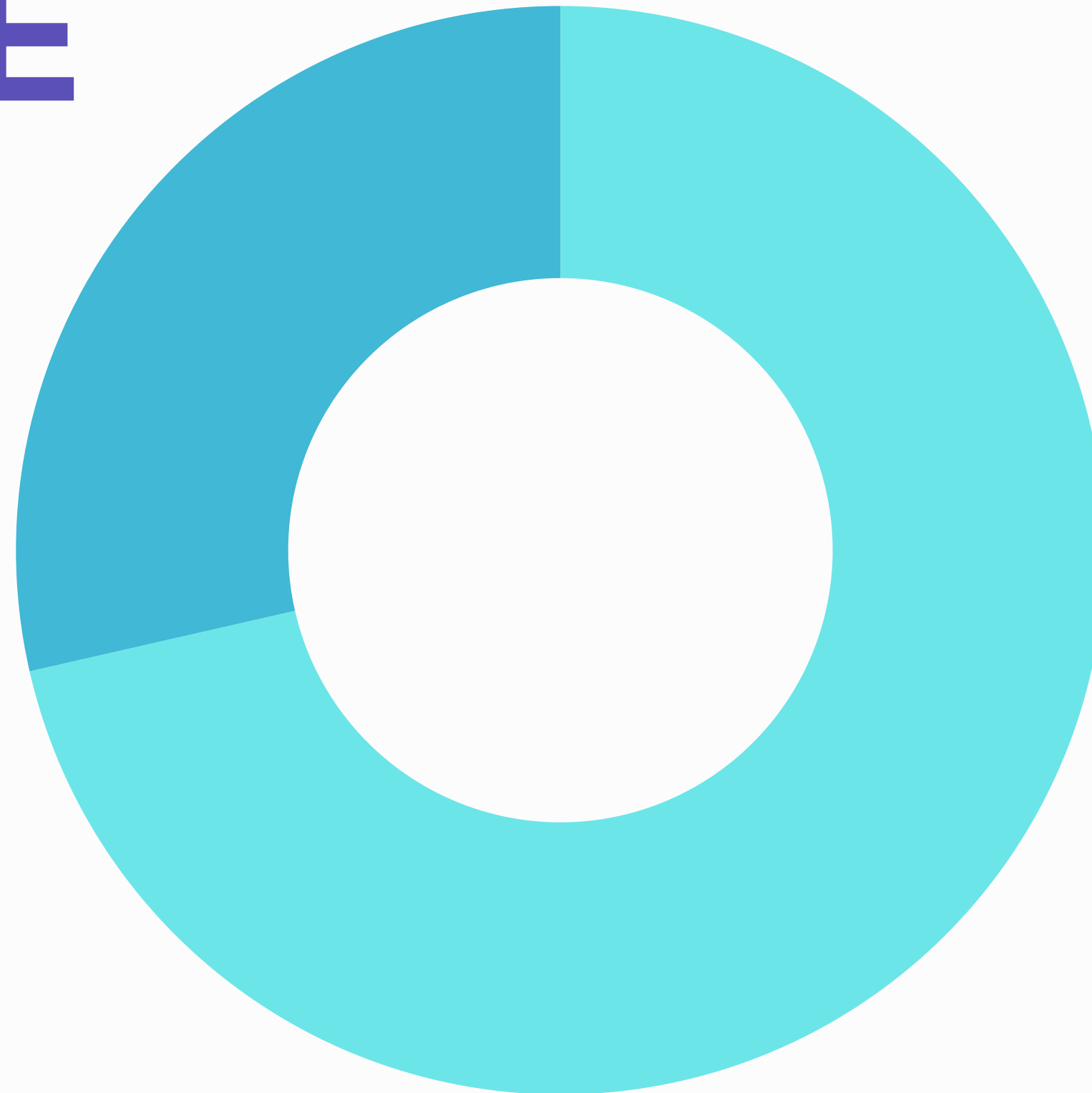
(4) MARKET ANALYSIS: REVENUE



10K individual premium
subscriptions at \$45
each

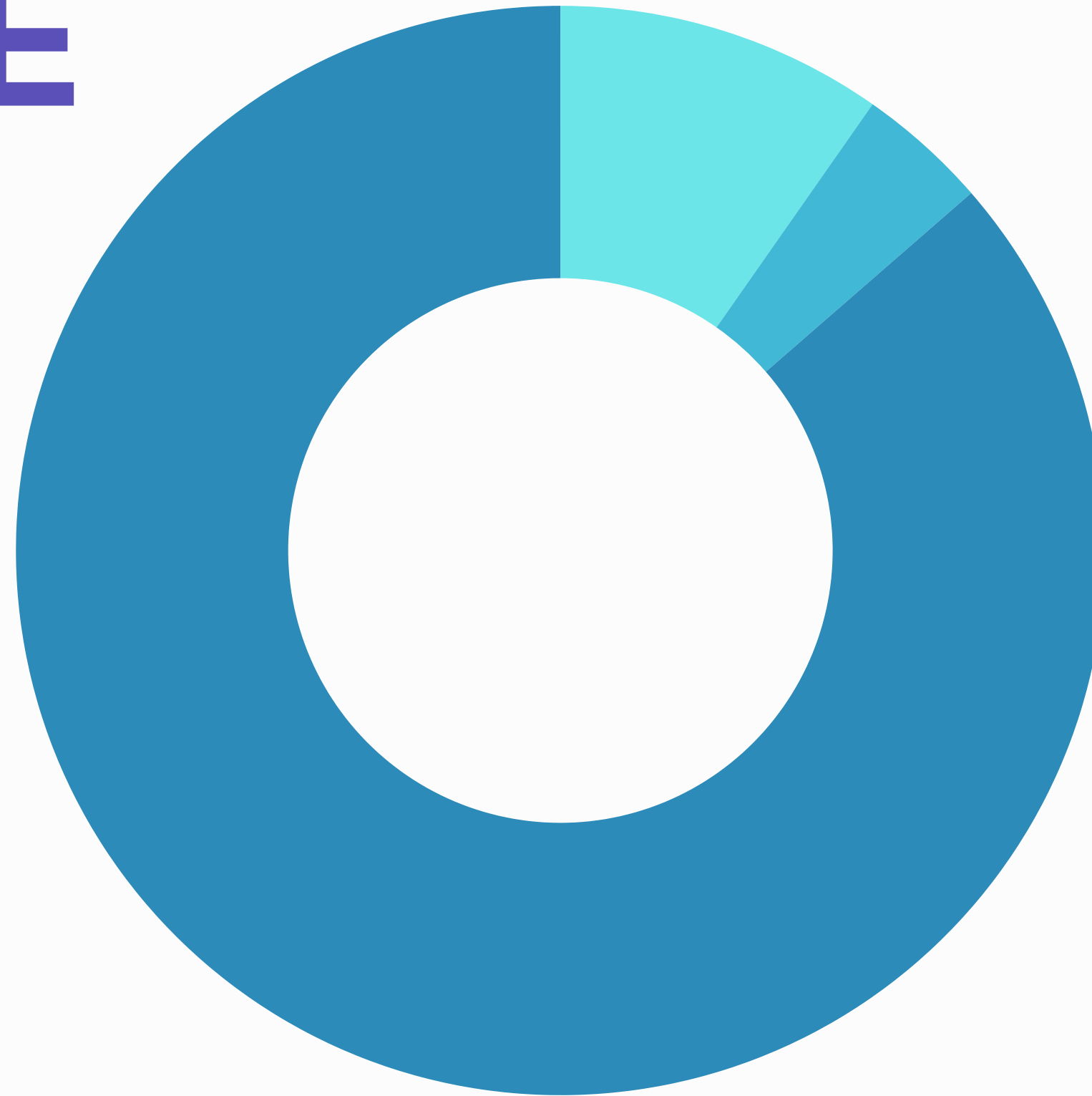
(4) MARKET ANALYSIS: REVENUE

\$180K from corporate
pilot programs



(4) MARKET ANALYSIS: REVENUE

40 university contracts at
\$100k each



(4) MARKET ANALYSIS: REVENUE



(4) MARKET ANALYSIS: ROI

- Operating with
\$350k monthly burn
- \$4.63M in revenue

Profit

\$430K

(4) FINANCIAL PROJECTIONS

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Current Revenue Breakdown:

- ARR: \$1.8M (65% universities, 25% individuals, 10% corporate)
- Monthly burn: \$350k
- Runway: 5 months
- University partnerships: 12 (0.3% market penetration)

(4) WHY UNIVERSITIES PAY

LinguaLeap delivers pedagogical value and administrative ROI.



Faculty time spent designing oral-practice modules



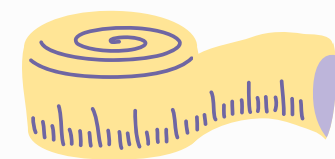
Faculty time spent designing oral-practice modules



Student disengagement in language courses



ELO-based matching + gamified progress metrics



Difficulty measuring conversational proficiency



Data-driven fluency tracking and AI feedback

(4)WILLINGNESS TO PAY

Universities already spend \$20K–\$30K per product on specialised learning and career-readiness software.

UNIVERSITY SIZE

5K Students

10K Students

20K Students



\$50K

\$80K

\$120K



\$60K

\$90K

\$130K



\$70K

\$100K

\$150K

*Estimates derived from seat-based pricing (\$25–\$35/student/year). Sources: Grammarly reseller listings (CDW, 2025), Technolutions institutional pricing data, public higher-ed SaaS procurements.

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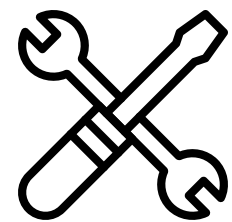
\$150K

(5) RISK ASSESSMENT

Risk	Impact	Likelihood	Mitigation Strategy
Duolingo's Free Model	High	High	Focus on measurable learning outcomes for universities (ELOs, oral exam...)
Low Student Retention	High	Medium	Conduct 30-day retention sprint mobile UX, add streak/social features
Limited Runway (5 months)	High	Medium	Prioritise high impact features (ELO system, AI feedback, secure bridge financing, + show early traction to raise series B
Institutional Adoption Risk	Medium	Low	Leverage Stanford credibility and case studies showing improved student engagement
AI Credibility / Accuracy	High	Low	Use AI only for feedback, not content generation; validate outputs with linguistics advisors

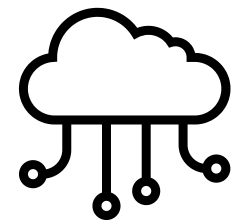
(6) REQUEST & NEXT STEPS

Funding Request: 5-Month Plan (\$15M)



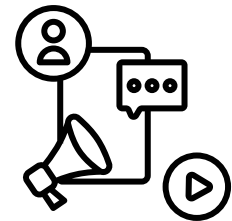
Engineering Resources

Build and scale new product features



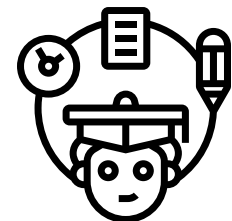
Compute & API Credits

Power AI language-learning features



Sales & Marketing

Expand university partnerships



Education Specialists

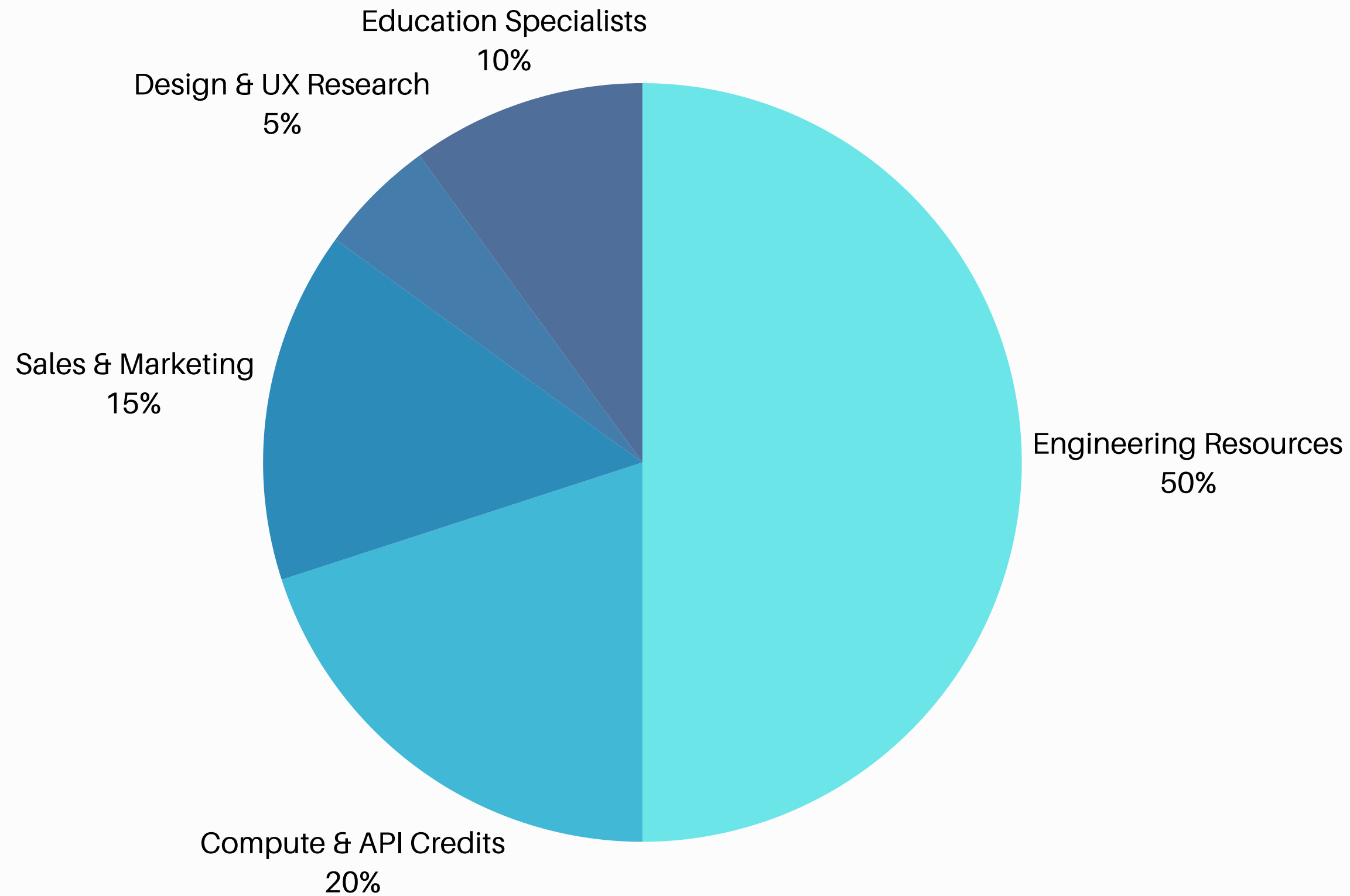
Strengthen learning outcomes and credibility



Design & UX Research

Improve user engagement and retention

(6) REQUEST & NEXT STEPS



(6) REQUEST & NEXT STEPS

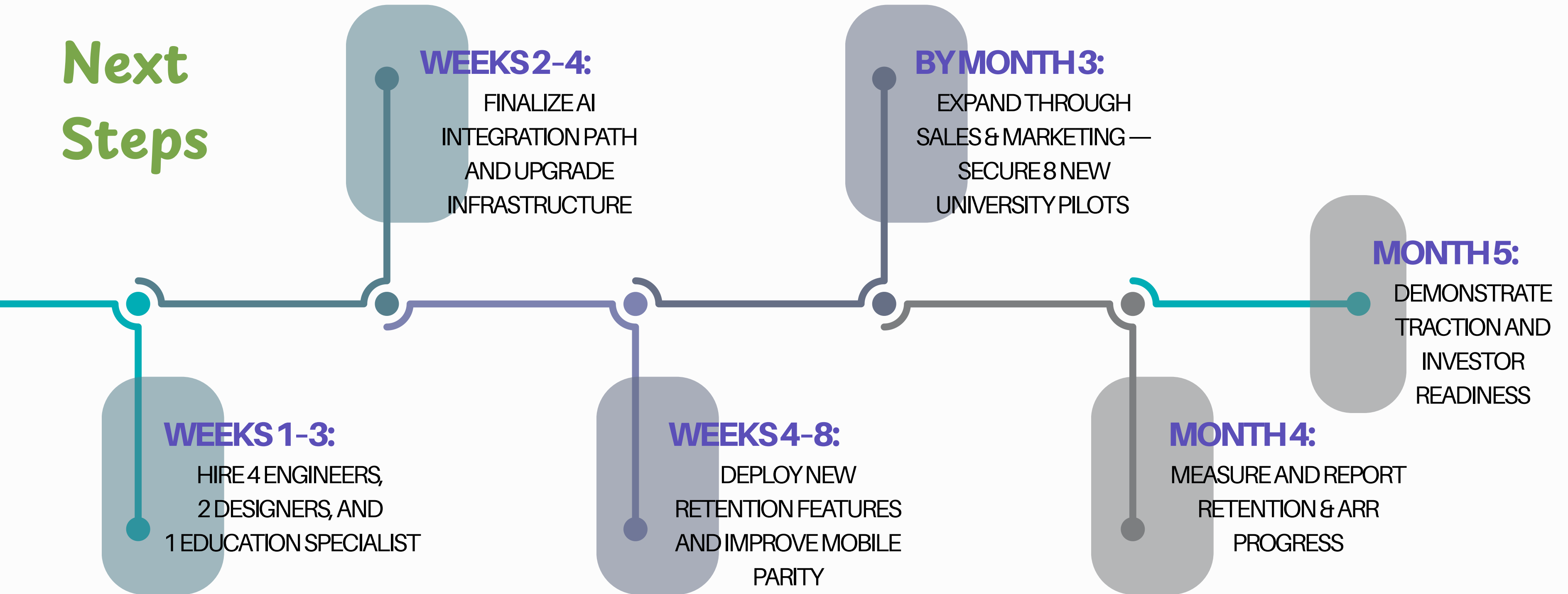
Goal:

Execute our 5-month plan to **drive retention and revenue growth**, reaching **\$5M ARR** & Series B readiness within 12 months.



(6) REQUEST & NEXT STEPS

Next Steps



THANK YOU FOR YOUR TIME!

ANY



QUESTIONS?

APPENDIX



Persona 1: Jacob L.

About

Jacob is a Stanford student who has been learning Spanish from a young age. He has used Duolingo since childhood, as well as studied Spanish in high school. His main drive to pursue Spanish is to be able to have conversations with his grandparents.

Quotes

"If someone is struggling with a language, particularly a niche one, I think it would be very helpful to get connected with a native speaker."

"I'm going to Italy, I don't need to know how to read or write, but I just want to learn how to speak enough to get around. I think personalizing the learning to suit a specific need can be very valuable "

"I really liked how Spanish class was more interactive than Duolingo. We got to make our own conversations, learn about aspects of the culture, and personalize assignments"

Persona 2: Sunny

About

Sunny is a Stanford student who took Spanish classes in high school. She said that ever since she started college, she doesn't have a lot of opportunities to speak Spanish anymore. As a result, her fluency in Spanish is decreasing, and she feels disappointed .

Quotes

"In school, we had to speak Spanish in Spanish class — if we used another language, the teacher would ask us to leave. That was a good way to make sure we were using the language."

"After I graduated from high school, my Spanish has become pretty rusty because I just don't really use it anymore."

Persona 3: Kevin L.

About

Kevin is a university student in LA who is studying Chinese to speak with family members and connect with his cultural heritage. He has participated in study abroad & language tables, takes formal classes at his university, and is a regular user of Anki as a study tool. He has previously used Duolingo to study Japanese.

Quotes

"One of my main goals is communicating in the language with my family...that's one of my main motivations to improve my language skills."

"Another reason is interaction with my culture/heritage...learning the language gives you more access to what the culture has to offer."

"I'd say chatting with other native speakers or [conversational] partners would be the most difficult [thing]...it's something that is scary, since it requires you to put yourself out there."

Persona 4: Ari

About

Ari is a Stanford student and actor from Oklahoma learning French. He's motivated by both art and identity — drawn to French cinema and culture, and hoping language skills will open acting opportunities abroad

Ari is a strong auditory learner thanks to his theater training and easily grasps pronunciation and grammar, but struggles with vocabulary retention and the leap between beginner and advanced content. He enjoys learning through meaning and story — understanding the etymology and cultural context of words makes the language feel alive. Ari values a balance between structured learning (classes) and self-directed exploration (films, articles, conversations).

Quotes

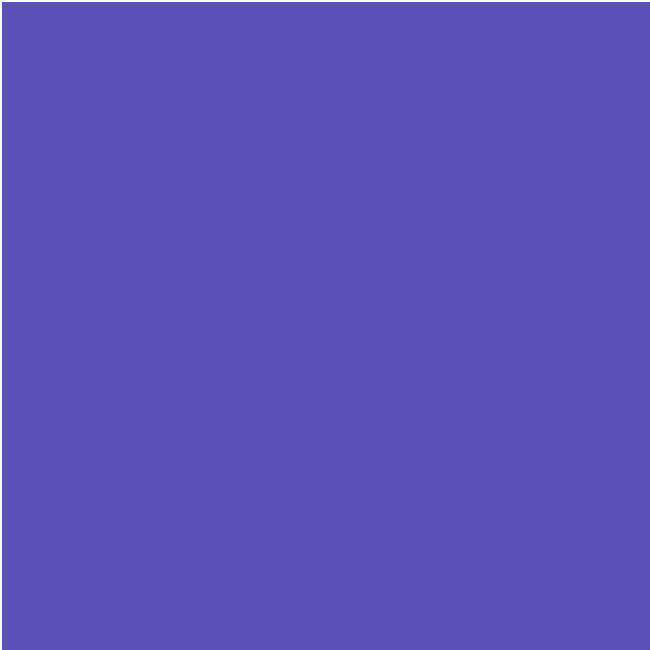
"I'd love to be fluent in French — not just to check a box, but to act or work in France someday. The artistic culture there is incredible."

"When I learn the etymology of a word — like what it actually means, where it comes from — it sticks in my head. It makes it real."

"My biggest challenge is vocabulary. Grammar I get, pronunciation I get — but remembering words and using them naturally? That's tough."


"Sometimes listening practice just goes in one ear and out the other. I need something to focus my brain — like a pre-list of key words before I watch a movie."

"I like having both — the structure of class and the freedom to explore what I'm curious about. That mix keeps me motivated."




Option 3: Digital Native


Modern and tech-forward—emphasizes AI capabilities and innovation




Primary
#5b4fb8




Accent
#0ea5e9



Background
#f8fafc



Peer Features
#6ee7b7



Text
#475569

