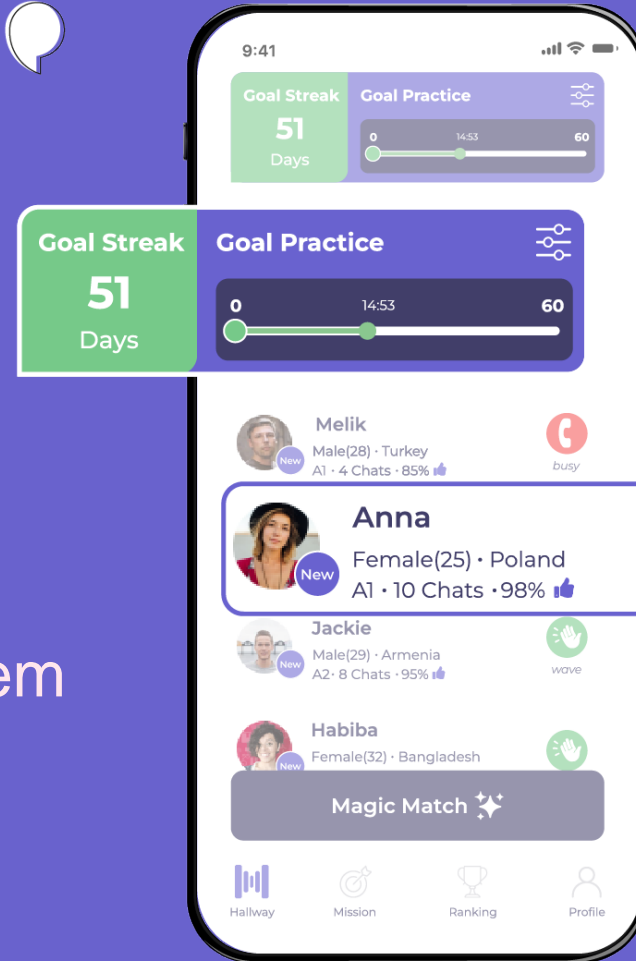


# linqi

## Speak English Freely!

We aim to solve English speaking practice problem  
of 3.5B people from 180 countries  
by gamification and peer-learning powered by AI



People who **speak** English everyday



People who **learn** English everyday



 PROBLEM



1:1 tutoring sessions are costly



Exercise-based apps don't enhance communication skills



Building a sustainable learning habit is challenging



linqi



A mobile app for developing English speaking skills  
sustainably and affordably





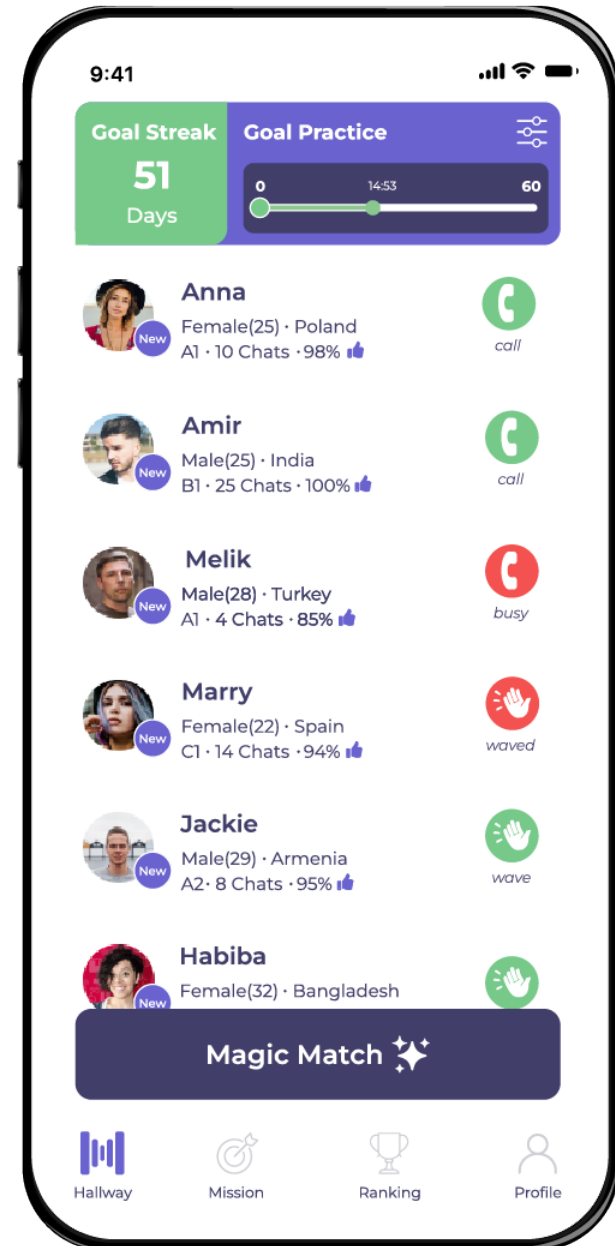
LinqiApp made realtime peer-learning and practice **available for 7/24**

✗ frustration in scheduling

✗ fear of missing classes

✓ finding partner with Wave feature

✓ socialising and practicing English

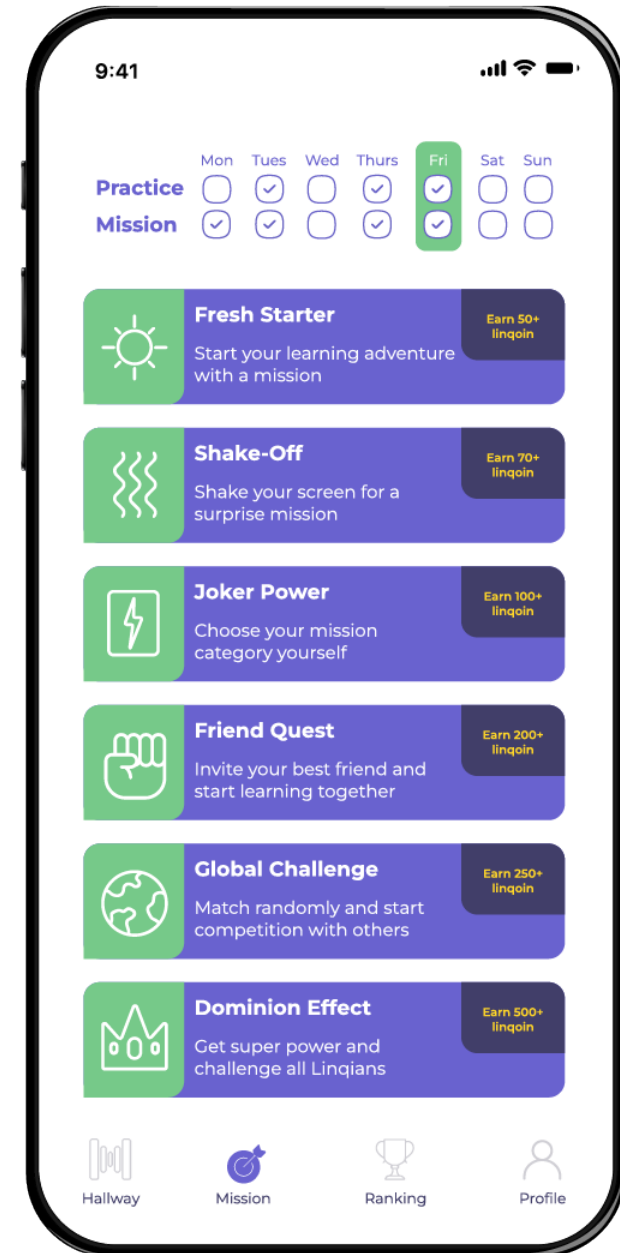




# LinqiApp inovated **Mission-Based Learning** that builds learning habit

- ✗ monotonous exercises
- ✗ boring assignments

- ✓ gamified daily learning missions
- ✓ authentic content exposure





## BUSINESS MODEL

### Business Model:

- Peer-to-peer/co-learning platform

### Revenue Streams:

- Subscription & In-app Purchase

### Growth Strategy:

- Product-Led Growth





MARKET

**TAM**  
**\$172 B**

Language Learning (Global)  
2022-2027, CAGR 18.7%

**SAM**  
**\$28 B**

Language Learning  
on Mobil App (Global)

**SOM**  
**\$2.8 B**

Our Target  
Market Share 10%

**linqi**





## COMPETITION

### TUTORING (teacher-student)



### PEER-LEARNING (student-student)



### LEARNING SPECIFIC SKILL



### LEARNING ALL SKILLS





## COMPETITION

	linqi	Tandem	Call Annie
Gamification	✓	✓	✗
AI integration	✓	✗	✗
Mission-based learning	✓	✗	✓
7/24 peer-learning	✓	✗	✗



**ROADMAP**

**2019 Q1**

Ideation  
R & D

**2022 Q4**

Team Building  
MVP Development

**2024 Q1**

Seed investment  
APAC expansion  
100k user acquisition  
500 subscribers

**2026 Q2**

Series B investment  
LATAM expansion  
10M user acquisition  
750k paid-users

**2020 Q2**

LC Language School  
(subscription based)  
400+ students

**2023 Q2**

Initial Release  
1k user acquisition  
110 country reach

**2025 Q2**

Series A investment  
EMEA expansion  
1.5M user acquisition  
150k subscribers





## TEAM



**AZİZ AHMEDOV**

**Co-Founder**  
**Mind Behind Execution**

5x Founder - 2 failure  
Gamification specialist and mentor  
Polyglot – 6 languages  
10-year exp in English teaching



**HANDAN KARADENİZ**

**Co-Founder**  
**Mind Behind Operation**

Msc. Mechanical Engineer  
PMP – run 20+ engineering projects  
Sales and operations experience  
15-year exp in engineering



**SERHAT YAVAŞ**

**Product Team**  
**Lead**  
11-year experience



**ÜVEYS CENGİZ**

**Mid. Backend**  
**Developer**  
4-year experience



**MELİKE TÜRKYILMAZ**

**Marketing**  
**Artist**  
6-year experience






**SECEM SUDE DİLEK**

**Community**  
**Manager**  
1-year experience



TRACTION

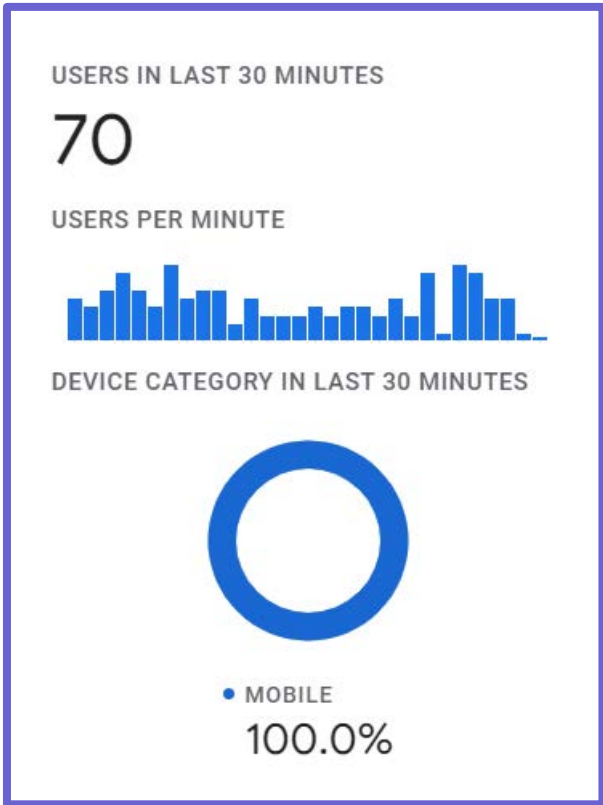
Initial Release: 27 April, 2023

User Acquisition		
<b>Country</b> 180	<b>Download</b> 40.000+	<b>User Sign-up</b> 22.000+
User Retention		
<b>WAU</b> 1.500+	<b>Weekly Chat Time</b> 4000+ min	<b>Av. Session Time</b> 10+ min
Global Ranking		
 <b>Azerbaijan</b> 16	 <b>Uzbekistan</b> 64	 <b>Hong Kong</b> 85





# Real-Time Active Users: Sep 2023





### Investment: \$300k

- Team – 35%
- Marketing – 50%
- Technology – 15%

### 12 months of runway to work on:

- Product-market fit
- Early marketing efforts
- Team expansion
- Technology infrastructure

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## Speak English Freely!

Contact us:

[aziz@linqiapp.com](mailto:aziz@linqiapp.com)

[handan@linqiapp.com](mailto:handan@linqiapp.com)

Visit our website:

[www.linqiapp.com](http://www.linqiapp.com)

Scan & Download

[get.linqiapp.com](http://get.linqiapp.com)





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EXTENDED SLIDES



## WHY NOW?

1. Market share of non-game apps are increasing (2020 - \$111 B; 2025 - \$270 B)
2. Covid-19 has changed our learning habits
3. We conducted R & D with 400+ students in 3 years (Lingua Challenge)
4. We designed MVP and made initial release on April 27, 2023
5. We acquired 1k+ users in 90 days after initial release

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Source: Sensor Tower, 2021-2025 Mobile Market Forecast



## GO-TO-MARKET STRATEGY

- Global Brand Ambassador Program:
  - Reached 1000+ English teachers & creators from 60 countries
- LinqiApp Campus Community:
  - Building communities & sponsoring events
- Product Launch Sites:
  - Selected as «The Most Liked» app on BetaList
  - Listed on The PopularApps' list of Top-Rated Apps
  - Applied to 50 product launch sites
- App Store Optimization:
  - Featured in New Apps section on Play Store in Aug
  - Acquiring 500-600 organic users weekly



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