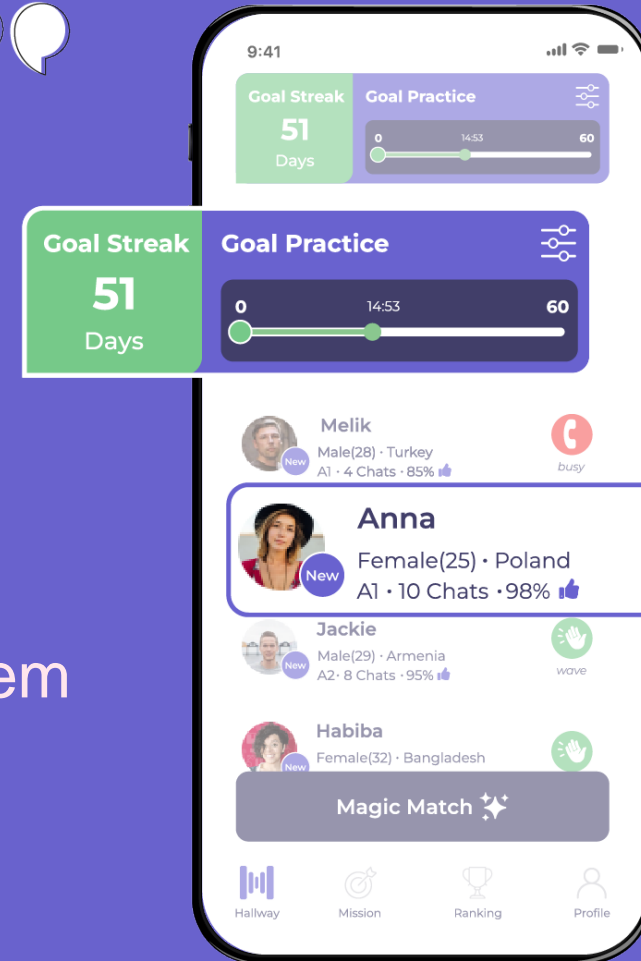


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Speak English Freely!

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



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A mobile app for developing English speaking skills
sustainably and affordably



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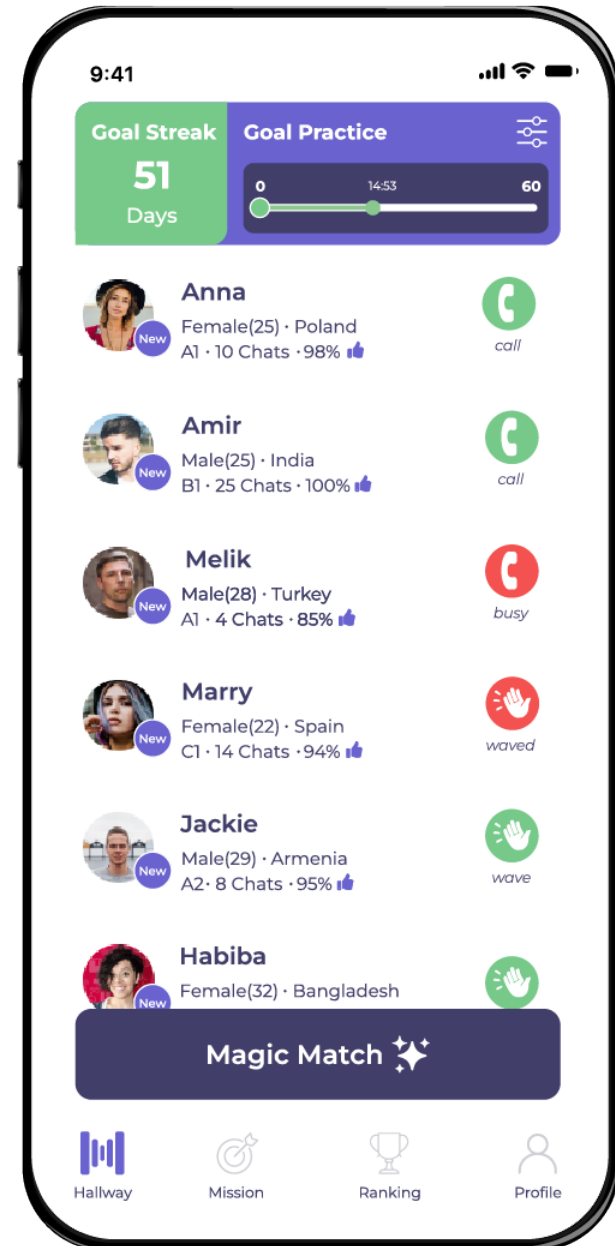
LinqiApp made realtime peer-learning and practice **available for 7/24**

✗ frustration in scheduling

✗ fear of missing classes

✓ finding partner with Wave feature

✓ socialising and practicing English

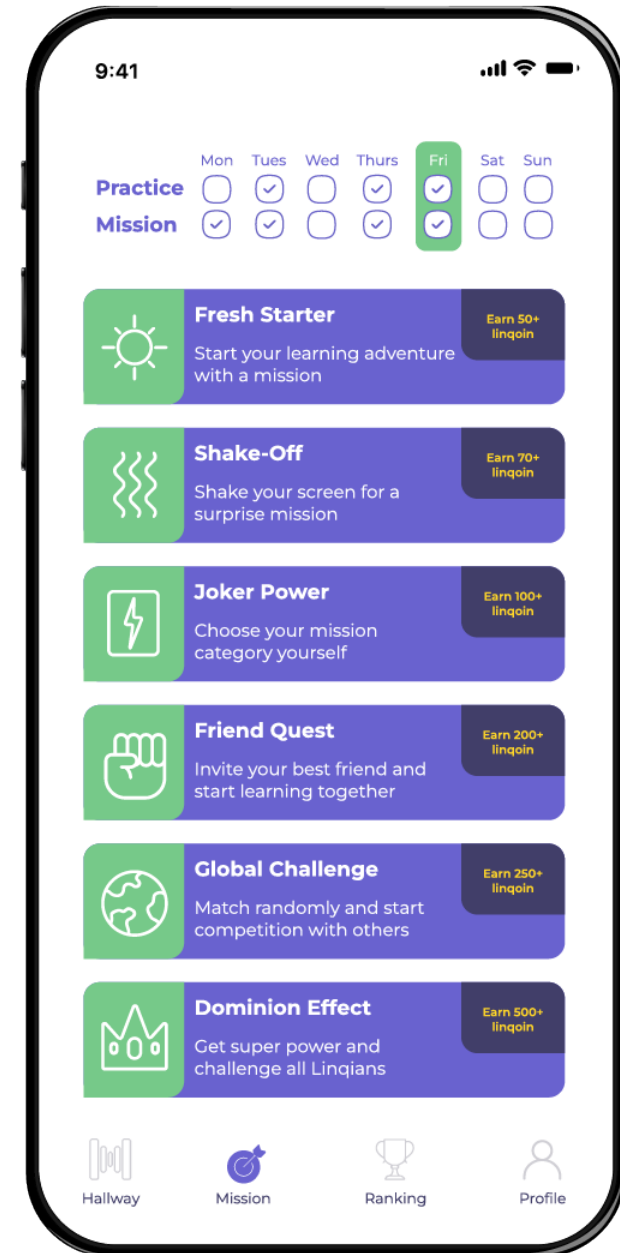




LinqiApp inovated **Mission-Based Learning** that builds learning habit

- ✗ 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%

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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

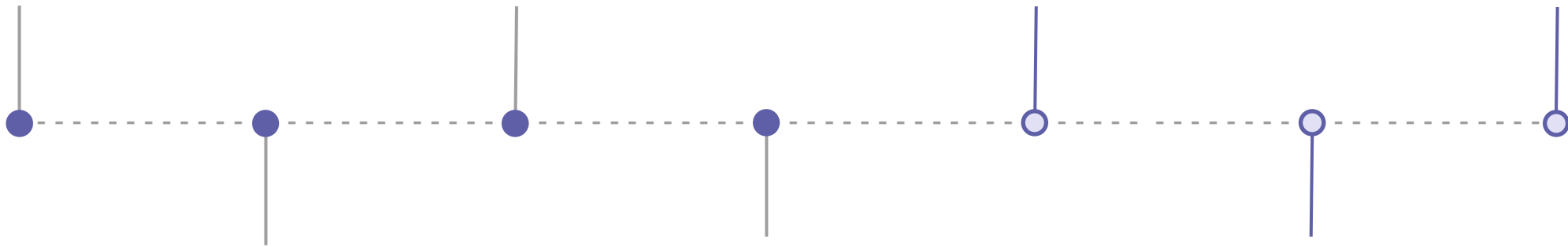
LC Language School
(subscription based)
400+ students

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



BAHADIR YILDIRIM

**Flutter
Developer**

3-year experience



CENNET ÜNLÜ

**Digital Marketing
Specialist**

3-year experience



SERAP PAÇACI

**Creative
Designer**

2-year experience



ECE KARACA

**Content Marketing
Intern**

2-year experience



SECEM SUDE DİLEK




**Community
Manager**

1-year experience



TRACTION

Initial Release: 27 April, 2023

User Acquisition		
Country 196	Download 55.000+	User Sign-up 30.000+
User Retention		
WAU 1.500+	Weekly Chat Time 4000+ min	Av. Session Time 10+ min
Global Ranking		
 Azerbaijan 16	 Uzbekistan 64	 Hong Kong 85





Real-Time Active Users: Sep 2023

USERS IN LAST 30 MINUTES
70

USERS PER MINUTE

DEVICE CATEGORY IN LAST 30 MINUTES

• MOBILE
100.0%





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

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Speak English Freely!

Contact us:

aziz@linqiapp.com

handan@linqiapp.com

Visit our website:

www.linqiapp.com

Scan & Download

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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