



AMESHA BANJARA  
BARRY CHEUNG  
SILIN DU  
ISHITA GUPTA  
INES SALTER  
LUKE MCFA LL  
ALAN ZHANG

OCTOBER 14<sup>TH</sup>, 2025

# THE LINGUALEAP TEAM



**AMESHA BANJARA**

Computer Science  
SWE @ Slack



**BARRY CHEUNG**

Computer Science,  
East Asian Studies, &  
Linguistics  
SWE @ Stealth



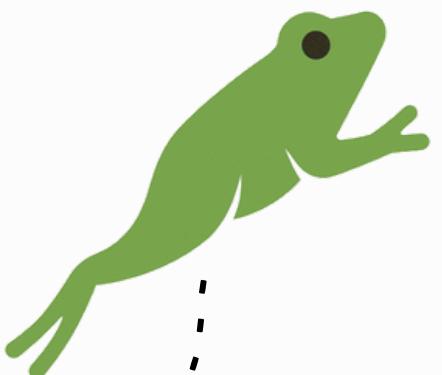
**SILIN DU**

Electrical Engineering  
ML @ Microsoft



**ISHITA GUPTA**

Computer Science  
& Math  
AI @ Snowflake



**INES SALTER**  
History & Computer  
Science  
Analyst @ McKinsey



**LUKE MCFALL**  
Computer Science  
Researcher @ Stanford



**ALAN ZHANG**  
Computer Science  
ML @ Apple

- (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

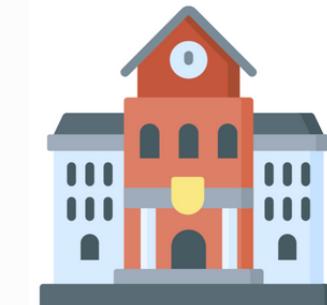
## CURRENT STATE



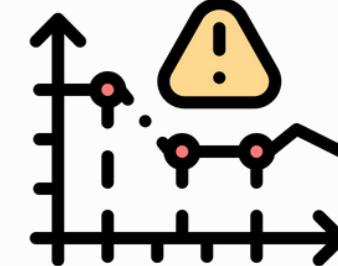
\$5M Series A



\$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

USER DATA SHOWS THAT...

This slide is hidden  
during our presentation

- 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

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

This slide is hidden during our presentation

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

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

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

"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."

"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

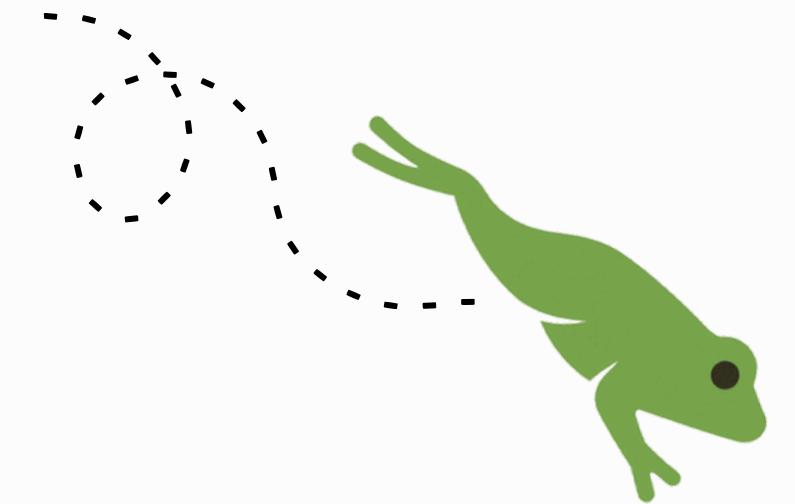
"I actually already use AI to practice conversations when I'm driving or walking. It gives me feedback and tells me how I'm improving over time, too. That's the kind of AI support I wish language apps had not just Duolingo's nonsensical use of it."

# (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

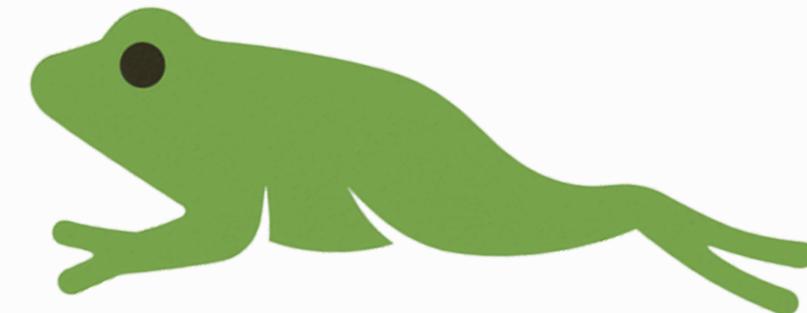
¡Sí! Mi recuerdo favorito es cuando fui a la playa con mi familia...  
*Yes! My favorite memory is when I went to the beach with my family...*

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



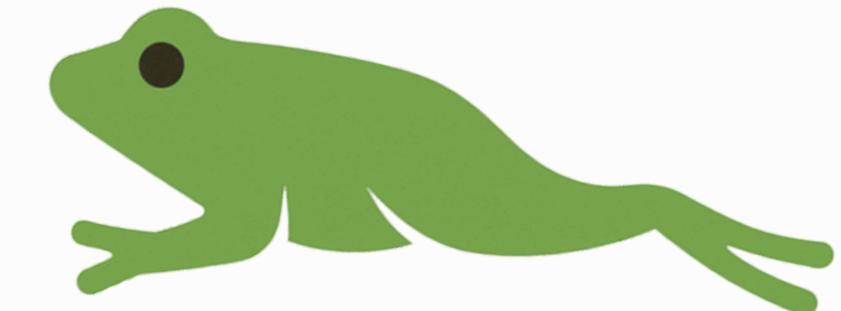
# (2) SOLUTION: STUDENT



This slide is hidden  
during our  
presentation



The screenshot shows a mobile application interface for a language learning session. At the top, it displays the student's name, James Liu, and the topic: "Spanish • Advanced". A "REC" button is also present. The "TODAY'S TOPIC" is "Discuss your favorite childhood memory". The conversation starts with James saying: "¡Hola Sarah! ¿Estás lista para empezar?" and "Hi Sarah! Are you ready to start?". Sarah responds with: "¡Sí! Mi recuerdo favorito es cuando fui a la playa con mi familia..." and "Yes! My favorite memory is when I went to the beach with my family...". An AI suggestion box appears, stating: "Great start! Try asking: '¿Cuál es tu recuerdo favorito?'". Sarah then asks: "¿Cuál es tu recuerdo favorito de la infancia?" and "What's your favorite childhood memory?". At the bottom, there is a microphone icon and a red "End Session" button.



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

# (2) SOLUTION: STUDENT



SESSION COMPLETE

**B2 - 78**

Overall Fluency Score

↑ 5% from last week

Pronunciation **80%**

Vocabulary **70%**

Grammar **75%**

Confidence **85%**

**Session Highlights**

- You used 12 new words today!
- Verb conjugations improved 10%
- 14 min without AI assistance

**New Vocabulary (12 words)**

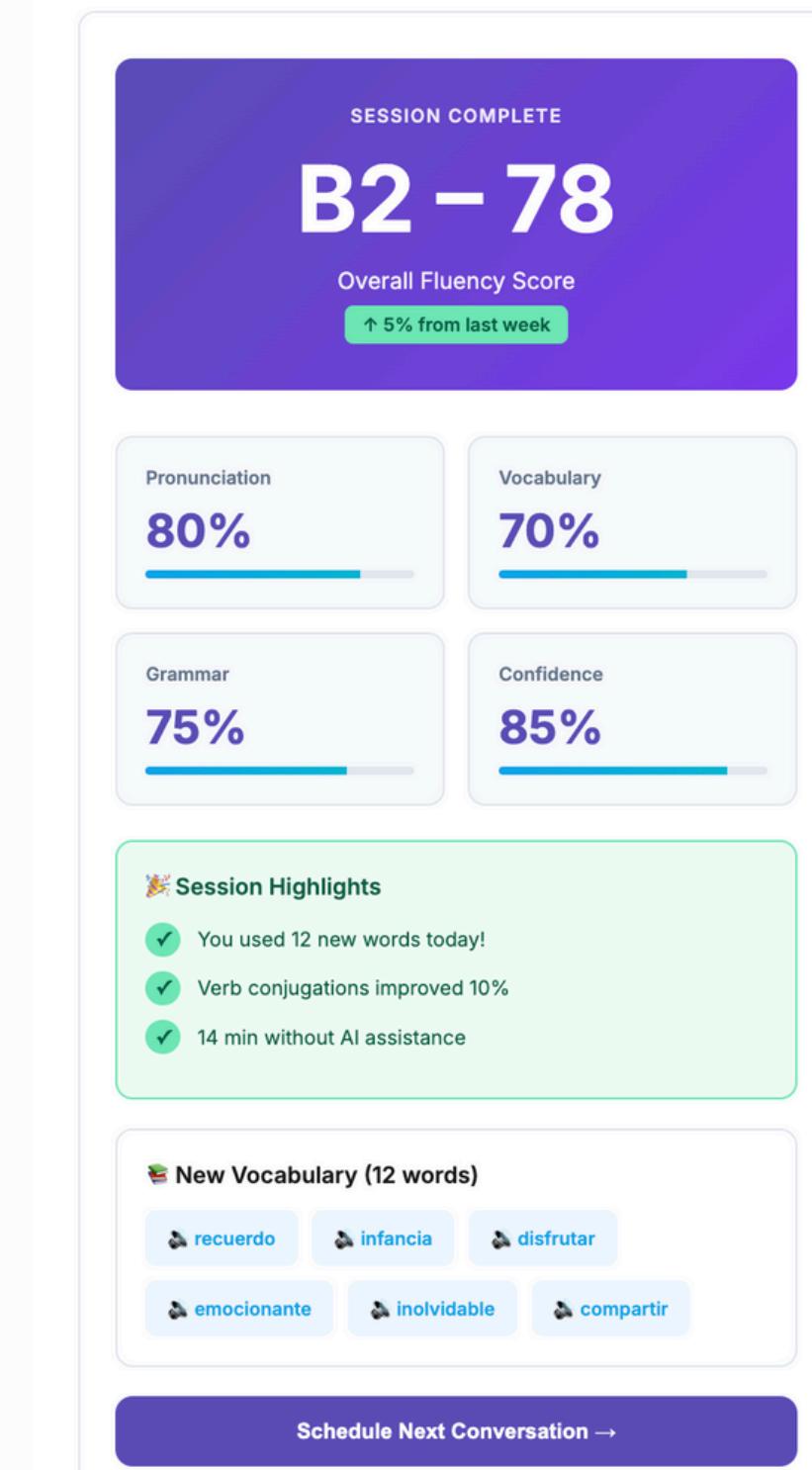
recuerdo infancia disfrutar  
emocionante inolvidable compartir

Schedule Next Conversation →

# (2) SOLUTION: STUDENT

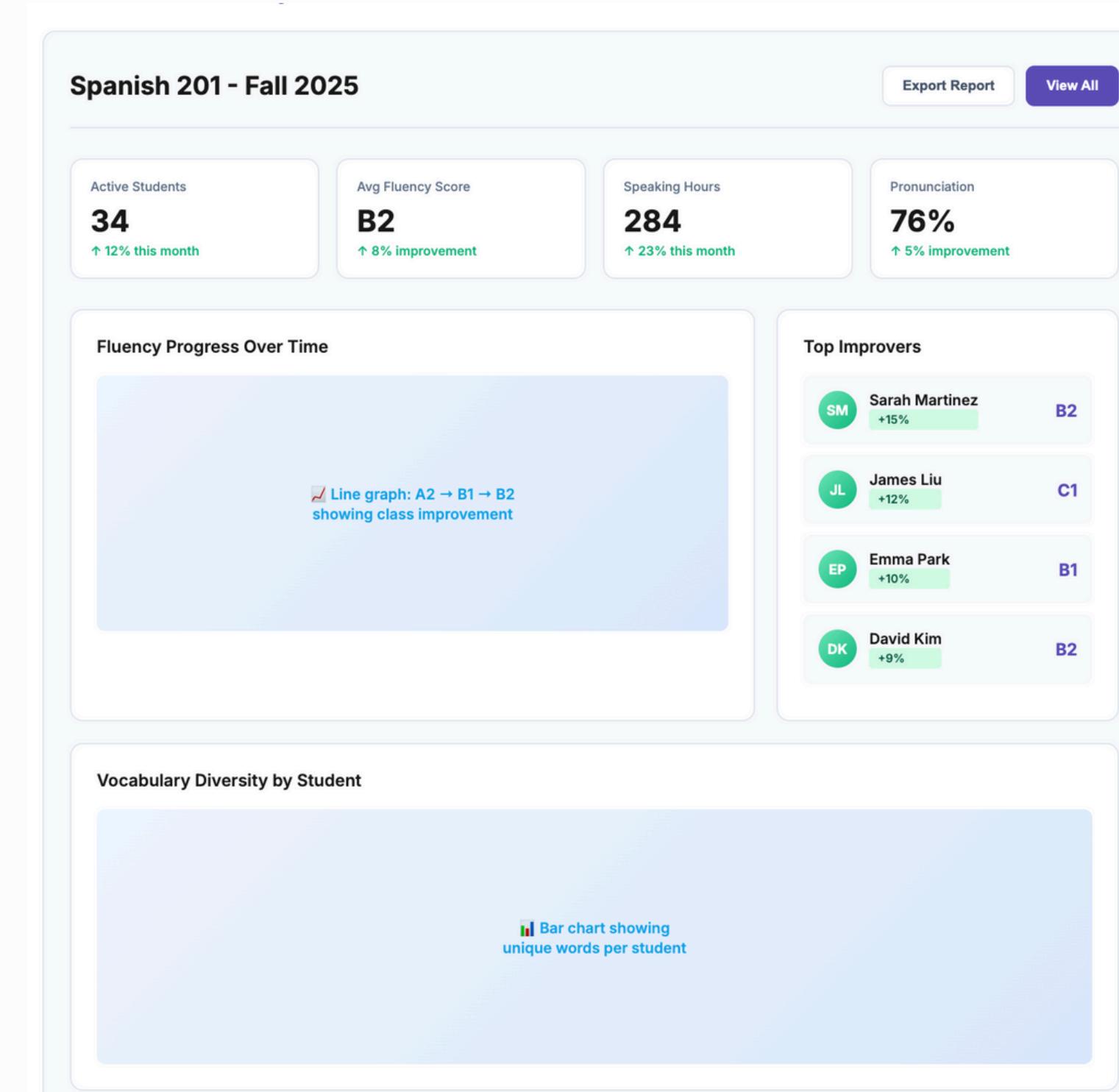


After each conversation,  
the student gets a  
personalized report of the  
conversation and new  
vocabulary learned

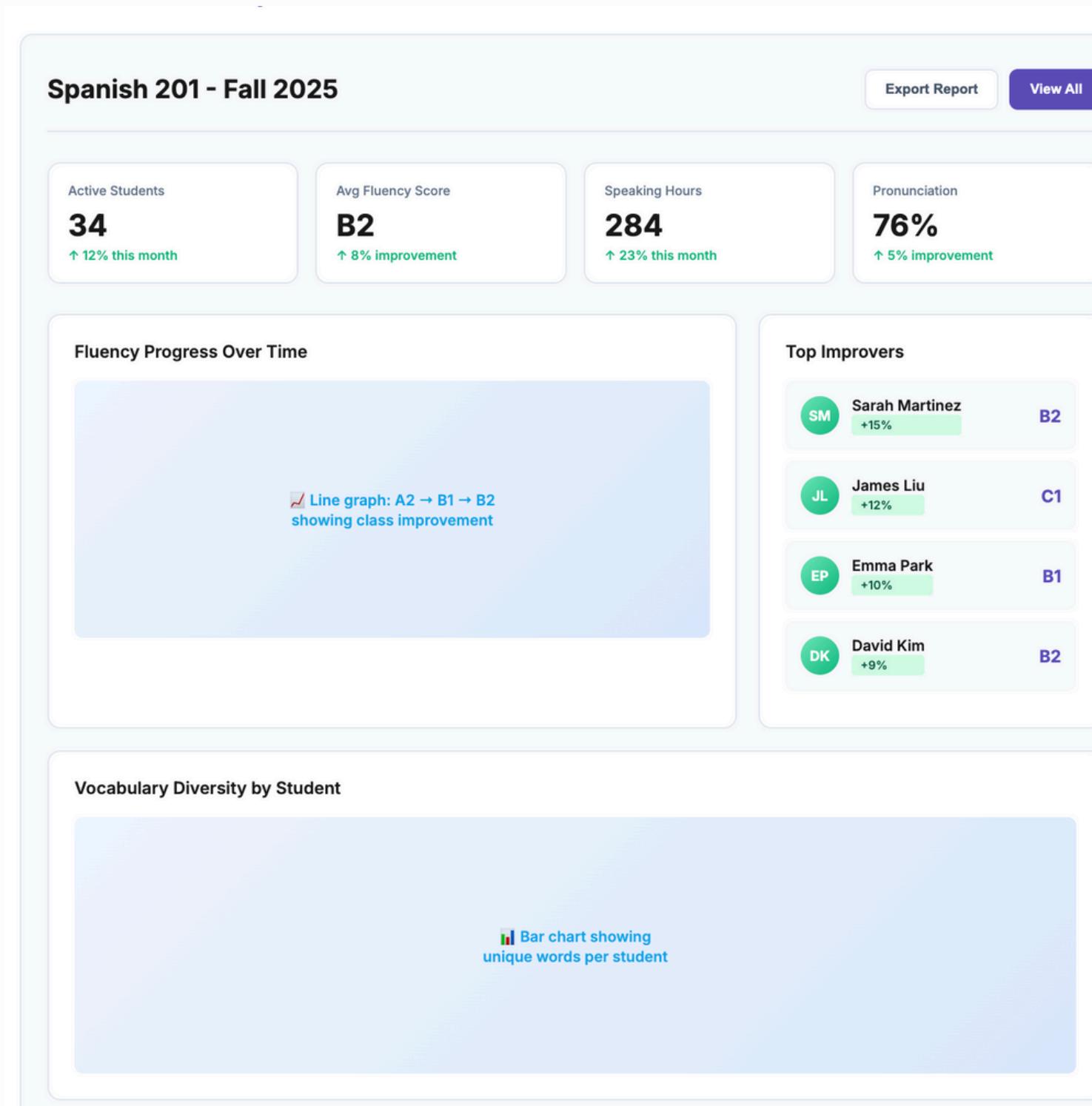


This slide is  
hidden during  
our  
presentation

# (2) SOLUTION: INSTRUCTOR



# (2) SOLUTION: INSTRUCTOR



This slide is  
hidden during  
our  
presentation

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

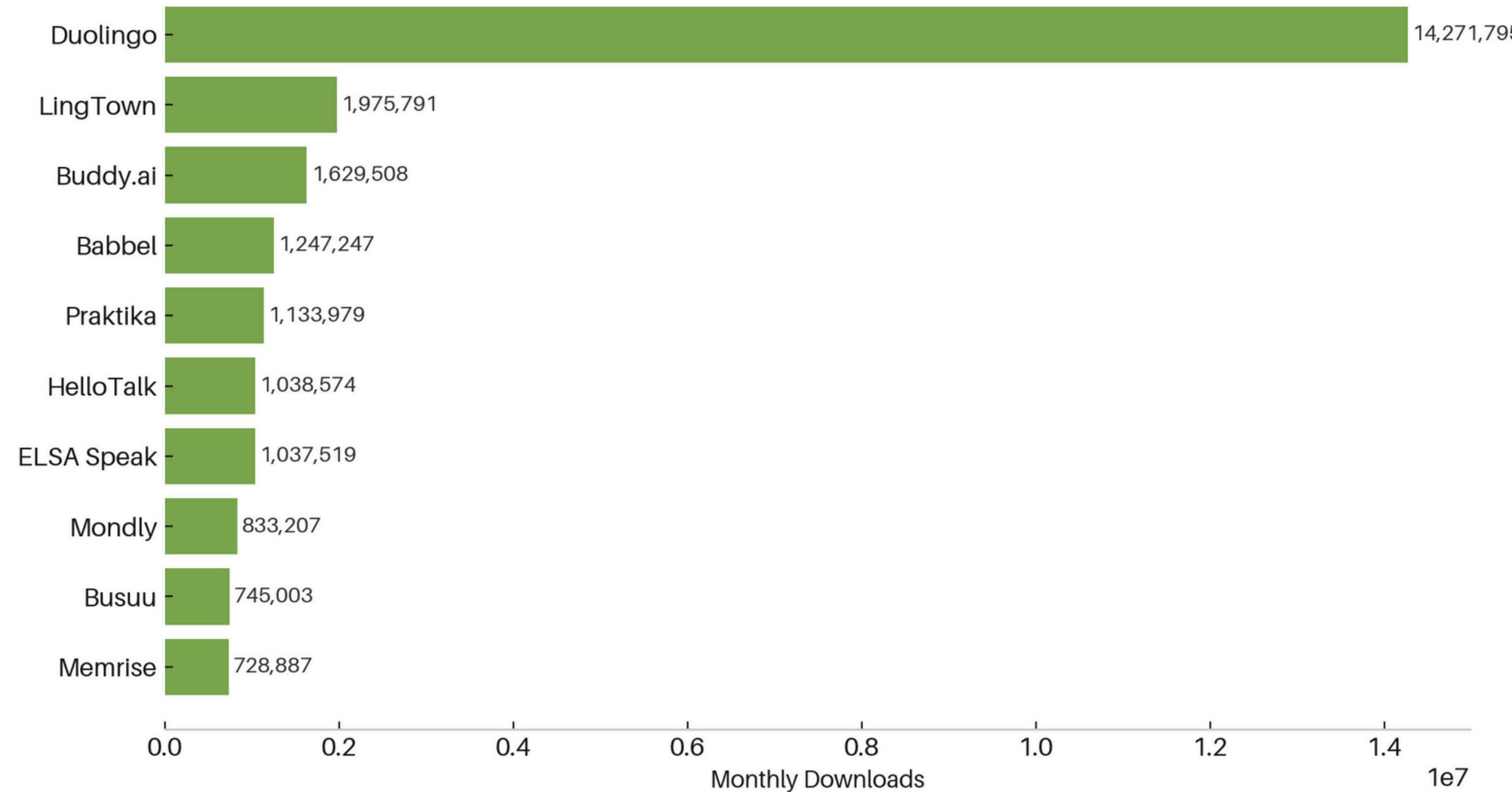
# **(3) COMPETITIVE LANDSCAPE AND DIFFERENTIATION**

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

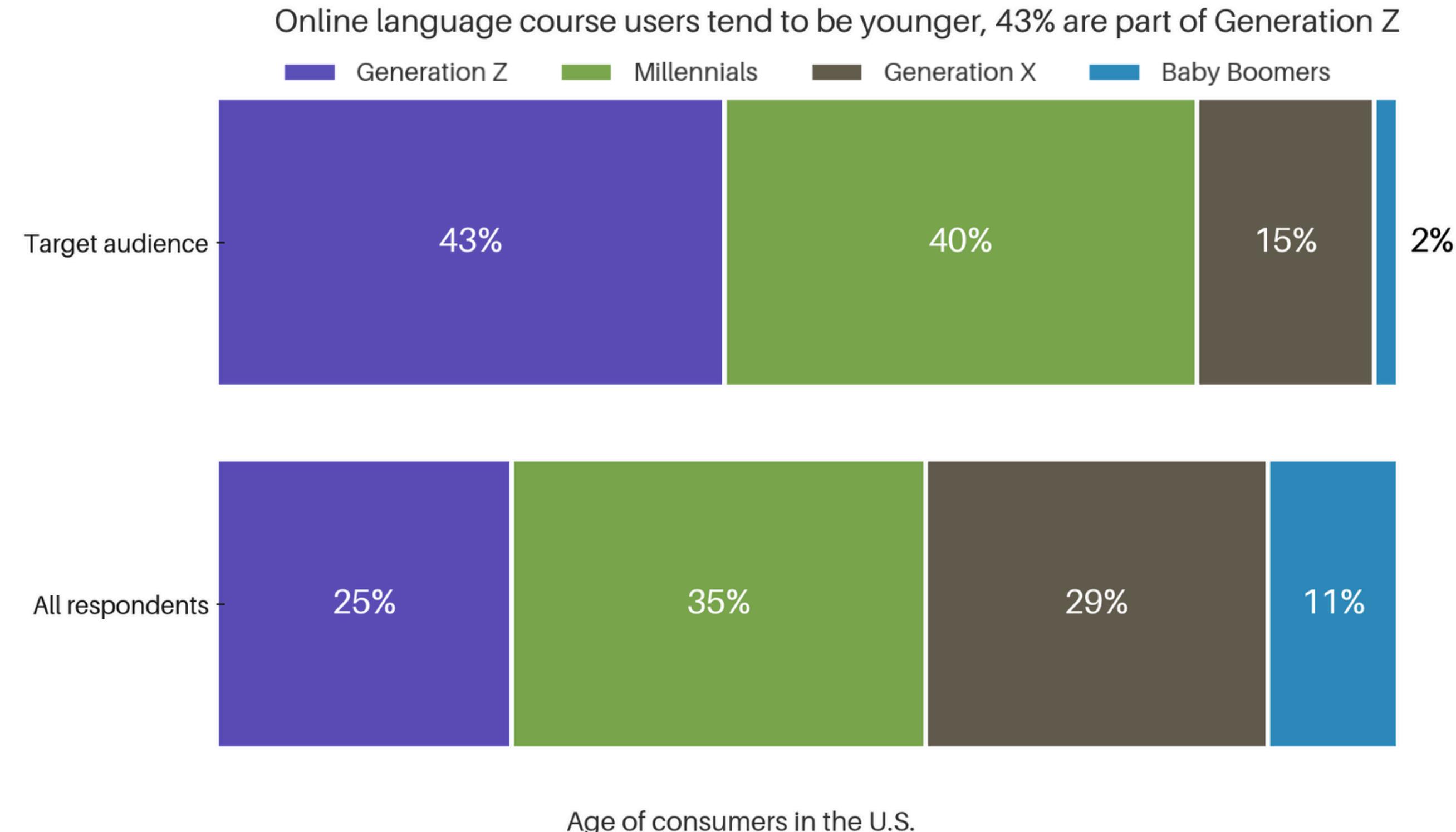


# THE LANGUAGE LEARNING BOOM NEEDS A SMARTER AND SAFER CONVERSATION LAYER...

Explosive Growth in Language Learning Apps Worldwide (July 2024)



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



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

## Structure and human supported

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



**Self-driven,  
gamified  
apps**



**Social but casual**



**+Babbel**



**Academically  
rigorous, solo**

## AI led / Scripted

“Bring ‘rigour’ into the social learning space”



duolingo



Vocabulary  
Gamified  
Drills



Rosetta Stone



VOXY

FLUENTIFY



+Babbel

GlobalExam

Human-to-human  
Interaction



Real  
Conversation  
Practice



learnlight



tandem



Lingoda



## Scaffolded, measurable And SAFE progression

Quantifying the language  
growth and improvement



No / delayed  
feedback



+Babbel

GlobalExam



Real AI +  
instructor  
feedback



Unstructured  
Experience

# (3) DIFFERENTIATION

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

# (3) DIFFERENTIATION

This slide is hidden during our presentation

## Our competitive advantage

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

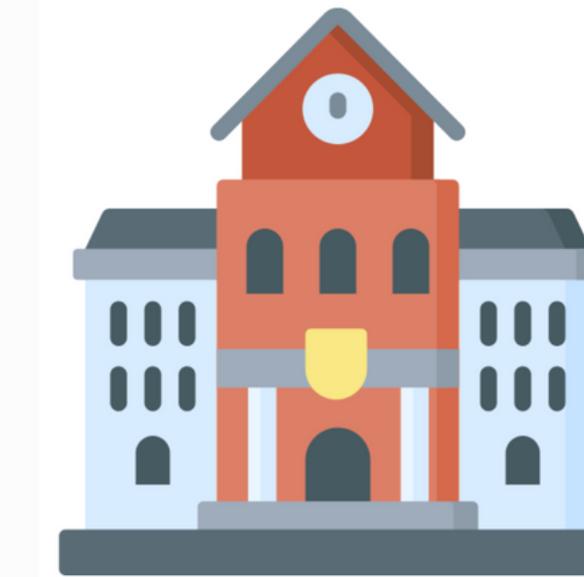
“LinguaLeap combines rigorous, data-backed learning with authentic peer collaboration — the first platform to make in-person language scalable, measurable, and safe.” - CEO



ELO-BASED PARTNER  
MATCHING



AI CONVERSATION  
FEEDBACK



VERIFIED UNIVERSITY  
NETWORKS



MEASURABLE  
GROWTH



SAFE IN-PERSON  
PRACTICE

# (4) MARKET ANALYSIS

**TAM**

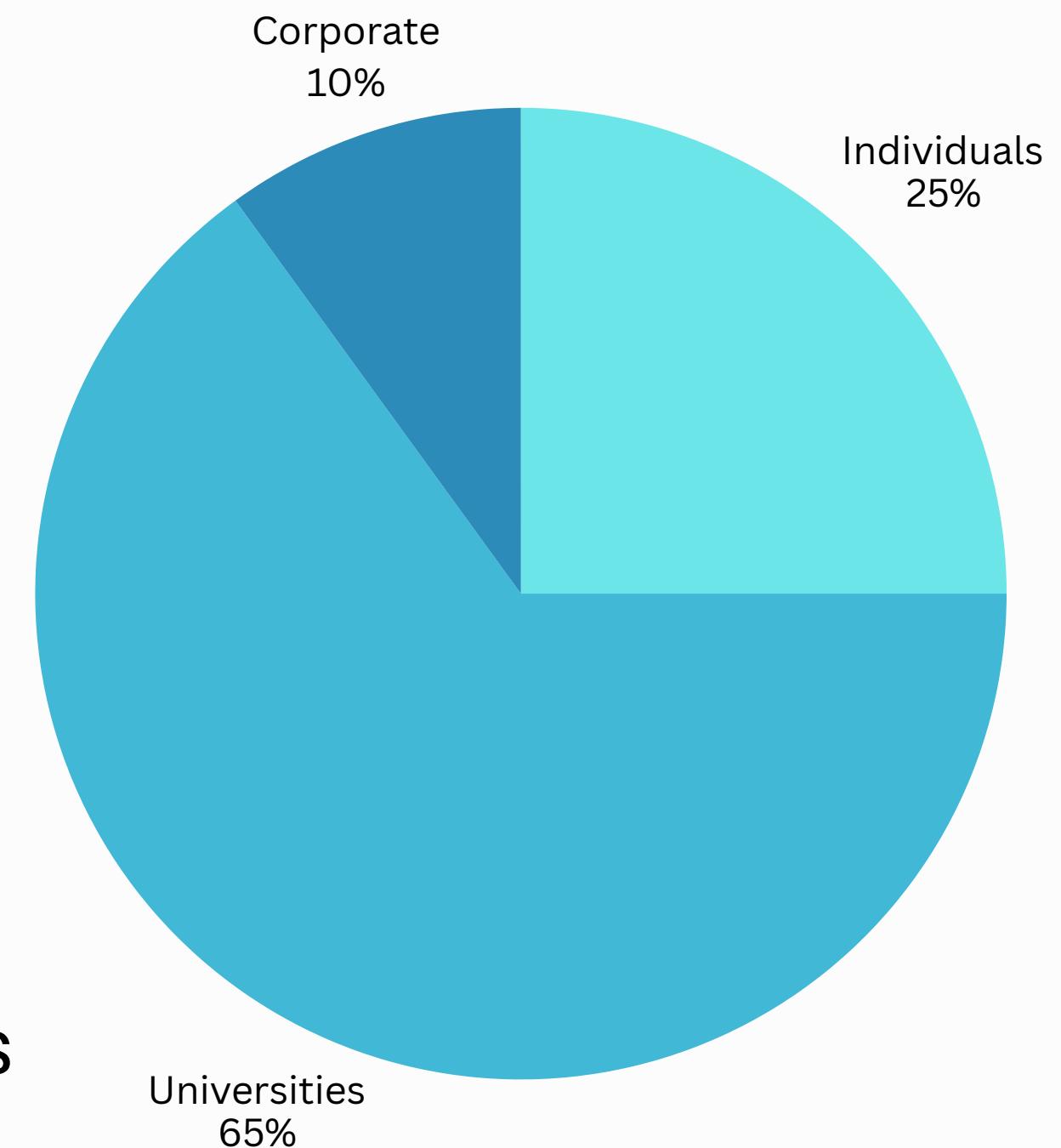
- \$60B Market
- Expected to grow to \$90B by 2030

**SAM**

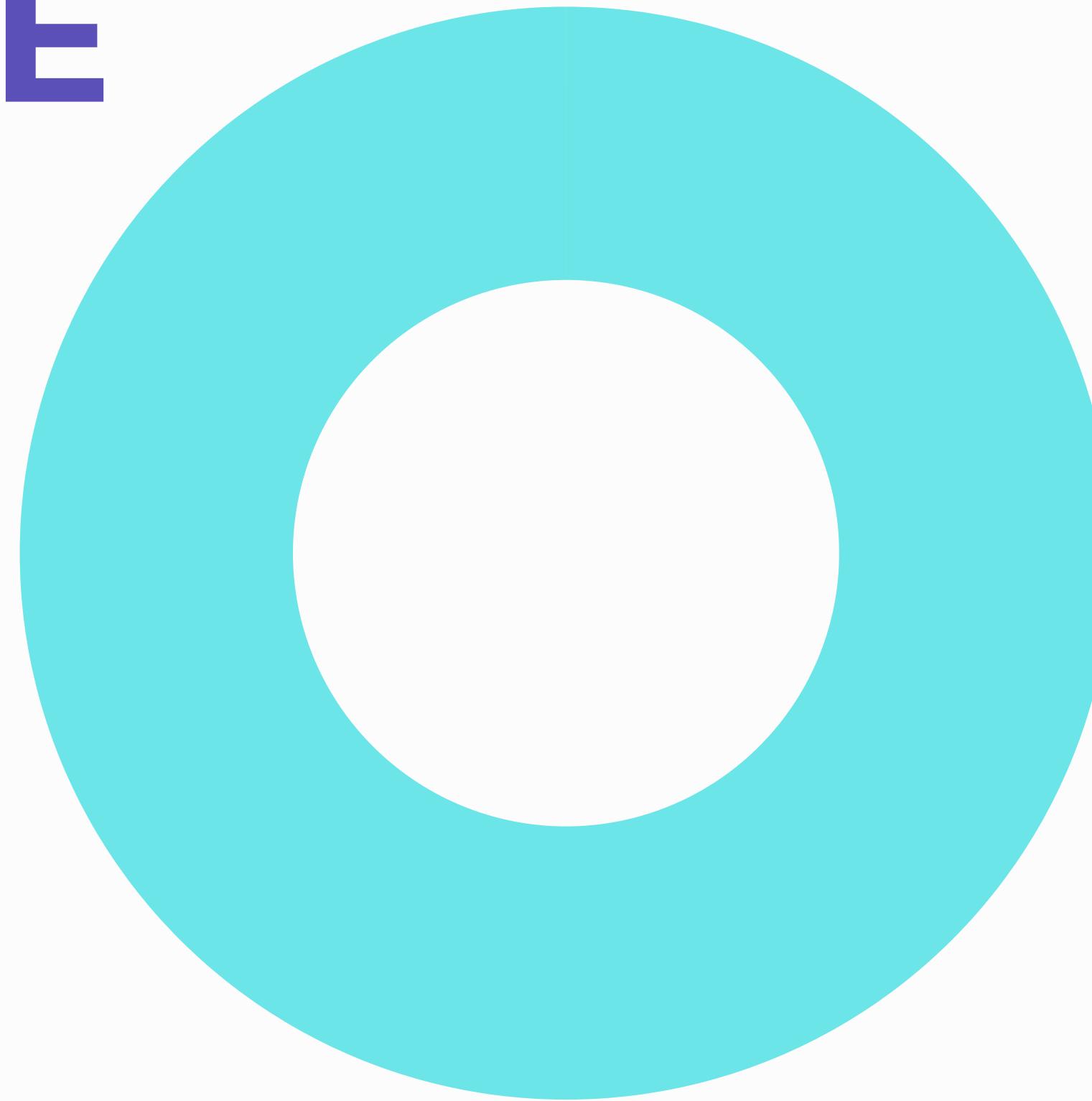
- ~4000 universities
- \$100k for 2-3 year initial contracts
- Targeting Universities: \$400M

**SOM**

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



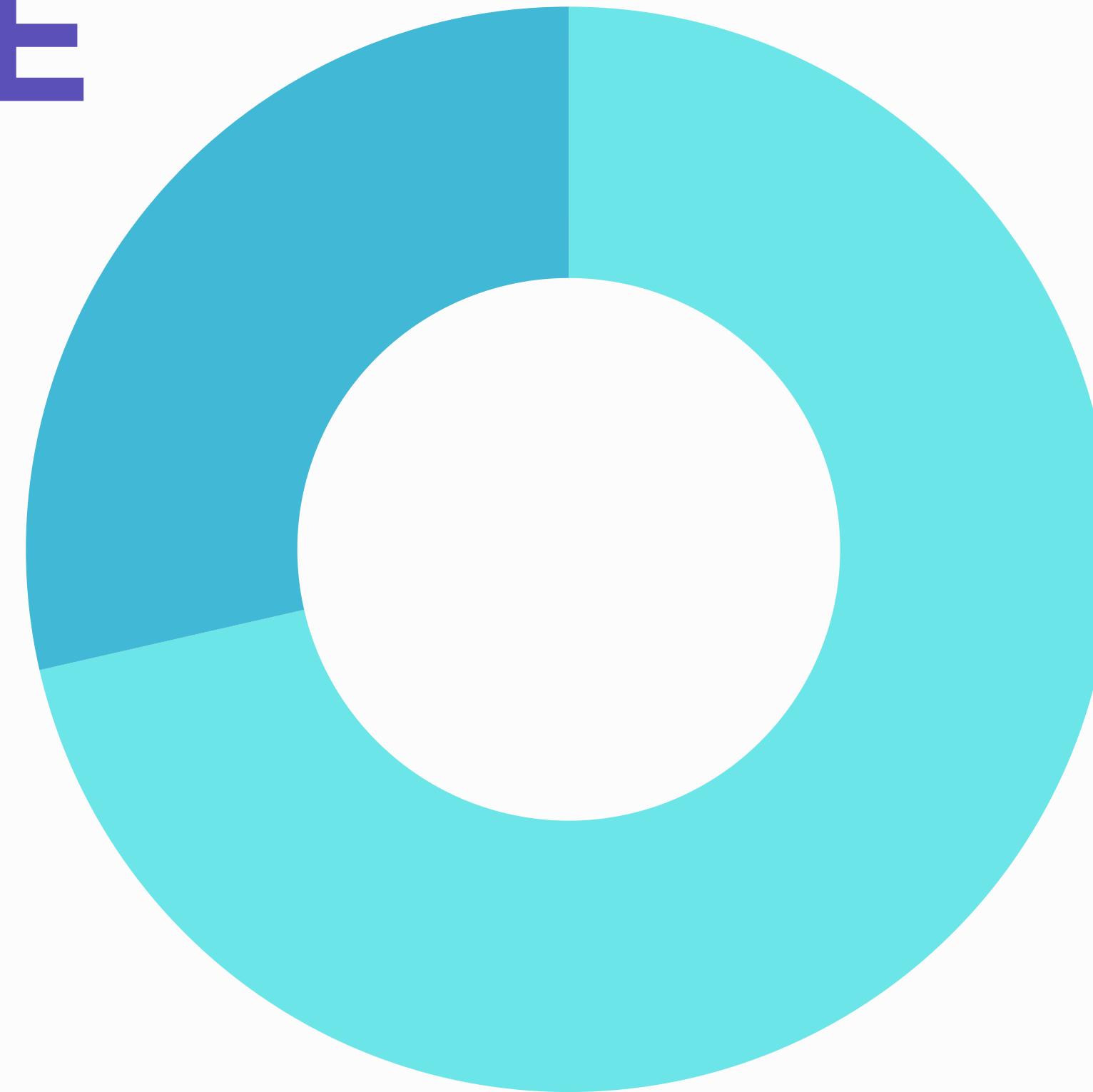
# (4) MARKET ANALYSIS: REVENUE



10K individual premium  
subscriptions at \$45  
each

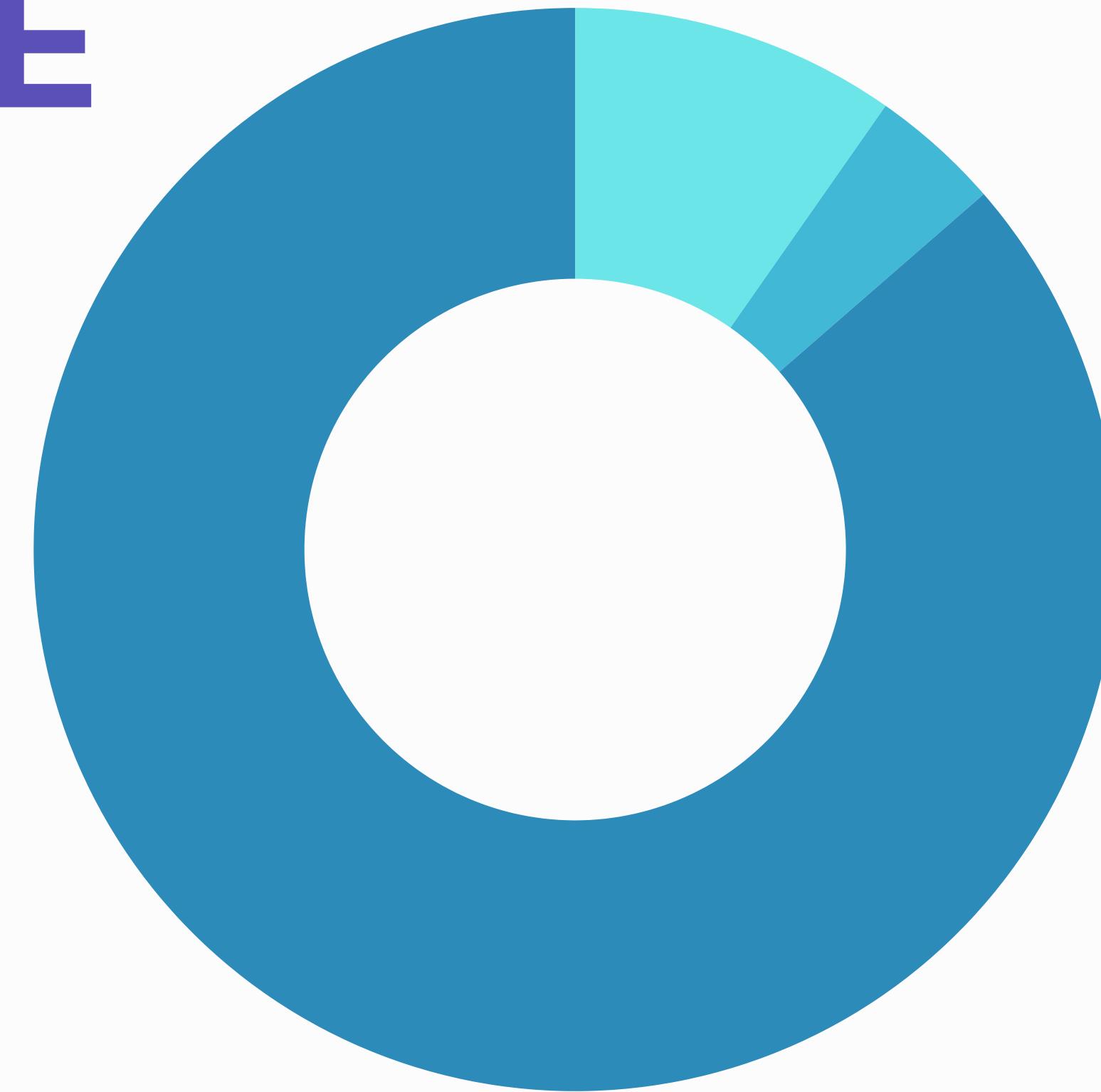
# (4) MARKET ANALYSIS: REVENUE

\$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

This slide is hidden during our presentation

## 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

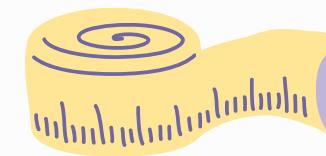
LinguaLeap delivers pedagogical value and administrative ROI.



Faculty time spent designing oral-practice modules



Student disengagement in language courses



Difficulty measuring conversational proficiency



Faculty time spent designing oral-practice modules



ELO-based matching + gamified progress metrics



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
 CASECOACH .COM	\$50K	\$80K	\$120K
 LeetCode	\$60K	\$90K	\$130K
 grammarly	\$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.

# (4) WILLINGNESS TO PAY

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

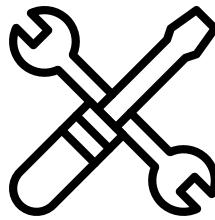
	UNIVERSITY SIZE		
	5K Students	10K Students	20K Students
 CASECOACH .COM	\$50K	\$80K	\$120K
 LeetCode	\$60K	\$90K	\$130K
 grammarly	\$70K	\$100K	\$150K
 LINGUA LEAP	\$70K	\$100K	\$150K

# (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

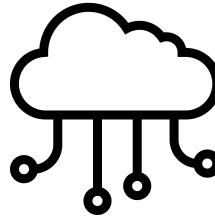
# (6) REQUEST & NEXT STEPS

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



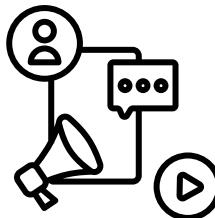
### Engineering Resources

Build and scale new product features



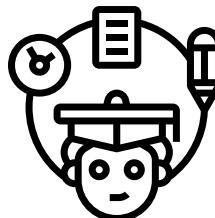
### Compute & API Credits

Power AI language-learning features



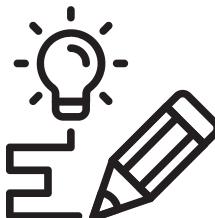
### Sales & Marketing

Expand university partnerships



### Education Specialists

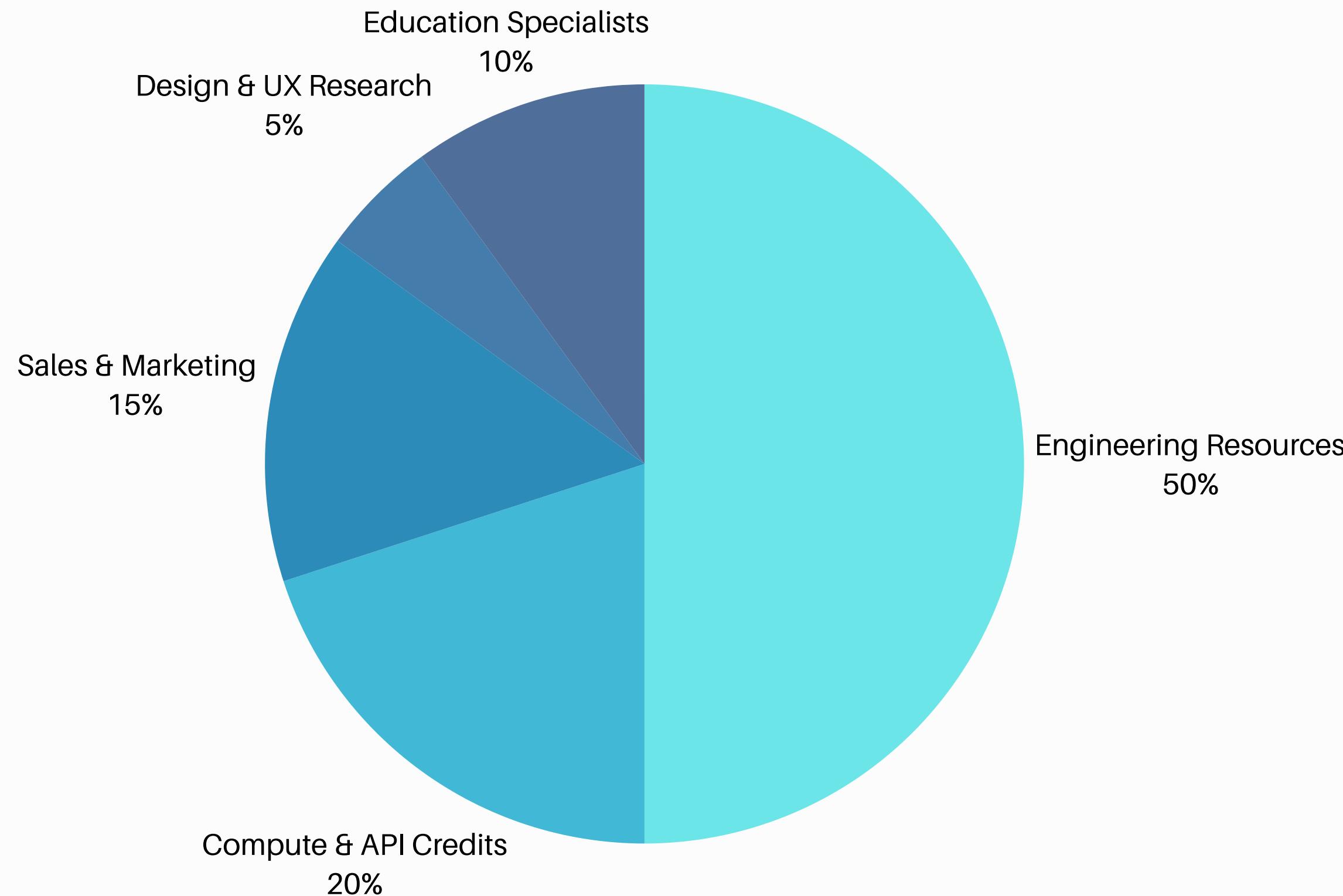
Strengthen learning outcomes and credibility



### Design & UX Research

Improve user engagement and retention

# (6) REQUEST & NEXT STEPS



# (6) REQUEST & NEXT STEPS

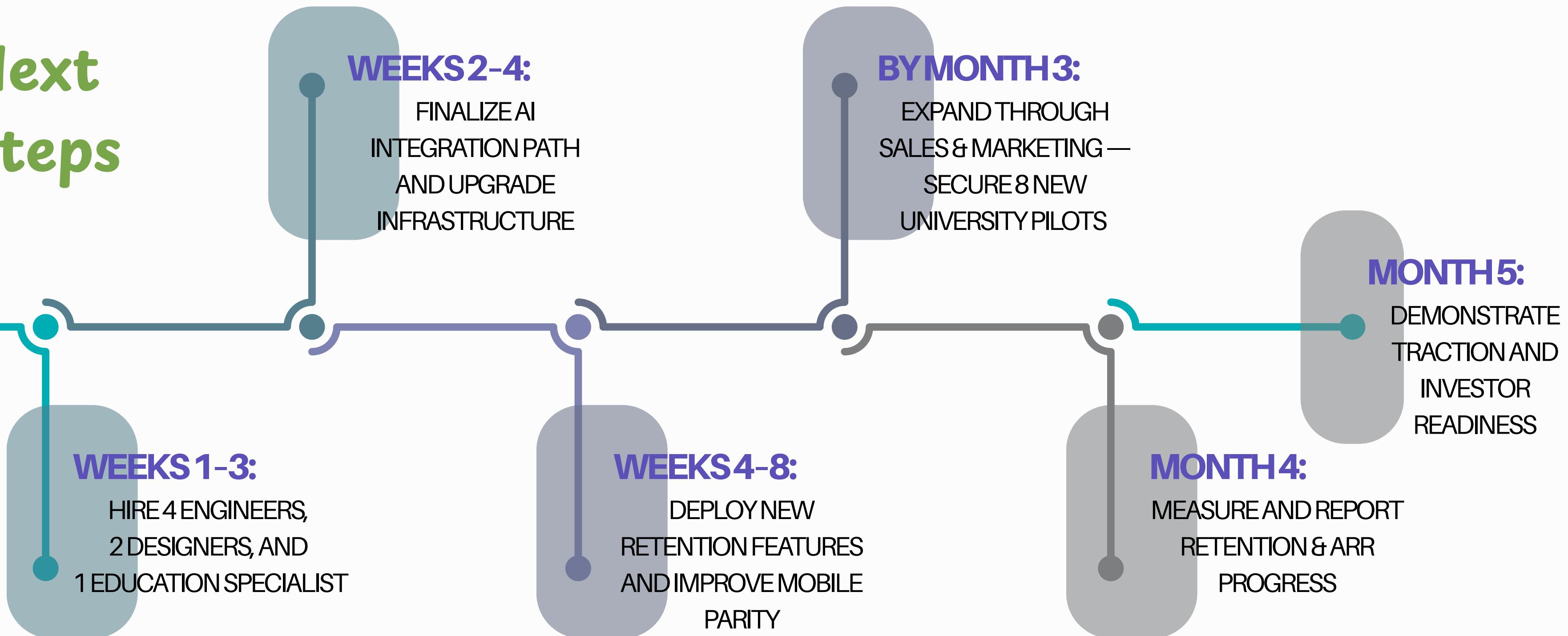
## Goal:



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.”

