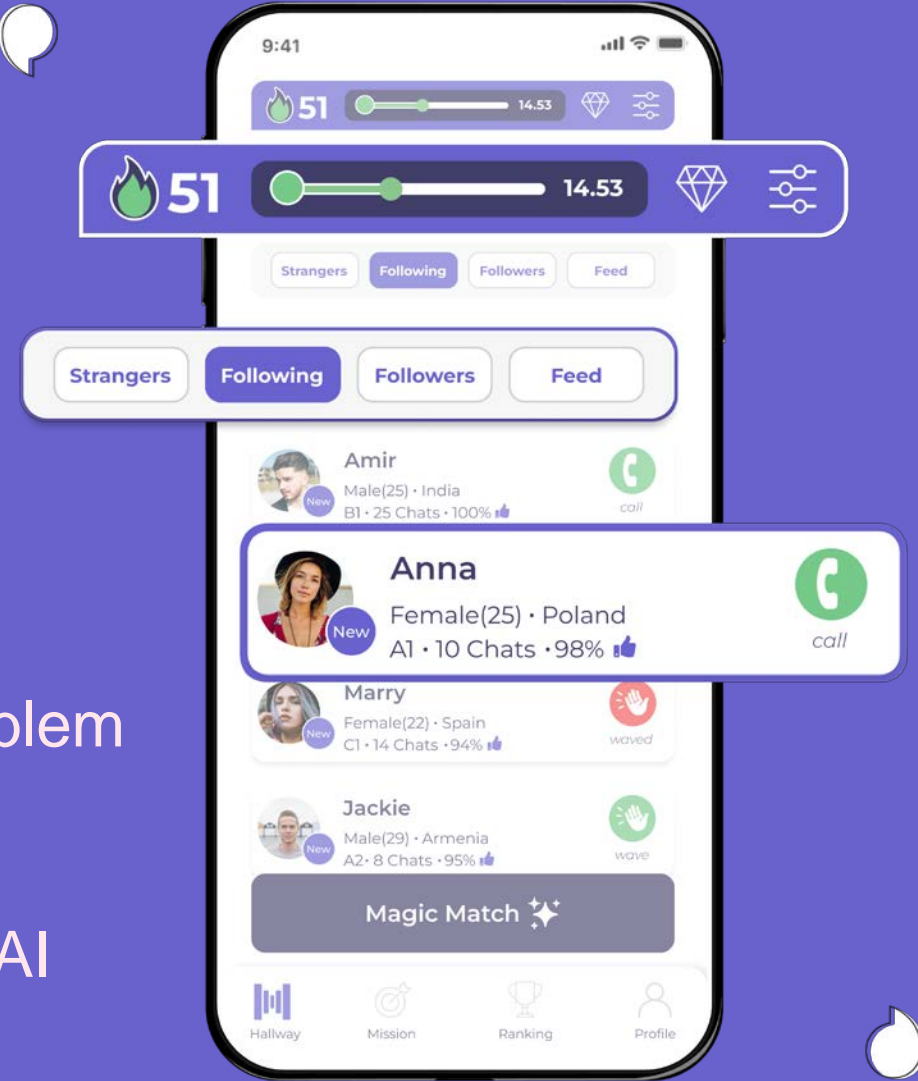


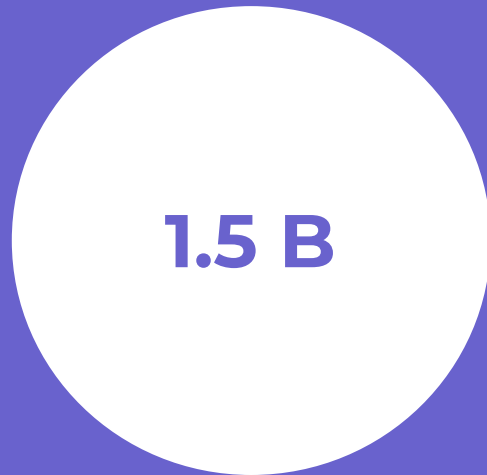
linqi

Speak English Freely!

We aim to solve English speaking practice problem
of 3.5B people from 196 countries
by gamification and peer-learning powered by AI



People who **speak** English everyday



People who **learn** English everyday





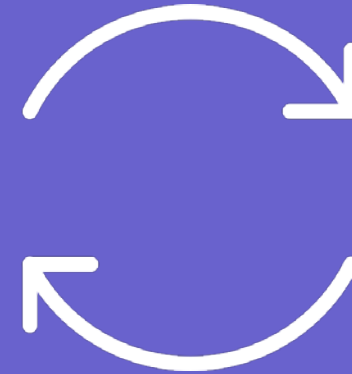
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1:1 tutoring sessions are costly



Exercise-based apps don't enhance communication skills



Building a sustainable learning habit is challenging





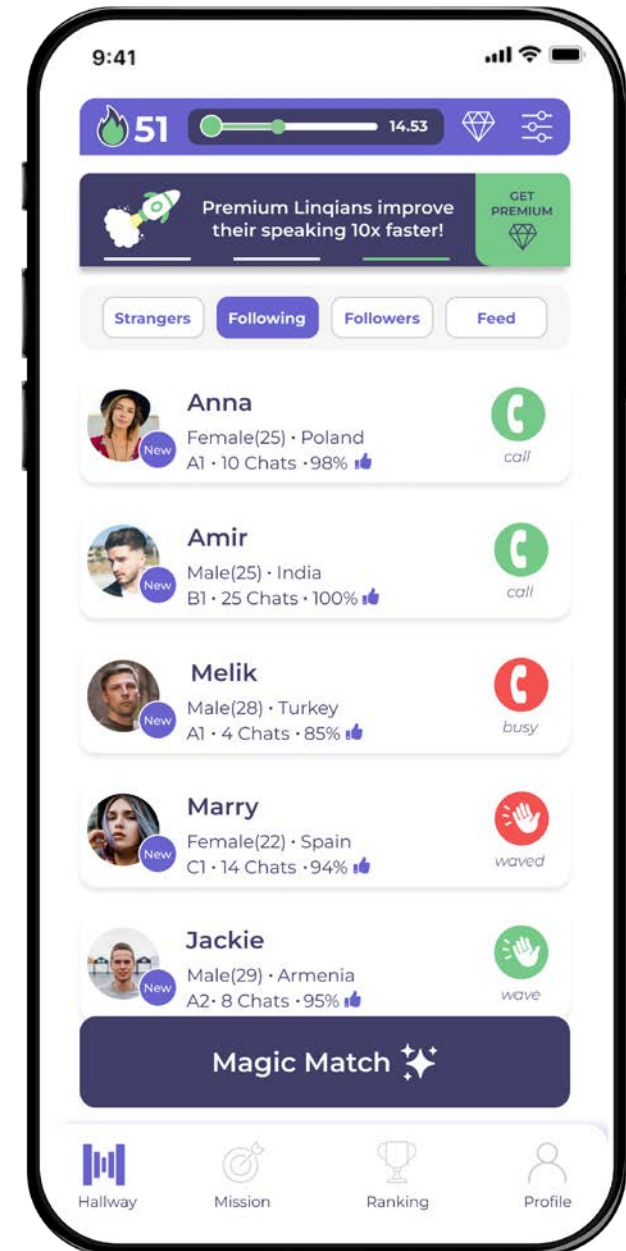
A mobile app for developing English speaking skills
sustainably and affordably





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

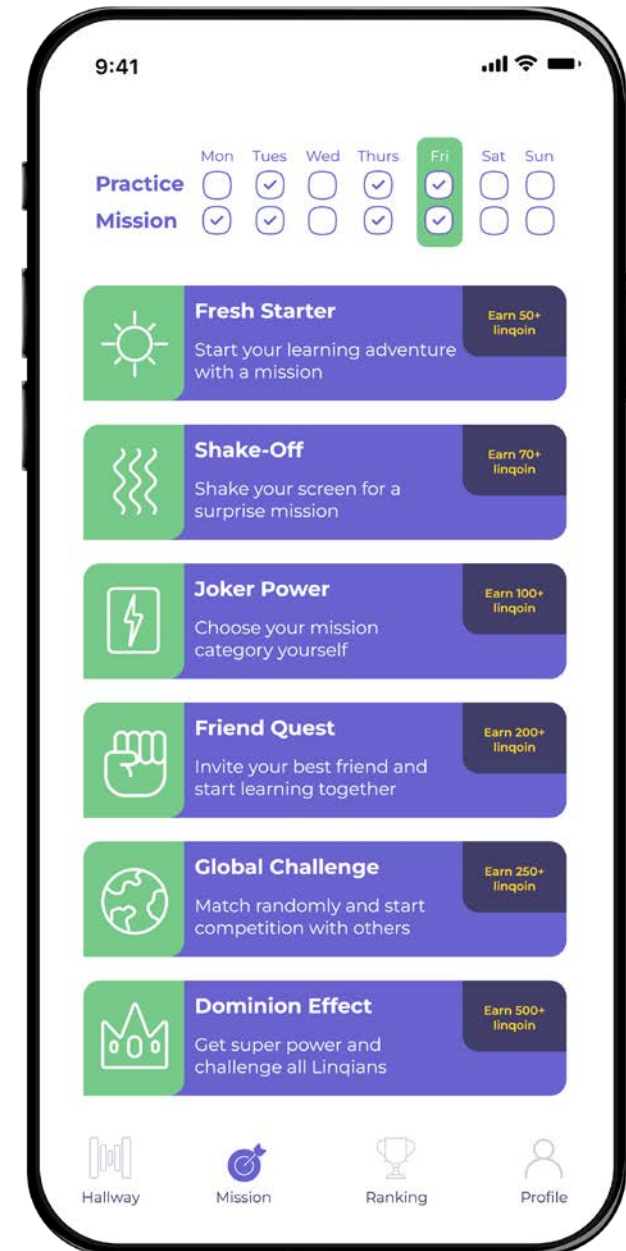




LinqiApp inovated **Mission-Based Learning** that builds learning habit

- ✗ 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

linqi

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%

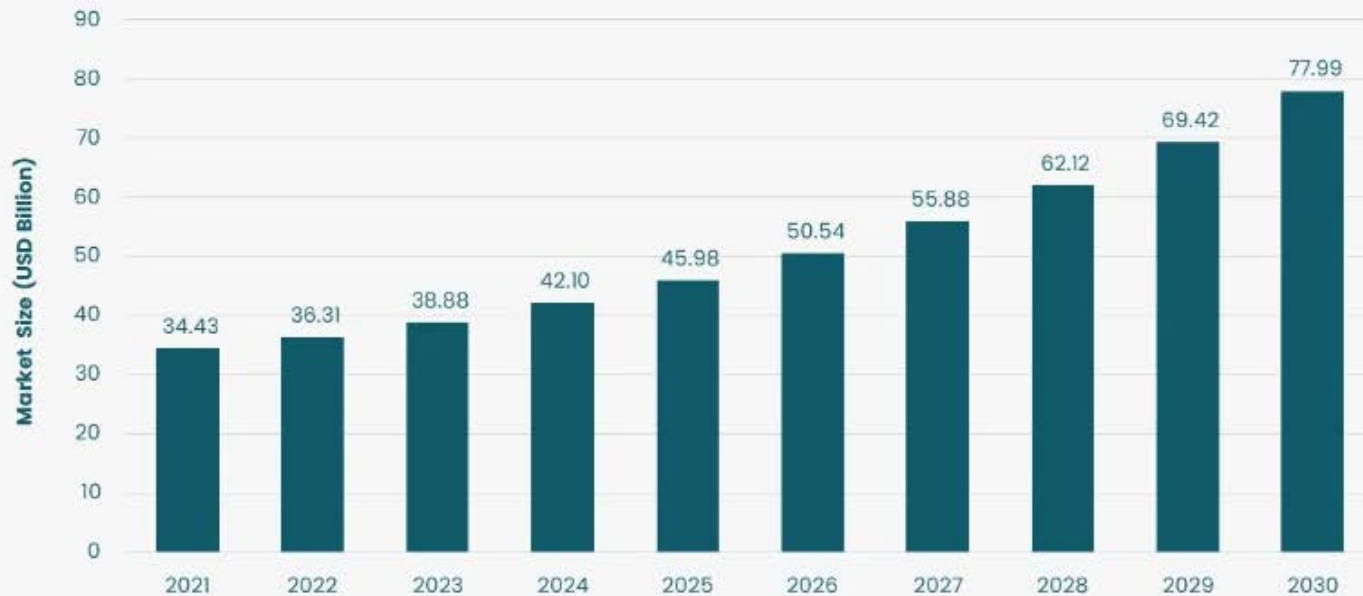


MARKET

linqi

ENGLISH LANGUAGE LEARNING MARKET

Global Opportunity Analysis and Industry Forecast (2023-2030)



10.5%

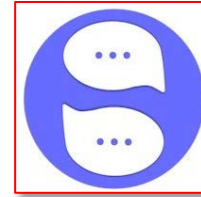
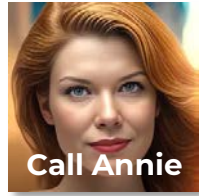
Market CAGR (2023-2030)

Source: [Meticulous Research](#)



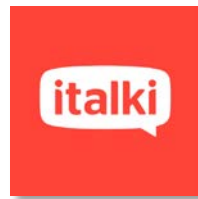
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AI-assisted



Tutoring

Peer Learning



Real people



Ranking in Europe

Country	Ranking
Estonia	3
Lithuania	4
Latvia	12
Bulgaria	18
Slovakia	18
Greece	21
Croatia	23
Czech Republic	25
Finland	31
Hungary	31
Romania	32
Slovenia	32

Country	Ranking
Germany	56
Austria	72
Belgium	86
Norway	91
Sweden	110
Kosova	112
Poland	138
Switzerland	140
Netherlands	184
France	196
Serbia	182
Italy	200

Country	Ranking
Lithuania	34
Latvia	49
Slovakia	62
Slovenia	63
Bulgaria	71
Czech Republic	79
Hungary	94
Greece	110
Croatia	146
Romania	143
Austria	167
Finland	178



2019 Q1

Ideation
R & D

2022 Q4

Team Building
MVP Development

2024 Q2

Seed investment
APAC expansion
100k user acquisition
100 subscribers

2026 Q4

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

2020 Q2

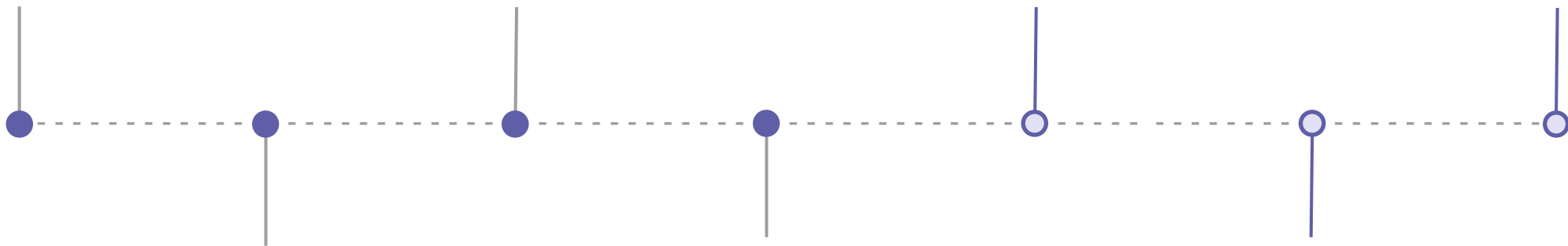
LC Language School
(subscription based)
400+ students

2023 Q2

Initial Release
1k user acquisition
110 country reach

2025 Q3

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





TEAM

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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

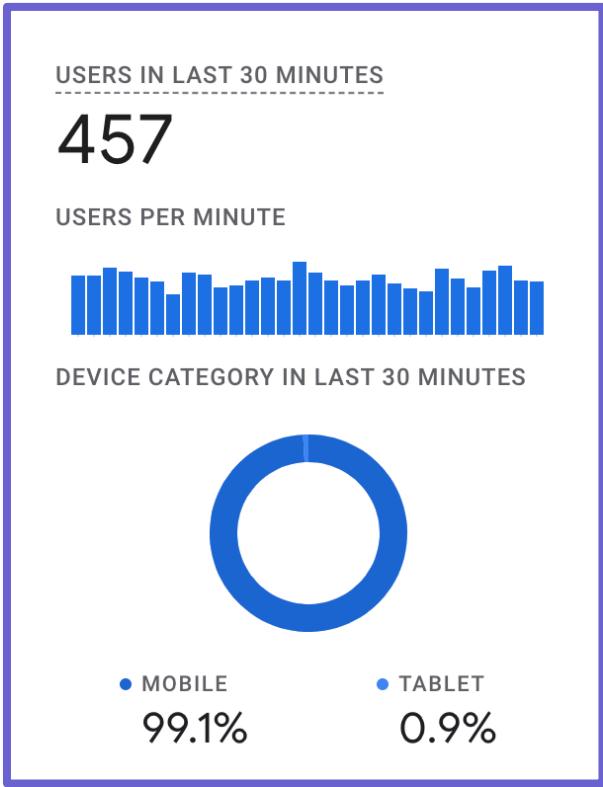
**Community
Manager**

1-year experience



User Acquisition		
Country 196	Download 100.000+	User Sign-up 60.000+
User Retention		
WAU 5000+	Weekly Chat Time 27.000+ min	Av. Session Time 10+ min
Global Ranking		
 Philippines 1	 Estonia 3	 Lithuania 4
Financials		
Revenue 442 \$	MRR 320 \$	MRR QoQ 1782%

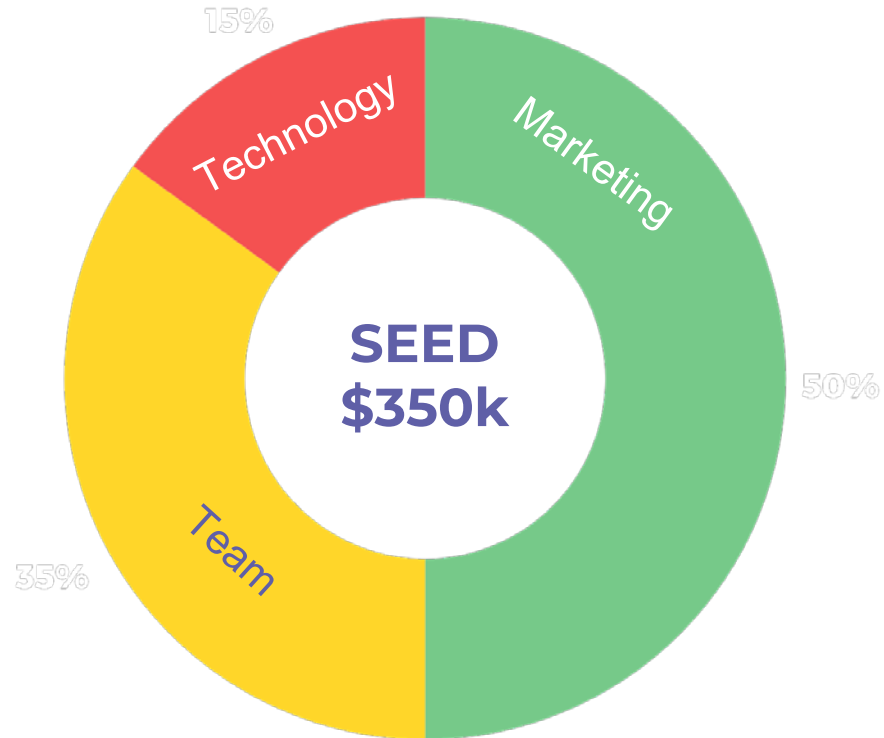
Initial Release: 27 April, 2023



Real-Time Active Users: March 2024



THE ASK



Investment: \$350k

- 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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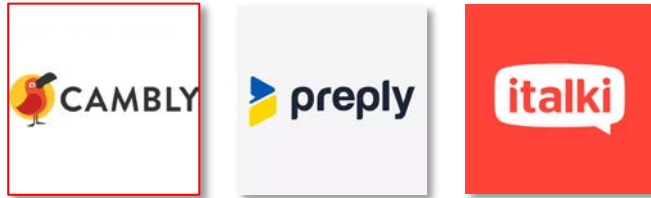
EXTENDED SLIDES



COMPETITION

linqi 

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	✓	✗	✗



WHY NOW?

linqi

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



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

linqi

