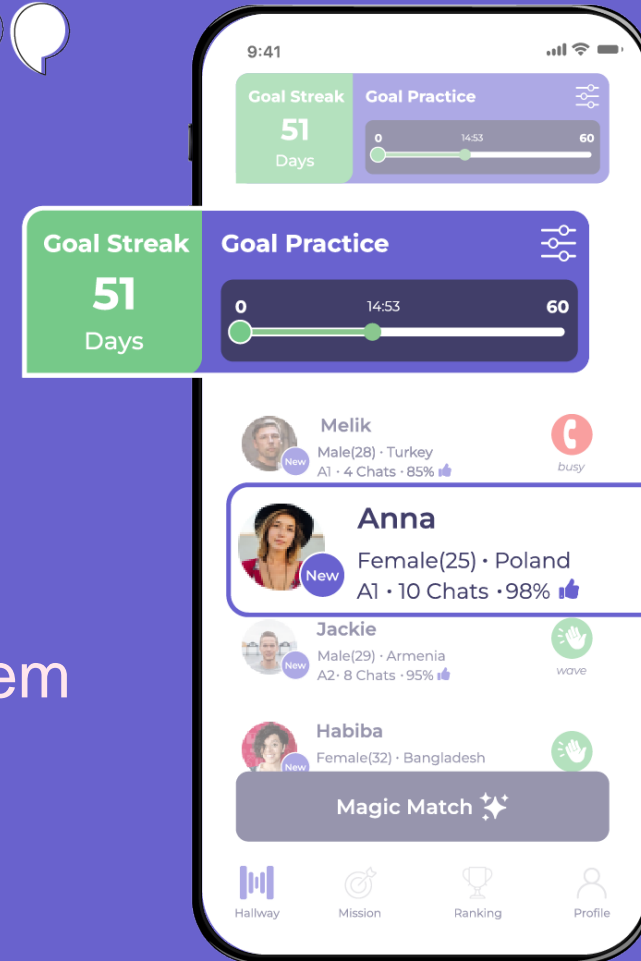


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Speak English Freely!

We aim to solve English speaking practice problem
of 3.5B people from 175 countries
by gamification and peer-learning powered by AI



 PROBLEM



1:1 tutoring sessions are costly



Exercise-based apps don't enhance communication skills



Building a sustainable learning habit is challenging



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A mobile app for developing English speaking skills
sustainably and affordably

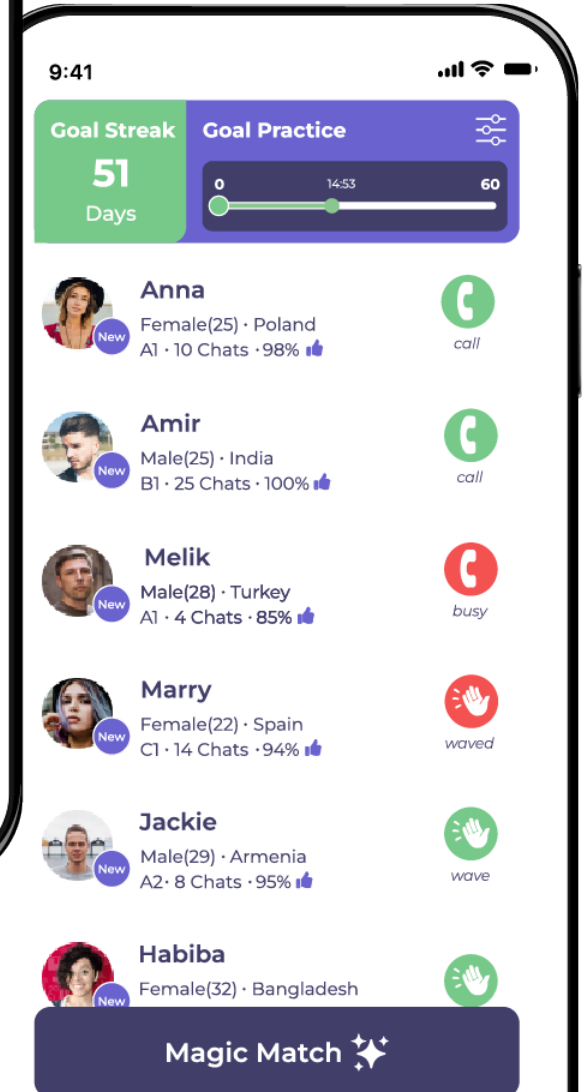
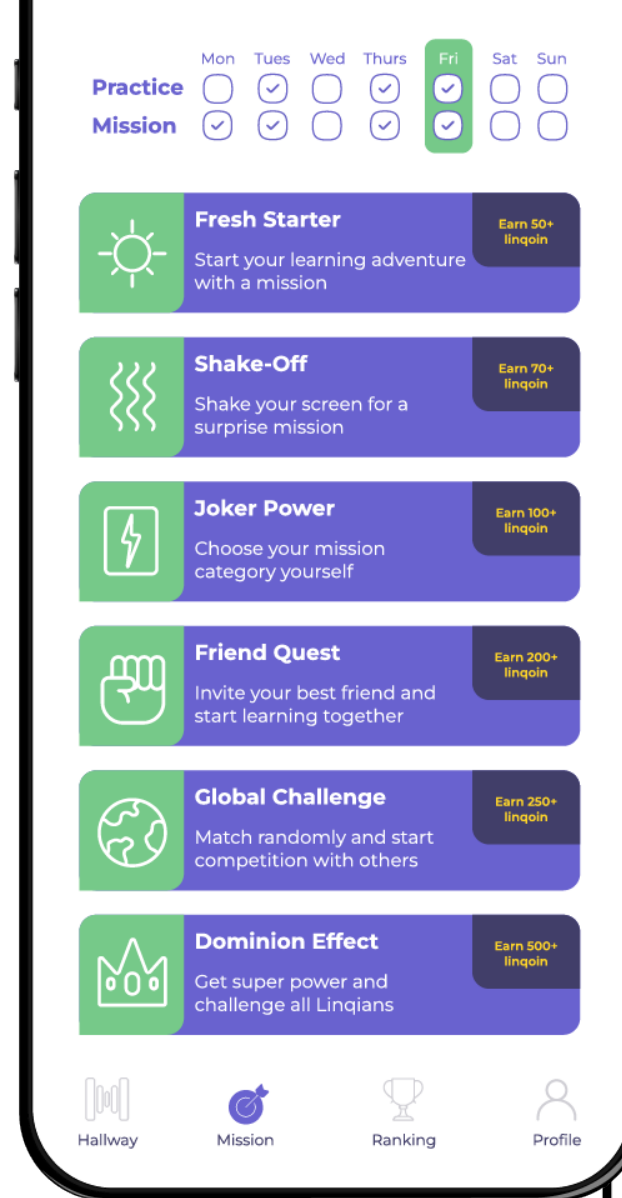


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LinqiApp enhances your English speaking skills and builds practice habit

- 7/24 realtime conversational practice:
 - no stress in choosing a tutor
 - no frustration in scheduling
 - no fear of missing classes
- Gamified daily learning missions:
 - no monotonous exercises
 - no boring assignments
 - no strict schedules





BUSINESS MODEL

Business Model:

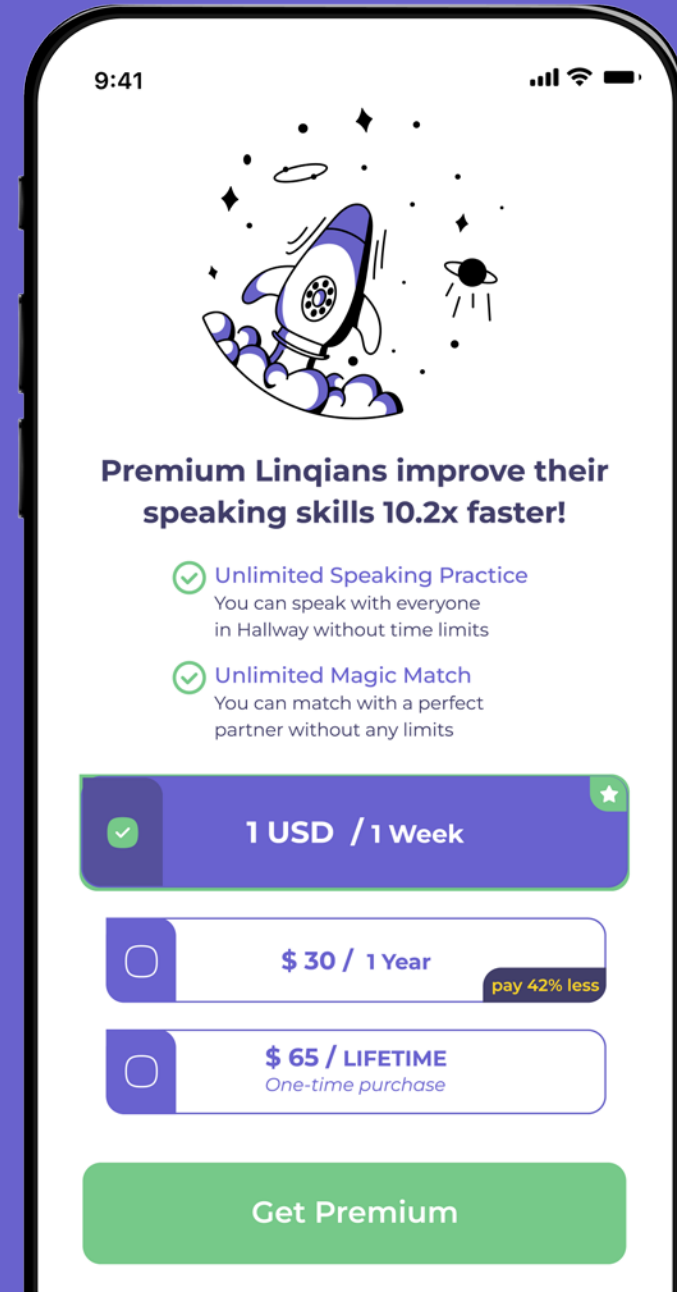
- Peer-to-peer/co-learning platform

Revenue Streams:

- Subscription & In-app Purchase

Growth Strategy:

- Freemium and 5-day Trial
- 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

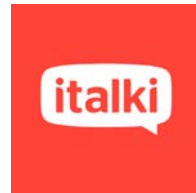
Our Target
Market Share 10%

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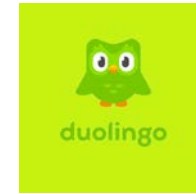
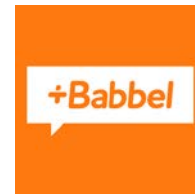
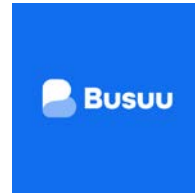
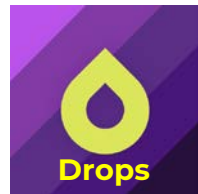
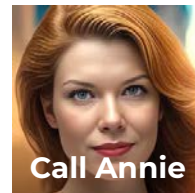


COMPETITION

TUTORING (teacher-student)



PEER-LEARNING (student-student)



LEARNING SPECIFIC SKILL

LEARNING ALL SKILLS



COMPETITION

	linqi	Tandem	Call Annie
Peer learning	✓	✓	✗
Gamification	✓	✗	✗
AI integration	✓	✗	✓
Mission-based learning	✓	✗	✗
7/24 real-time conversation	✓	✓	✓

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2019 Q1

2022 Q4

2023 Q3

2024 Q2

2025 Q2

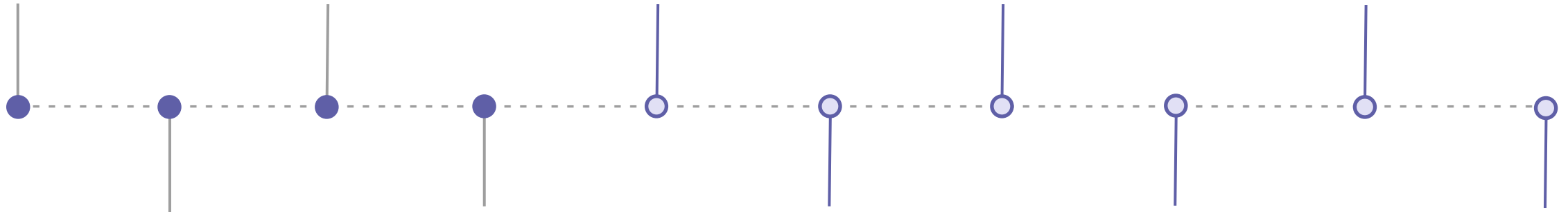
Ideation
R & D

Team Building
MVP

V2: Core Feature Optimization
Launch on product sites
2k user acquisition
75 paid-users

V3: Content integration
25k user acquisition
5k paid-users

V4: Exam prep. integration
400k user acquisition
80k paid-users



2020 Q2

2023 Q2

2023 Q4

2024 Q4

2025 Q4

LC Language School
(subscription based)
400+ students

Initial Release
1k user acquisition
110 country reach
7 paid-users

Seed investment
EMEA expansion
5k user acquisition
300 paid-users

Series A investment
APAC expansion
125k user acquisition
25k paid-users

Series B investment
LATAM expansion
1M user acquisition
250k paid-users



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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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



TEAM



AZİZ AHMEDOV

Co-Founder
Mind Behind Execution

5x Founder - 2 failure, 3 success
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



BEHZOD FAİZİEV

First Flutter
Developer
3-year experience



ÖMER PAMUK

Flutter
Developer
2-year experience



MELİKE TÜRKYILMAZ

Marketing
Artist
6-year experience



Initial Release: 27 April, 2023



country
180



download
30.000+



user
20.000+



RAU / DAU / WAU
40/ 400+ / 1500+



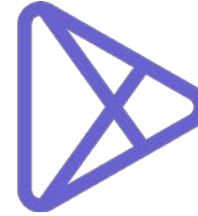
Weekly Speaking Time
5500+ min



Avg. Session Time
10+ min



Rank in Education
#16 in Azerbaijan



Rank in Education
#132 in Romania

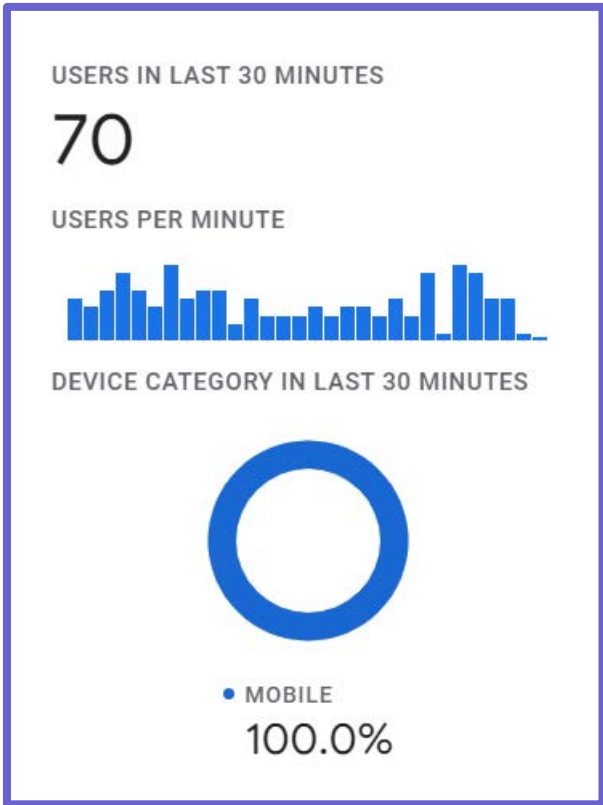


Rank in Education
#85 in Hong-Kong

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Real-Time Active Users: Sep 2023





THE ASK



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



CONTACT

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Visit our website:

www.linqiapp.com

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get.linqiapp.com