

Pitch Deck



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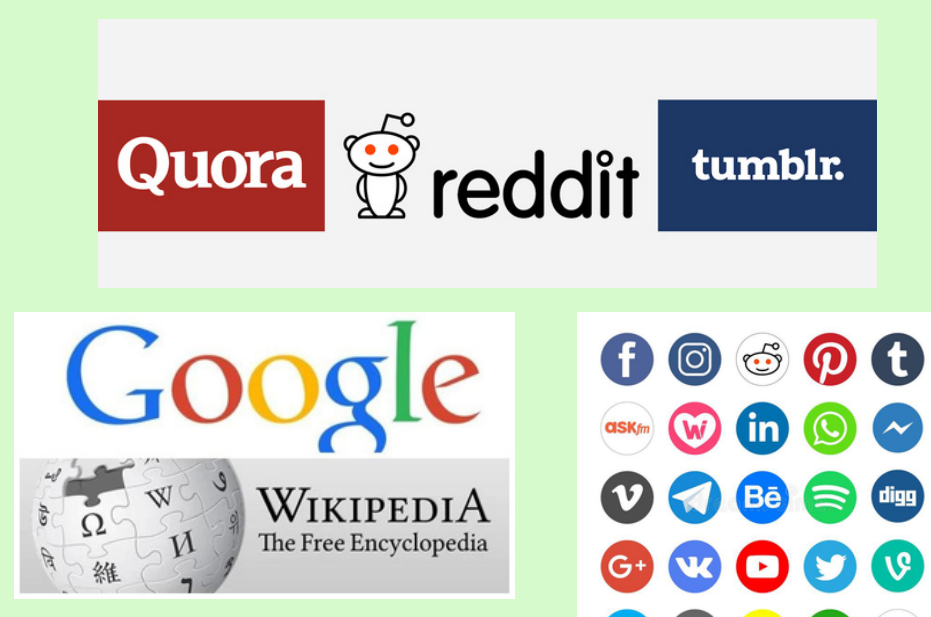
Value Proposition

Language is only one half. Understanding culture is the other.

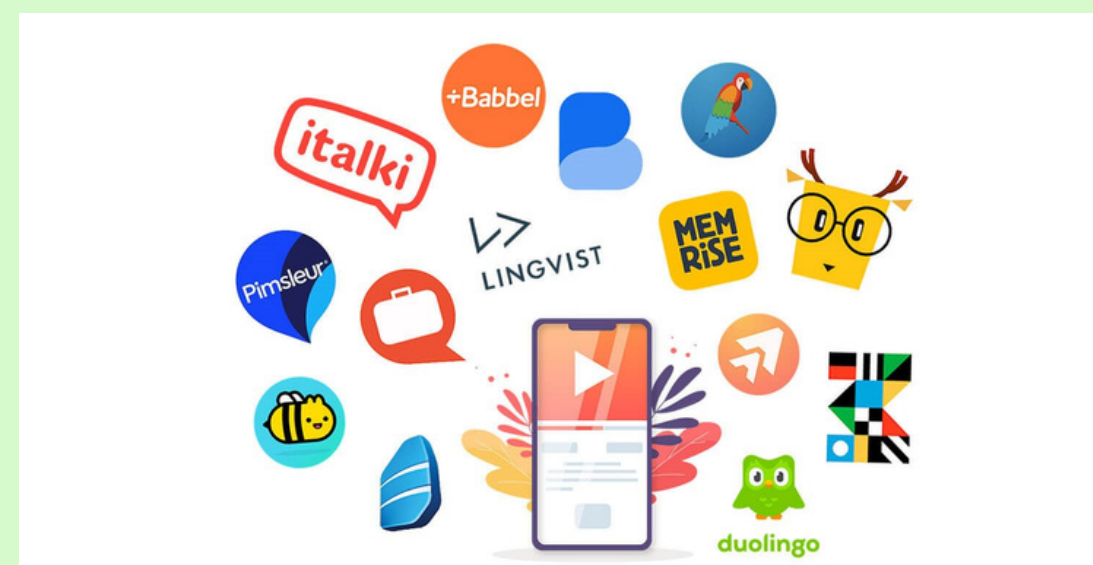
For anyone who wishes to connect lingually and culturally, **SpeaKulture** is the application that will help cross language barriers and bridge cultural gaps.

Problem

Let me tell you about Selma. Selma is a young woman. She's smart, capable, and ambitious. Her life-long dream is to travel, study abroad, and embark on exciting new adventures and fresh beginnings. However, one obstacle facing Selma is understanding local cultures. Interacting with people without fully understanding their language and culture is very intimidating to Selma.



Selma is overwhelmed with the tons of results she gets and doesn't know which ones are reliable.



Sure, learning a language can be easy enough, but what about understanding a culture?

According to a peer-reviewed feedback report measuring users' satisfaction with language learning apps conducted by E-learning Industry in July of 2022, it was found that among the top features users complained about lacking in these apps was **meaningful social engagement.**



Target Market

SpeaKulture fits and is able to accommodate a large audience base, from different ages, classes, and lifestyles

Ages: 18-65

Behavior: interested in e-learning and multiculturalism, proven through previous or ongoing engagement in similar apps

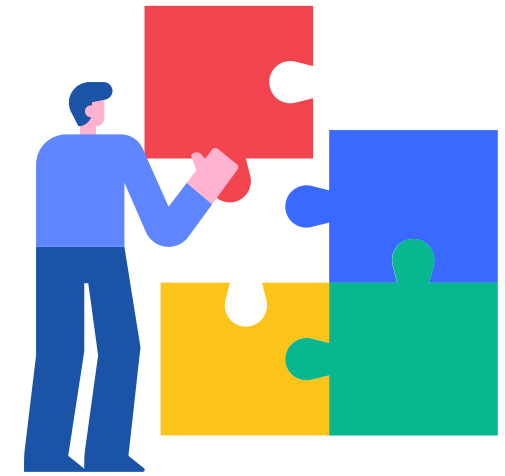


Income: low-middle-high

Lifestyle: busy or slow-paced

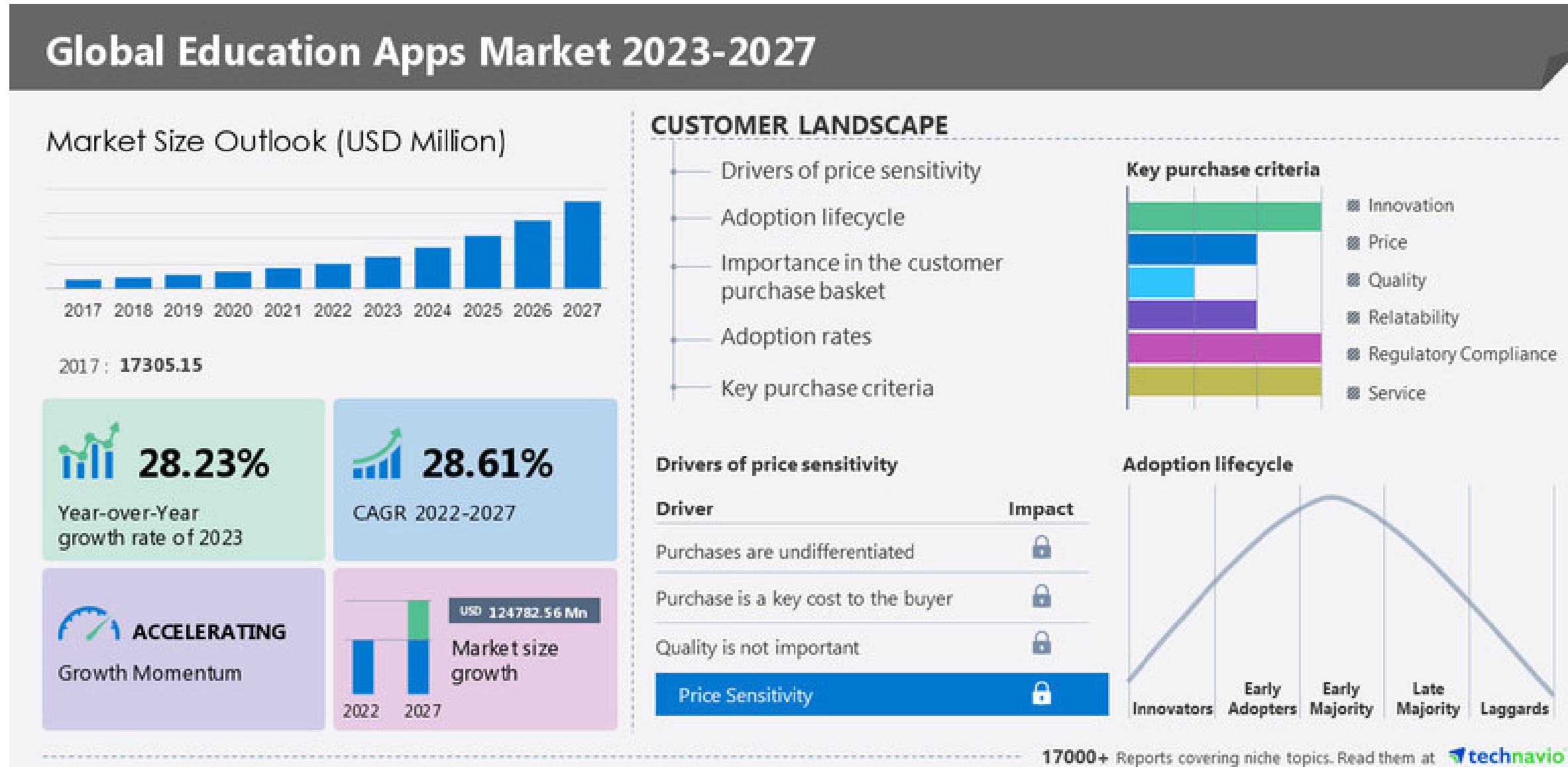


Solution



SpeaKulture provides not only a platform for learning languages, but also a space for an active community to express themselves and share insights about their cultures and languages. It is the place where you can learn about cultures from its own people and better use the language (speaking, reading, writing, and listening) through communicating with its native speakers.

Market Size



Educational technology is the future

- The Global Education Apps Market share is set to increase by USD 124782.56 million from 2022 to 2027. Moreover, the market's growth momentum will accelerate at a CAGR of 28.61% as per the latest market forecast report by Technavio. The market will also record a 28.23% Y-O-Y growth rate during the forecast period.

Market Size

According to a newly-published research report by Facts and Factors (2022, April 28), it is estimated that the demand for global online language learning market size and share will surpass USD 28.5 billion mark, at 18.8 CAGR growth by 2028.

Report Scope

Report Attribute	Details
Market Size in 2021	USD 14.2 Billion
Projected Market Size in 2028	USD 28.5 Billion
CAGR Growth Rate	18.8% CAGR
Base Year	2021
Forecast Years	2022-2028
Key Market Players	Pearson ELT, Wall Street English, EF Education First, Berlitz Languages, Inlingua International, Rosetta Stone, Vipkid, New Oriental, Dexway, Macmillan Education, Eleutian Technology, Live Language, Duolingo, Linguatronics, Houghton Mifflin Harcourt, Babbel, Sanako Corporation, iTutorGroup, Busuu, 51talk, and SANS Inc., among others
Key Segment	By Product, Language, and Region
Major Regions Covered	North America, Europe, Asia Pacific, Latin America, and the Middle East & Africa
Purchase Options	Request customized purchase options to meet your research needs. Explore purchase options

Market Size

The market will be **ACCELERATING** growing at a **CAGR** of nearly

18%



INCREMENTAL GROWTH

\$18 bn

2018

2023

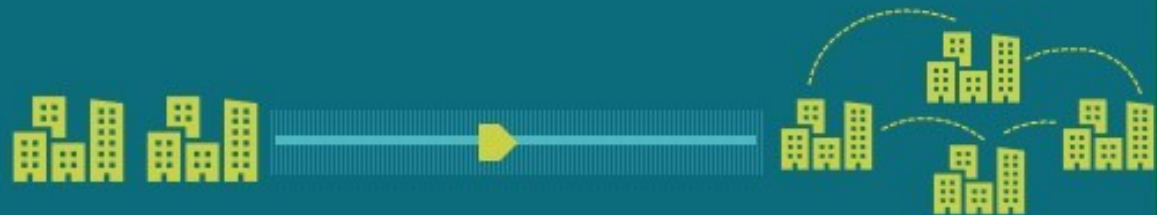


The year-over-year growth rate for **2019** is estimated at

17.78%



The **ENGLISH LANGUAGE SEGMENT** occupied **HIGHEST** market share in **2018**



42%

of the growth will come from the **APAC REGION**

One of the **KEY DRIVERS** for this market will be the cost benefits and flexibility of online language learning



READ THE REPORT:

GLOBAL ONLINE LANGUAGE LEARNING MARKET 2019-2023

10,000+ reports covering niche topics

EDUCATION

Read them at:

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 **technavio**

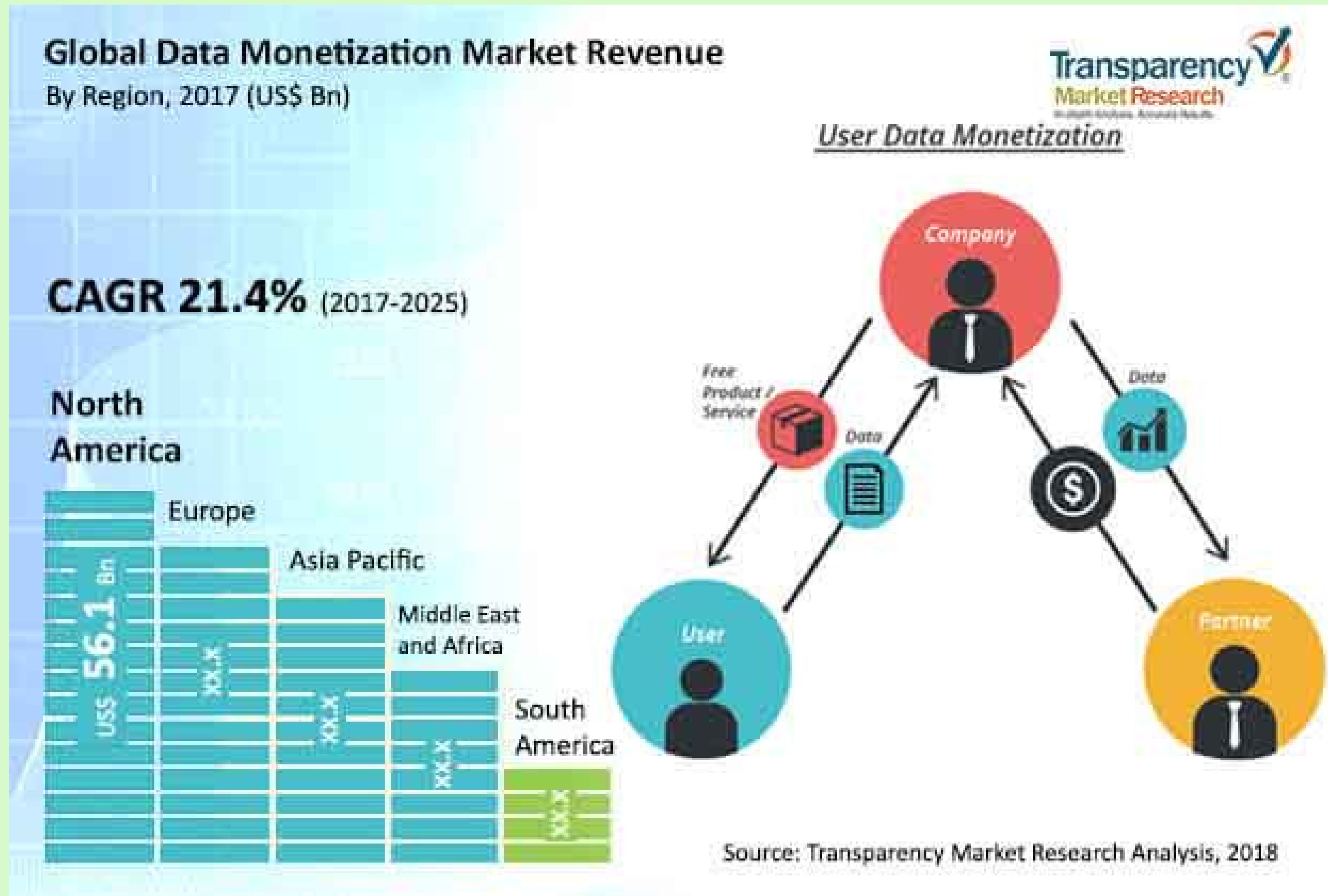
Revenue Model

SpeaKulture generates profits in two ways
which are proven to be very profitable
methods that big players have been using for
years



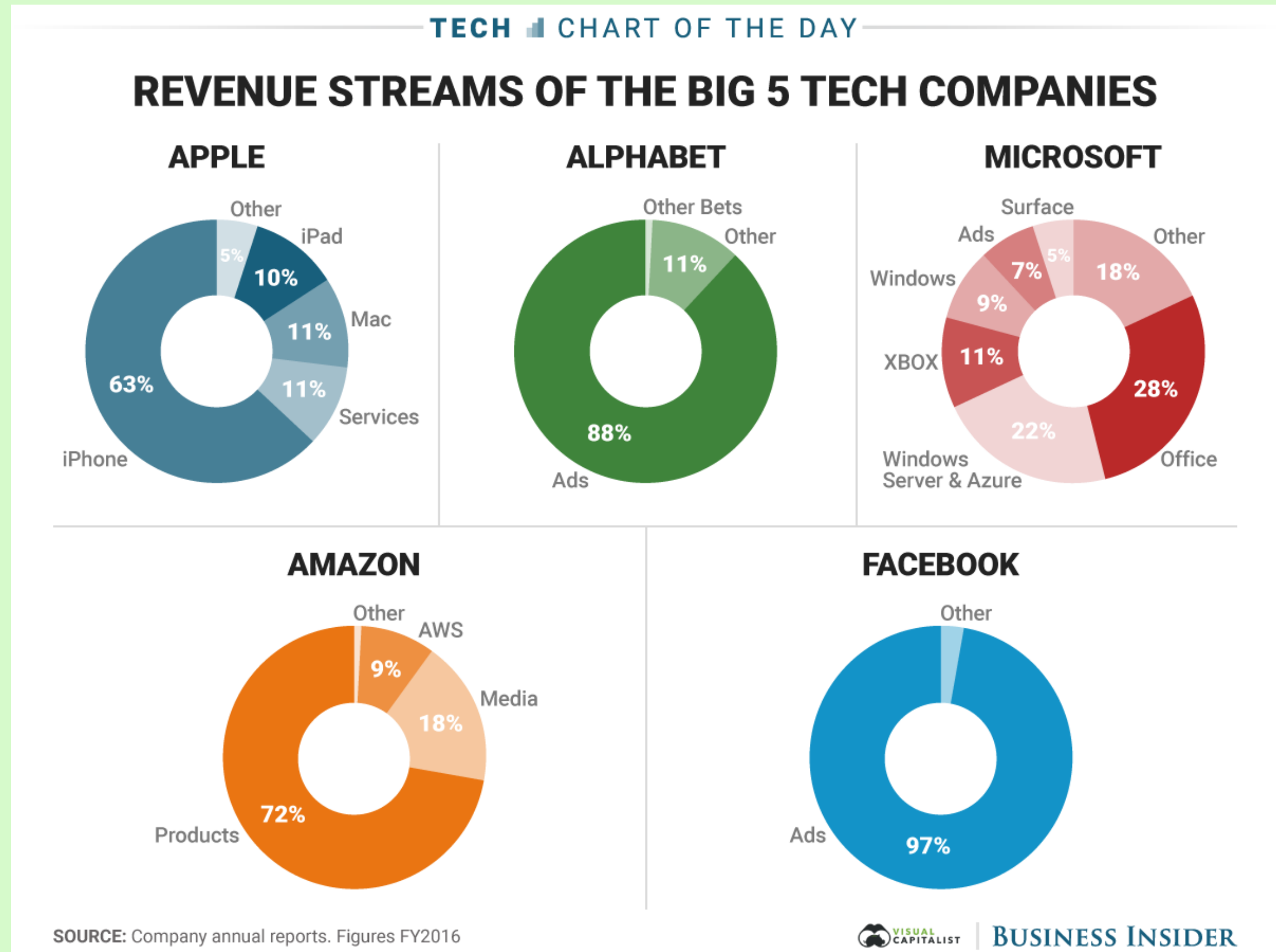
Revenue Model

- Data monetization



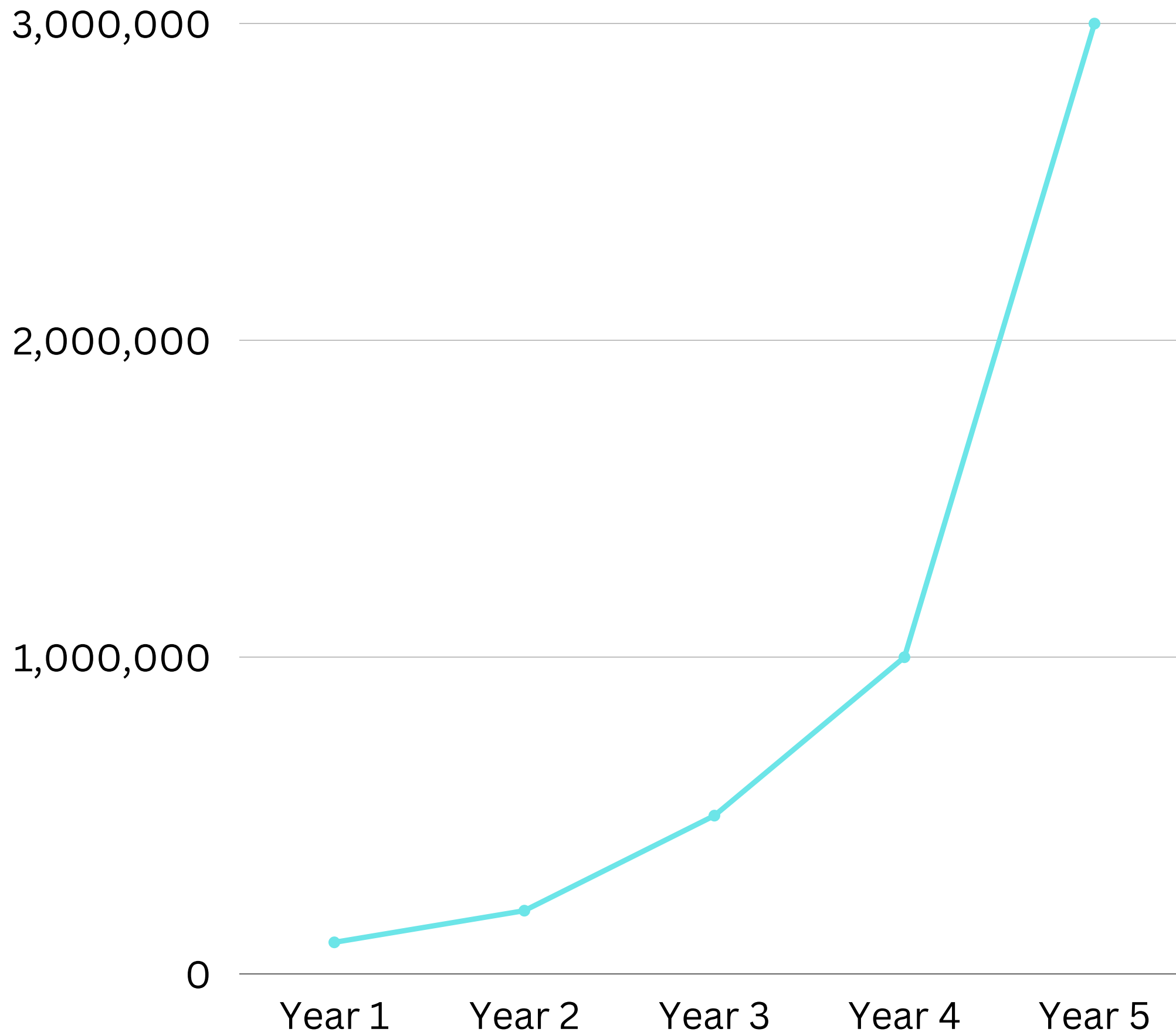
Revenue Model

- Advertising and referral marketing:
CPC/CPV/CPI
(cost-per-click)
(cost-per-view)
(cost-per-impression)



Traction

Milestone: in the next 3-5 years, the goal we aspire to achieve is 10M+ CAD in revenues and 3M+ users



Competitive advantages

Competitive Advantage 1

AI-powered platform to personalize content, provide instant, customized feedback and tailored assessments

Competitive Advantage 2

Social platform where users can learn about the nuances of language from native speakers, and learn about culture from its people

Competitive Advantage 3

Implementing methods rooted in pedagogy such as gamification, and using multimedia content

Competitive Advantage 4

it's a free app

Financial Projections



Based on research by Business of Apps, the usual cost of app maintenance is 50% of its initial cost

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Revenues	\$ 100,000	\$ 500,000	\$ 700,000	\$ 1000,000	\$ 3000,000
Total Costs and Expenses	\$ 60,000	\$ 70,000	\$ 75,000	\$ 100,000	\$ 200,000
Net Income	\$ 40,000	\$ 430,000	\$ 625,000	\$ 900,000	\$ 2,800,000

Marketing and sales strategies

- **Landing page and blog**

SEO (search engine optimization)

Visualization of what users can expect if they install

Link to app in the App store and Google Play store

Updated blog

- **ASO: app store optimization**

- **Social media marketing**

- **Influencer marketing**

- **KPI: key performance indicators**

active users daily, monthly, weekly

cost per acquisition (CPA), cost per install (CPI), click-through rate (CTR)

- **Retention campaigns**

retargeting campaigns



Timeline



The Team

Currently, it is just me, but with the required funds, a professional team of experts can easily be recruited to get the job done.

It's a feeling that will never cease to be both overwhelming and exciting to experience new cultures and learn new languages. As someone who for as long as I remember has been a member of many multicultural environments, this project is a long-life dream and an unending passion.

I have a background in English language and literature and an extensive experience in teaching language and literature in multicultural settings. Currently, I am studying educational technology and I found it to be a field of paramount promise and importance and would very much appreciate the opportunity to contribute substantially to it.

Having a platform that can bridge cultural gaps, and on which people from different cultures can be heard and respectfully communicated with is a necessity if more peace, inclusivity, and civility are to be achieved.



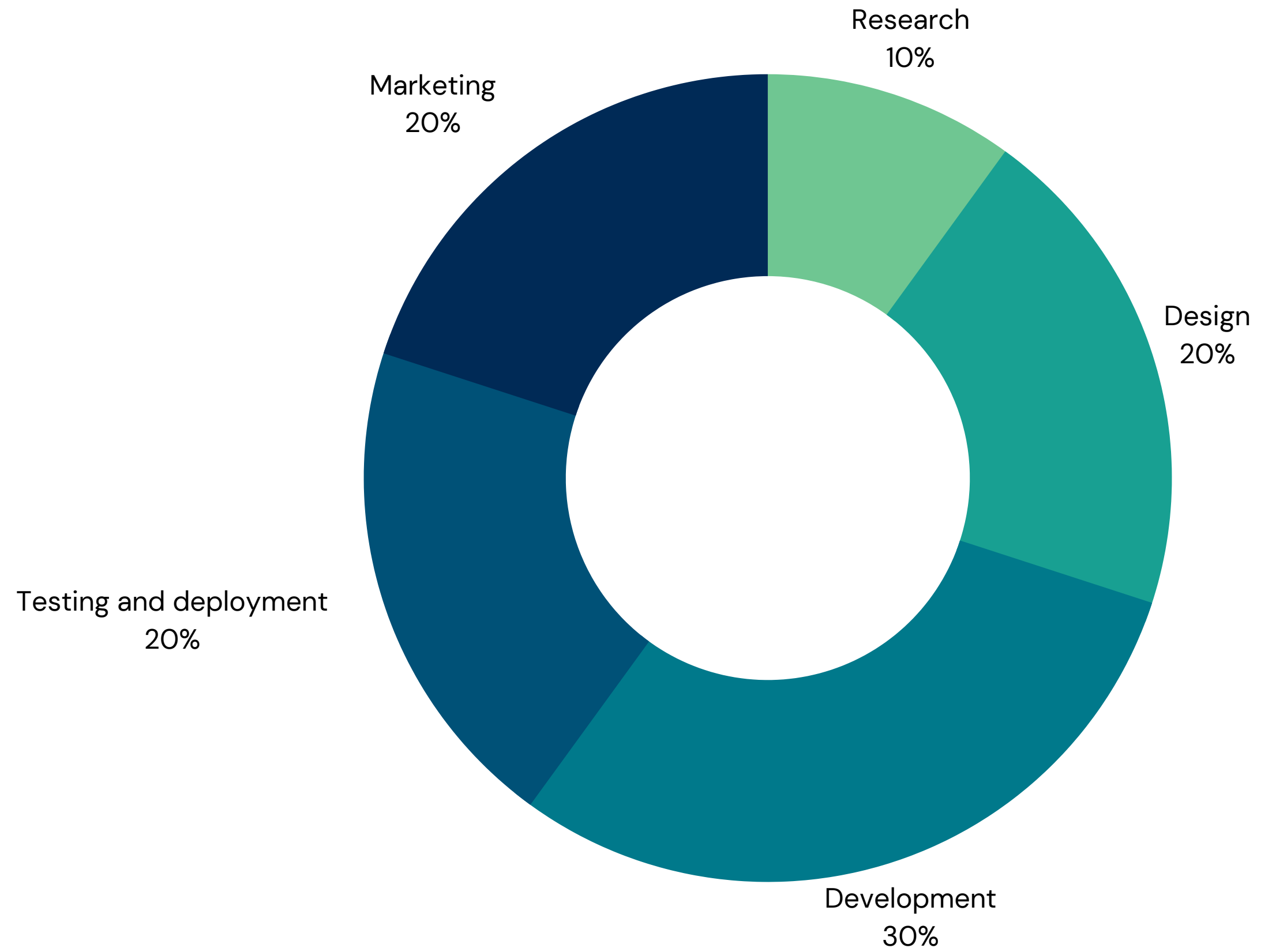
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Use of Funds

Total ask: 100,000 CAD



thank
you!