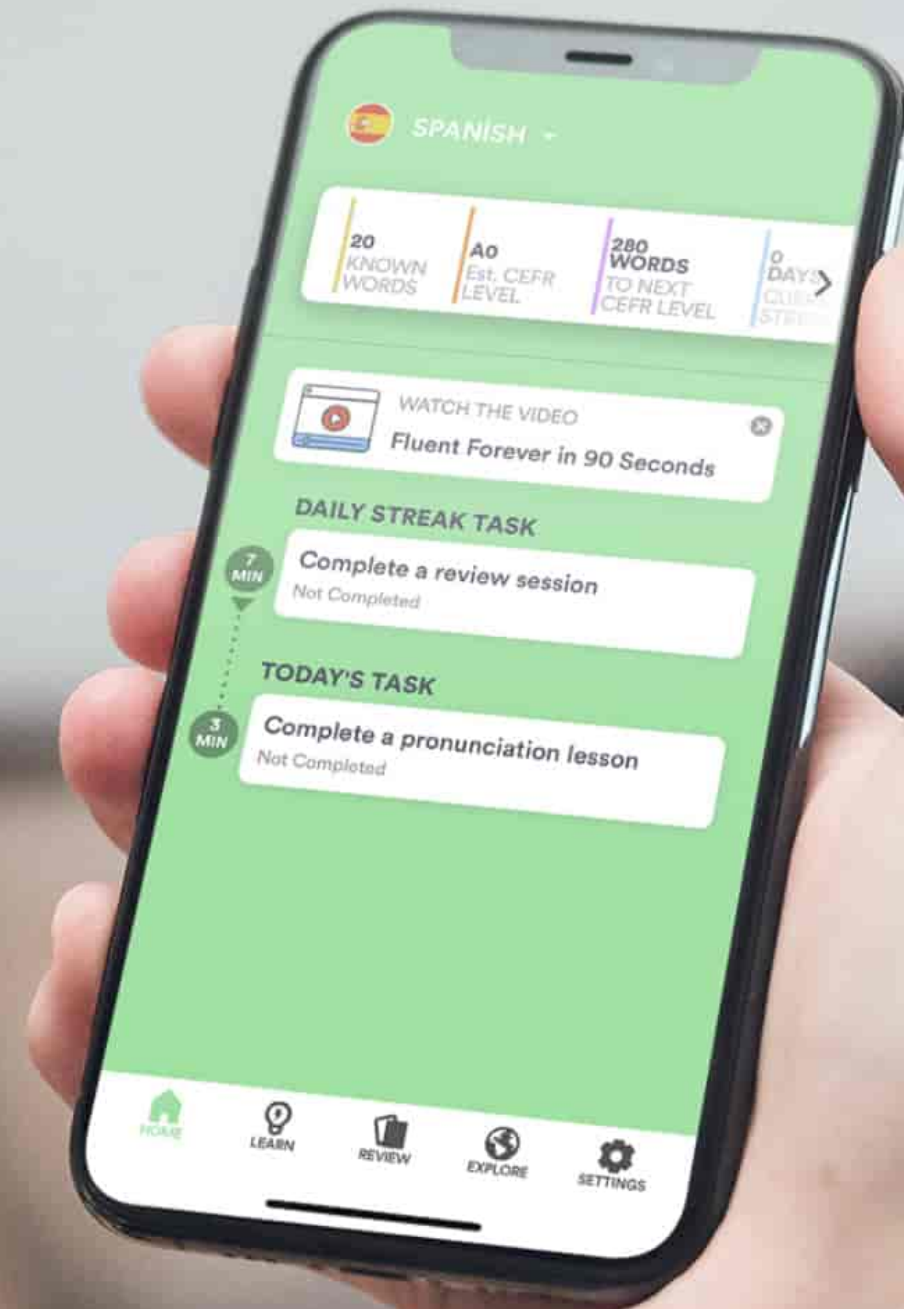




Learn a New Language in 6 Months



**People want to
learn languages...**
And language instruction
generally doesn't work



**People want to
learn languages...**

And language instruction
generally doesn't work

No ear training

Wrong information

Wrong repetition rate

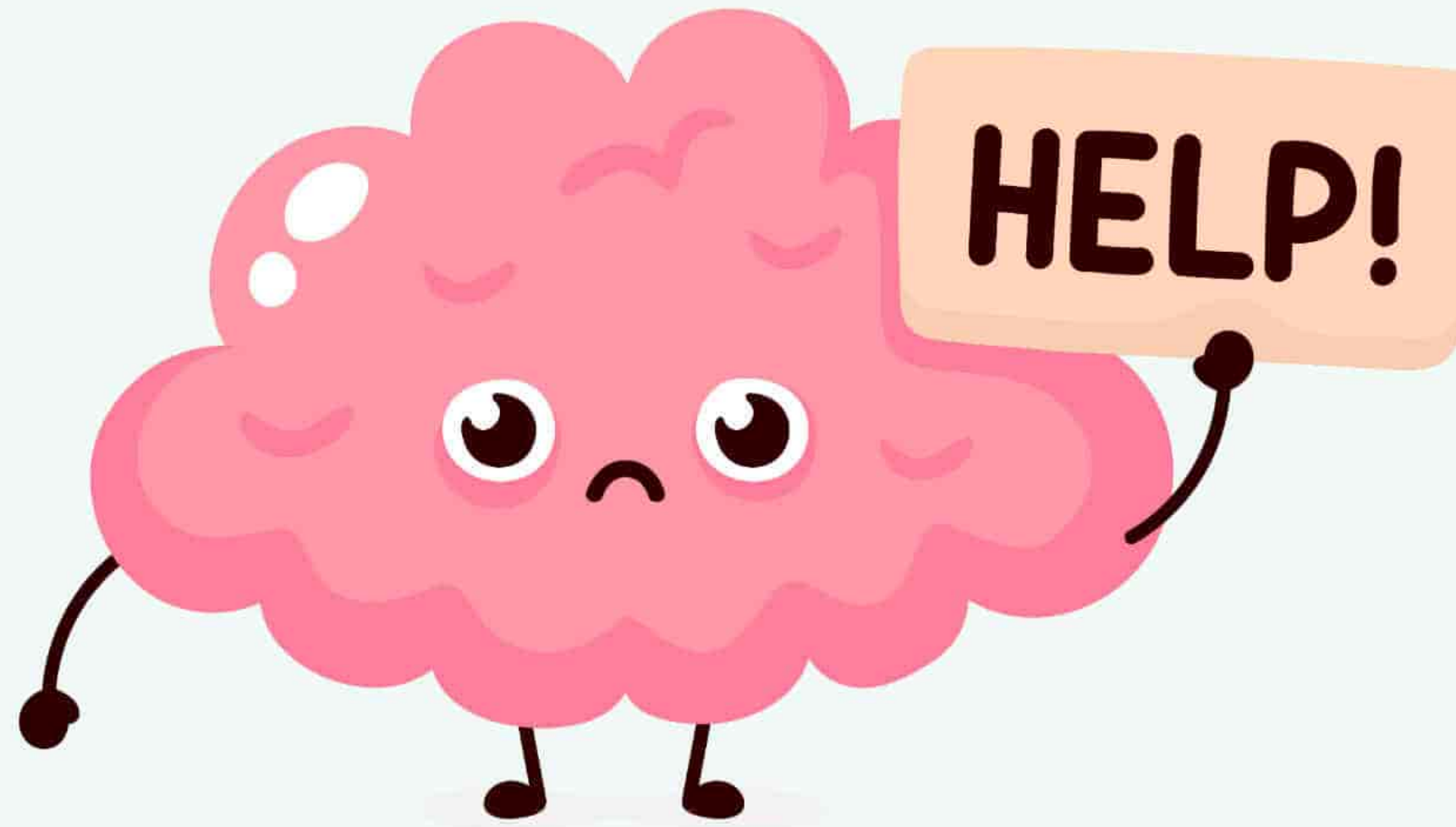


fényképezőgép





Foreign words are hard to remember



Difference #1

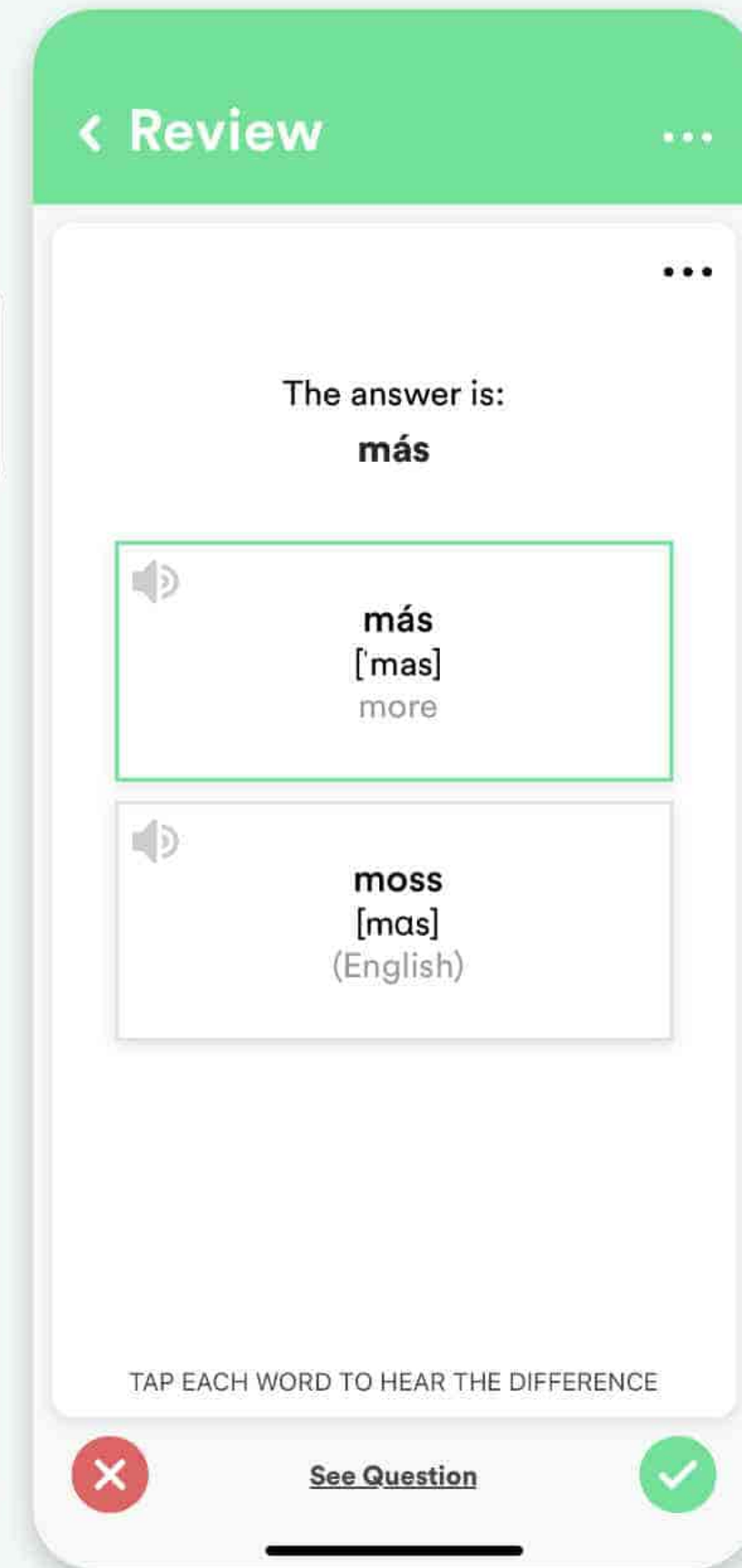
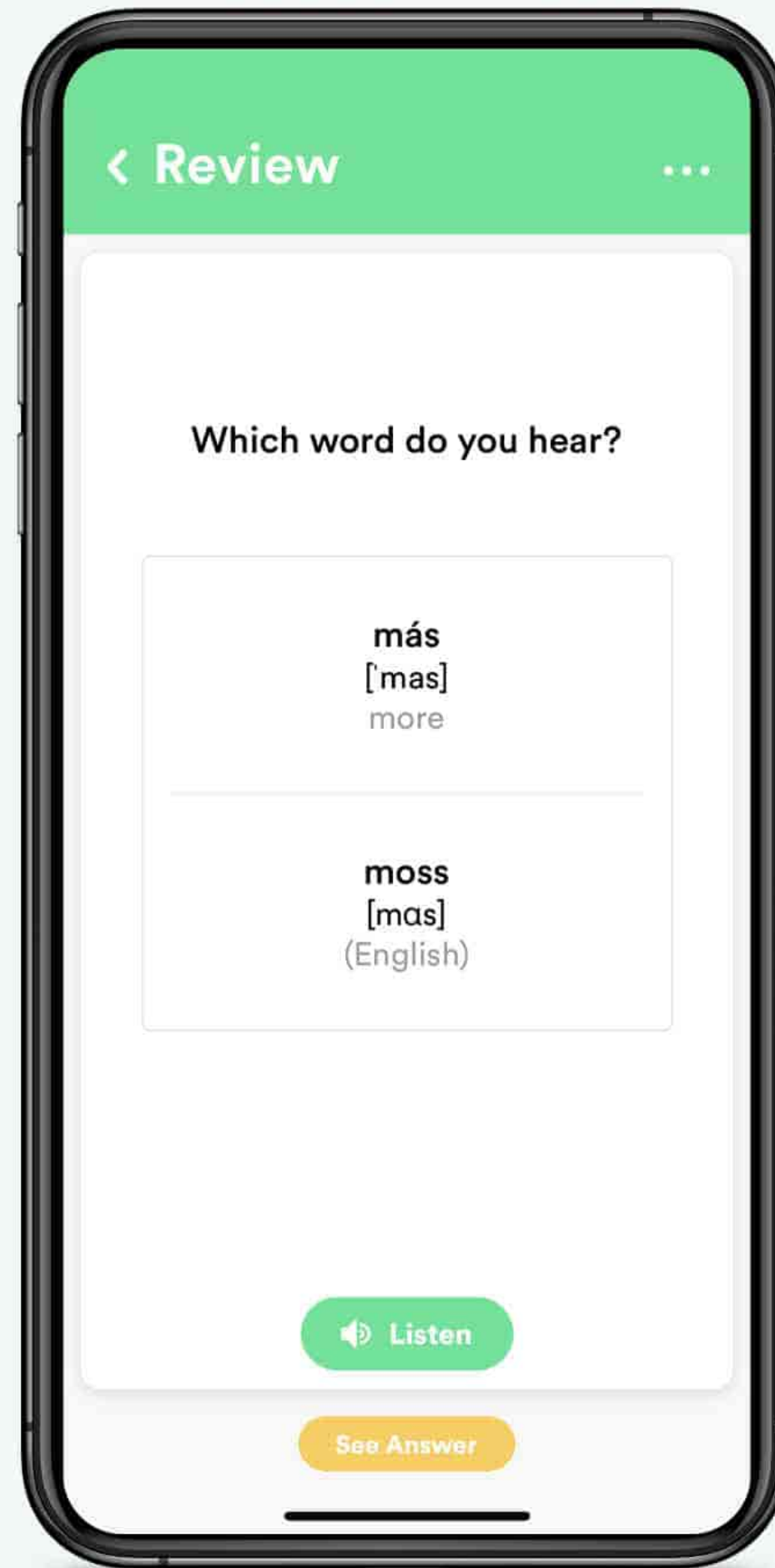
Ear Training

Ear Training


doma *toma*

más *moss*


peso *piso*



< Pick Image

 **pelota**
[pe'lo.ta]


Popular Images FIND MORE



Choose Image

< Review

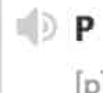
What sound does this make?
p as in pelota



ball

See Answer


< Review

 **P**
[p] as in  **pelota**
[pe'lo.ta]



ball

 Listen

 See Question 

Difference #2

Personalized Content

The Right Information

The Wrong Information

The Right Information

The Wrong Information

“Camera”



shutter
lens
iPhone 11
photograph
picture

The Right Information

“Camera”



shutter
lens
iPhone 11
photograph
picture

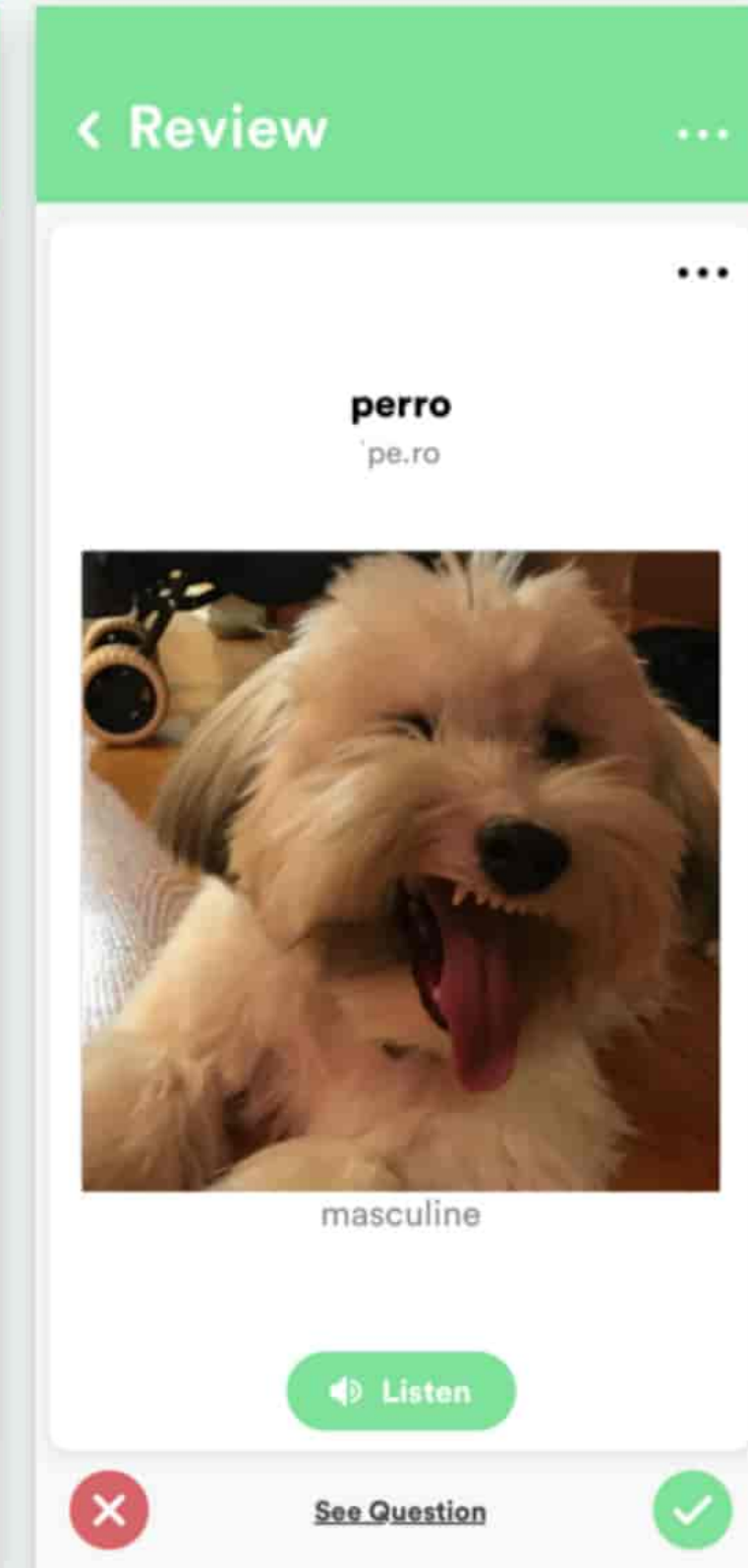
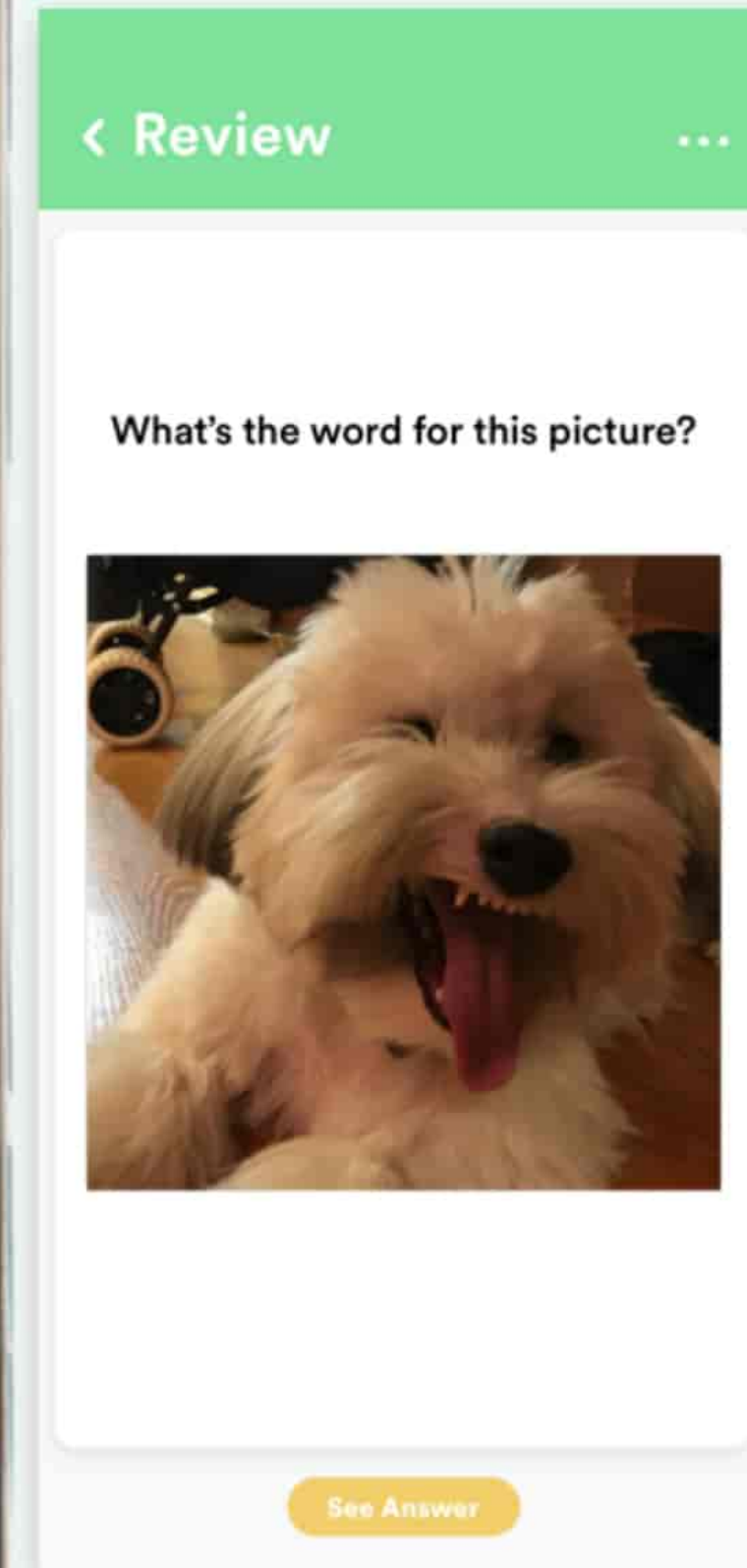
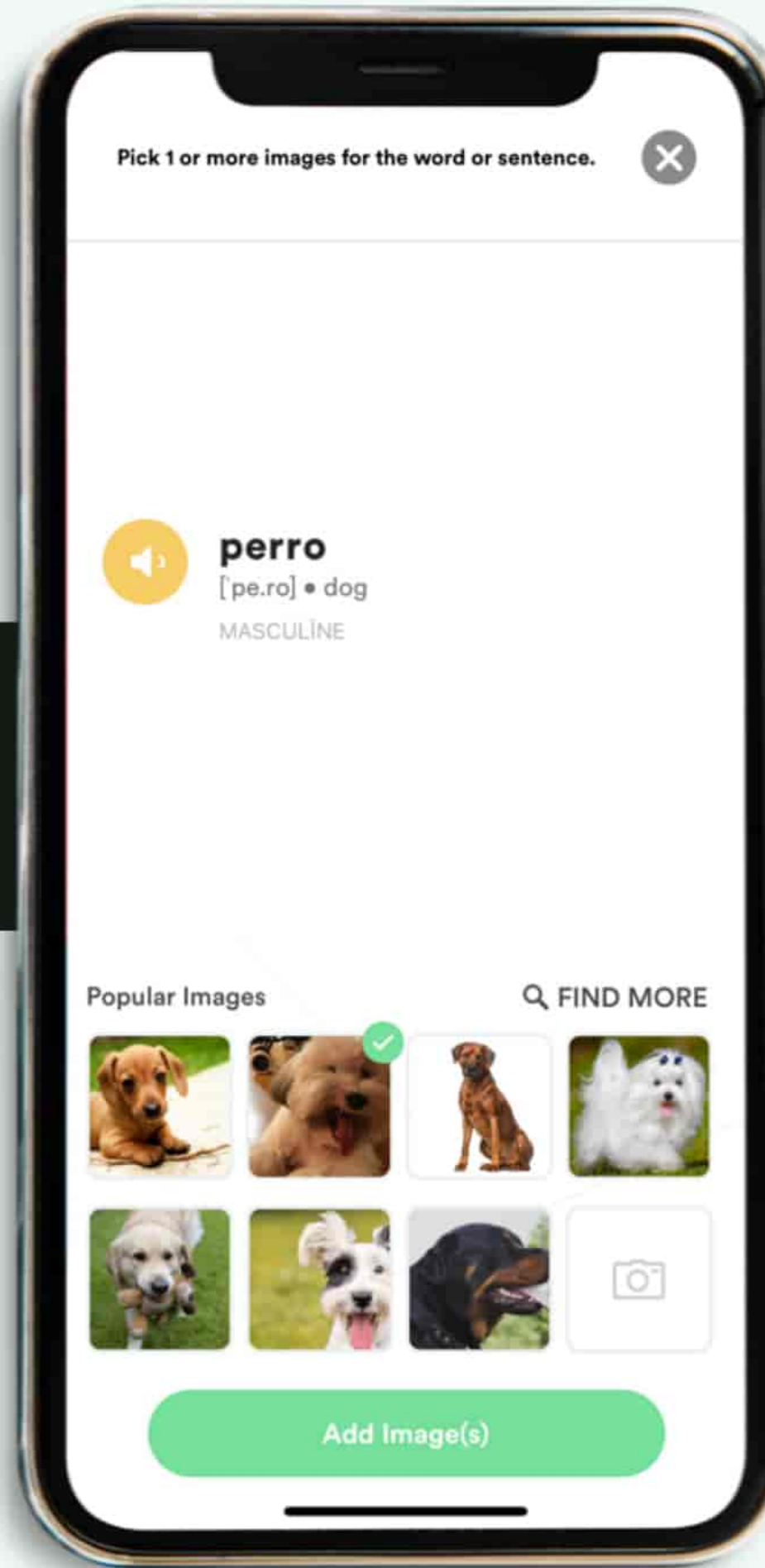
The Wrong Information

“feny-kepe-
szömthing?”

Translations aren't the right data set

Difference #3

Learning Vocabulary with Images, Not Translations



Difference #3

Learning Vocabulary with Images, Not Translations



The ball is on fire.

Difference #3

Learning Vocabulary with Images, Not Translations



La pelota está en llamas.

9:41

< Set 1

Welcome to our app! Here, you'll be able to learn some of the most common visual words in your target language.

en en
on

arriba a'ri.βa
up

blanco 'blaŋ.ko
white

uno 'u.no
one

luna 'lu.na
moon

punto 'pun.to

9:41

Pick a Sentence Cancel

en

La pelota está en llamas.
The ball is on fire.

Siempre andaba en bicicleta.
I always rode on a bike.

Me encuentro con ella en una hora en la esquina
I meet her in one hour on the corner.

9:41

Pick Image Cancel

en
en

La pelota está en llamas.
The ball is on fire.

Popular Images

Create Card

9:41

Preview Cancel

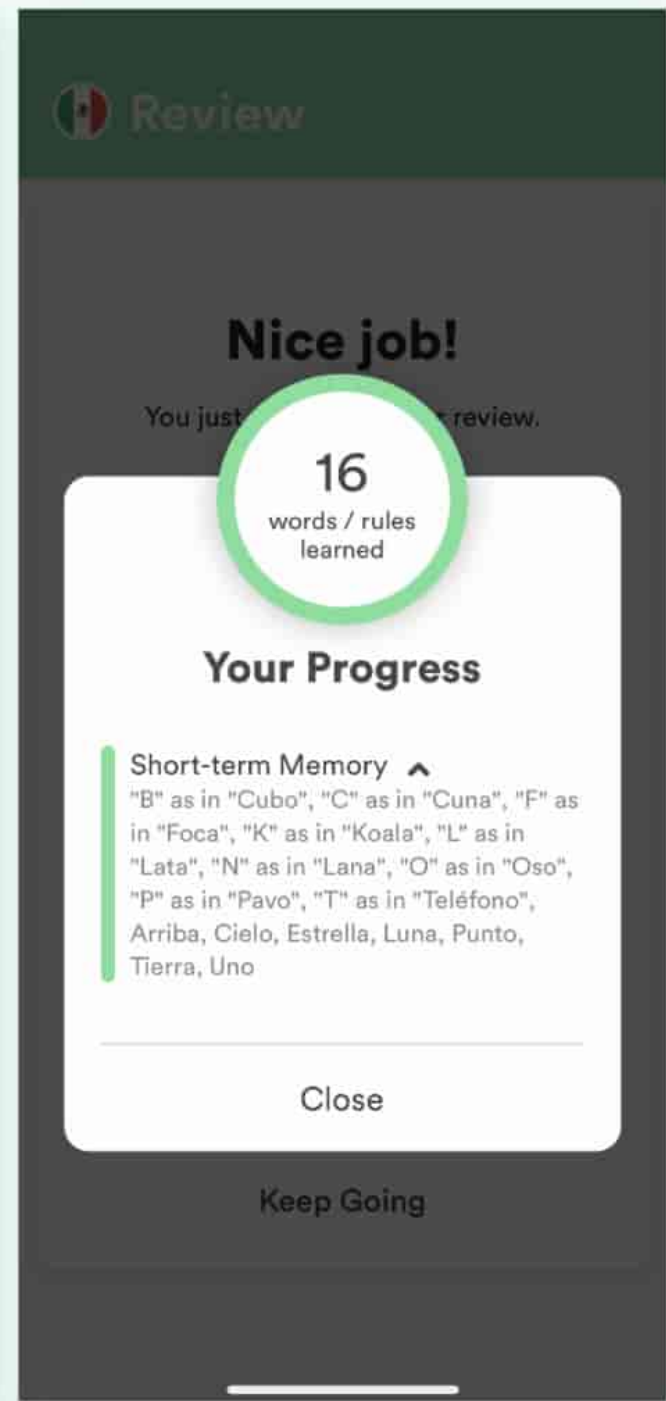
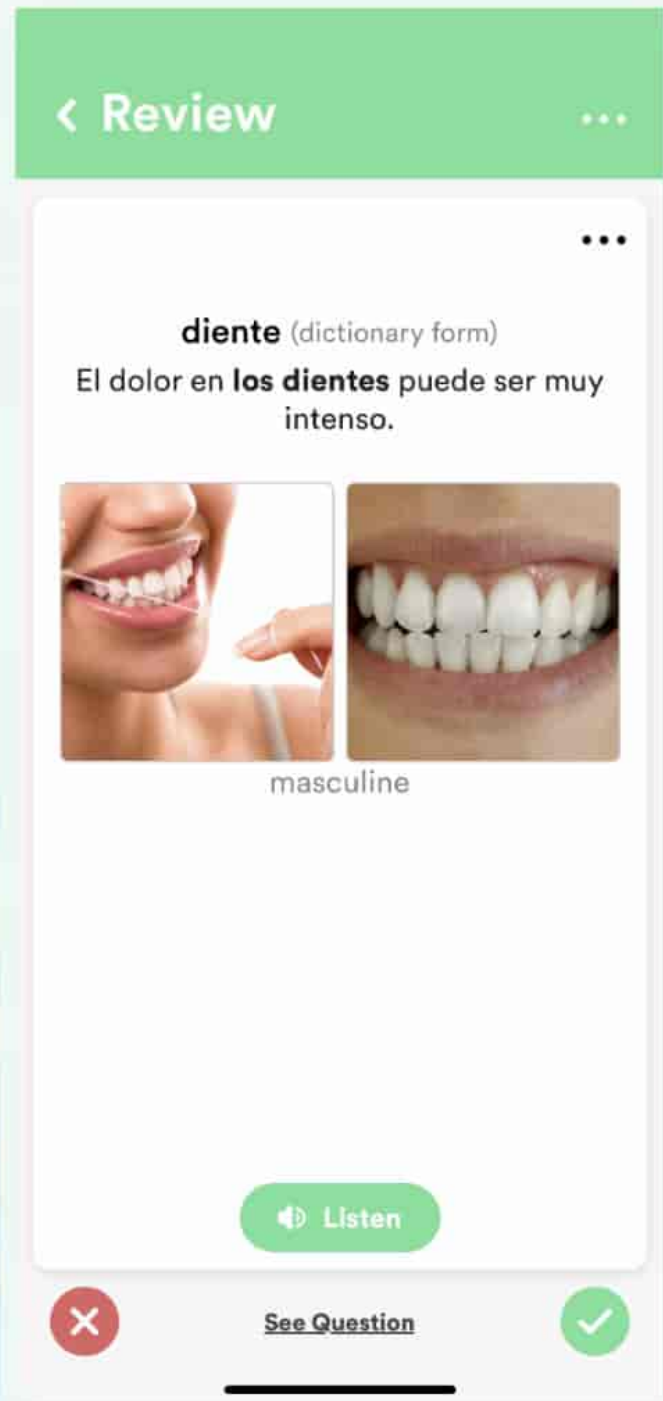
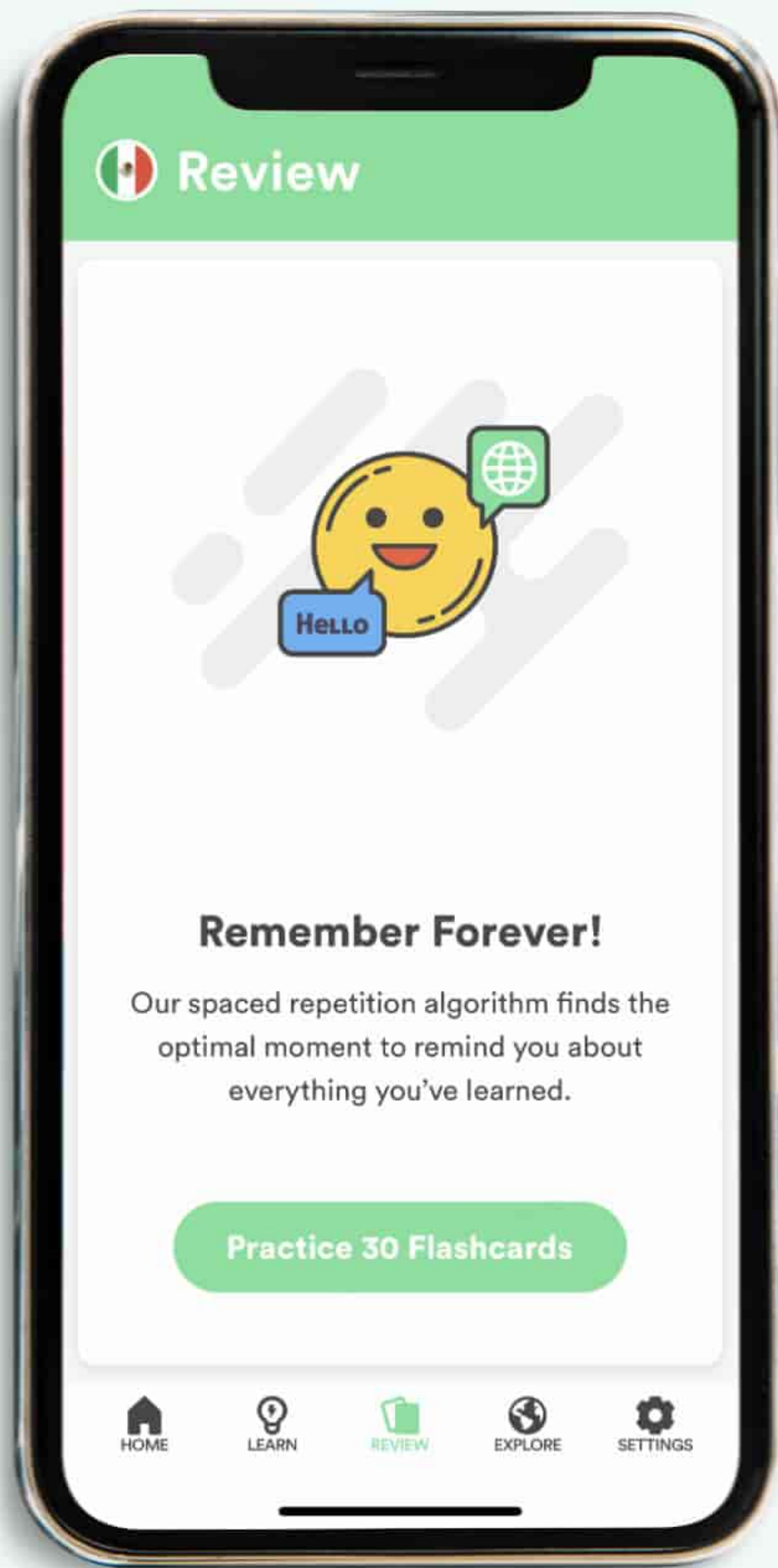
Fill in the blank

La pelota está en llamas.

Add to Deck

Difference #4

**We know when you'll forget...
and test you beforehand.**





“

I'm happy to tell you that
Fluent Forever changed my life.

- Roger A.

”



“

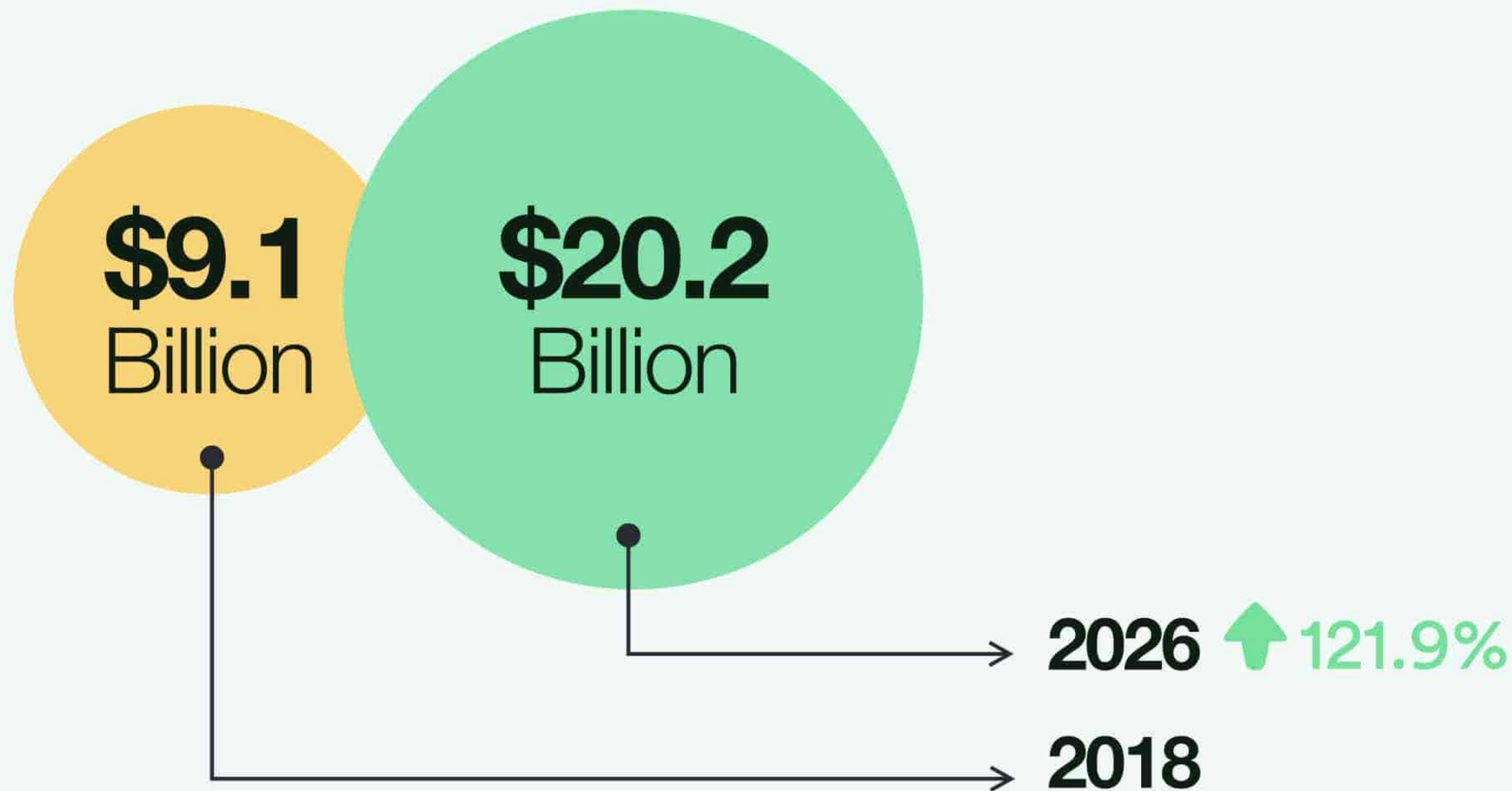
I have tried other products such as Duolingo and Babbel, but none of them had me

thinking in Spanish.

- Dave R.

”

Market Size, Online Language Learning:



Studies Support Our Method



Ear Training

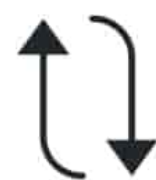
+20% More Memorable

No Translations

+100% More Memorable



Differentiator

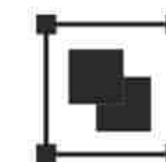


Spaced Repetition Algorithm

+300% More Memorable

Intelligent word groupings

+100% More Memorable



Customization

+25% More Memorable

**Duolingo's
Churn**

92%

**Our
Churn**

55%

Fluent Forever, The App: Learn to *Think* in Any Language

Project We Love Chicago, IL Apps

INDIEGOGO

CLOSED

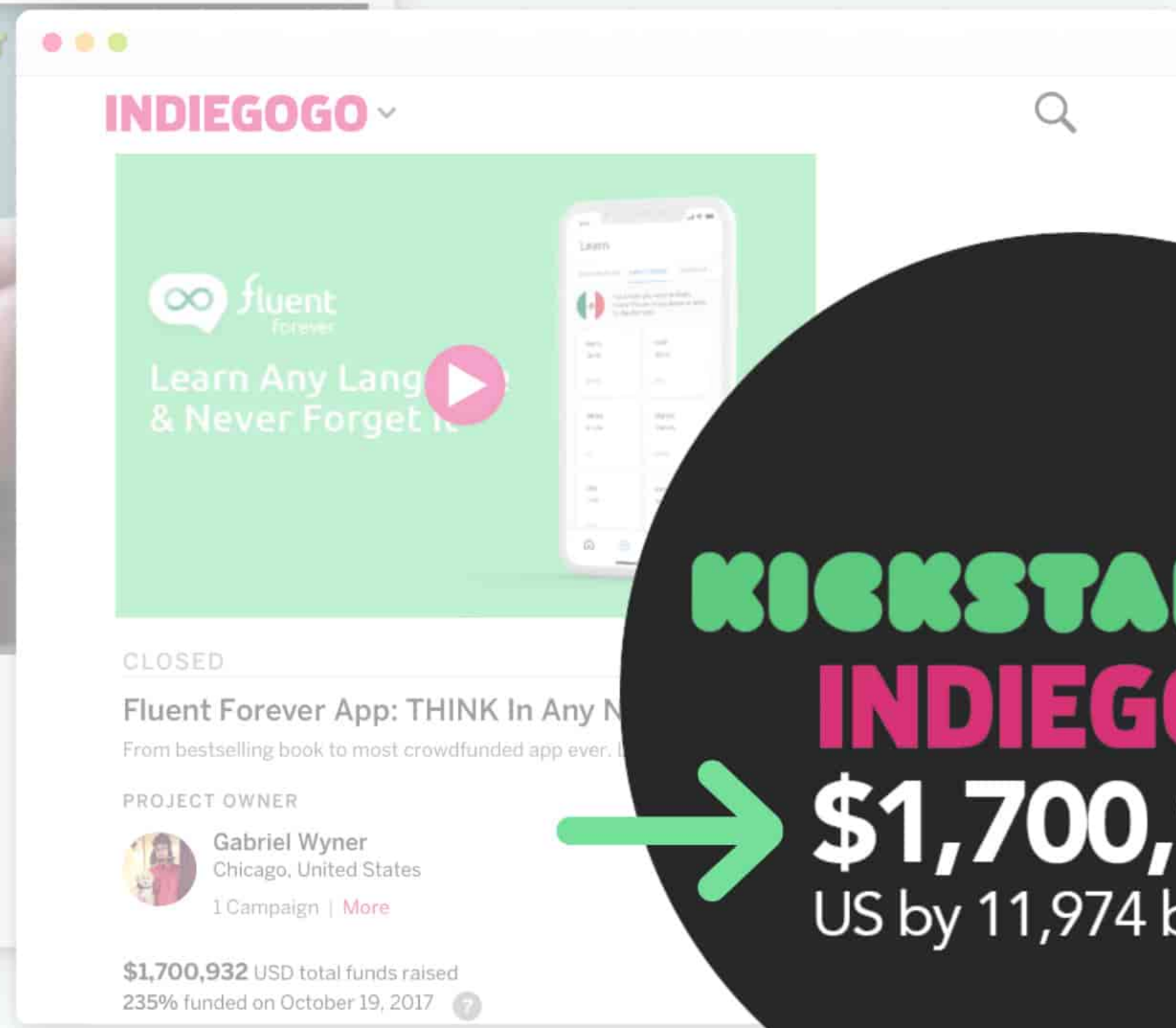
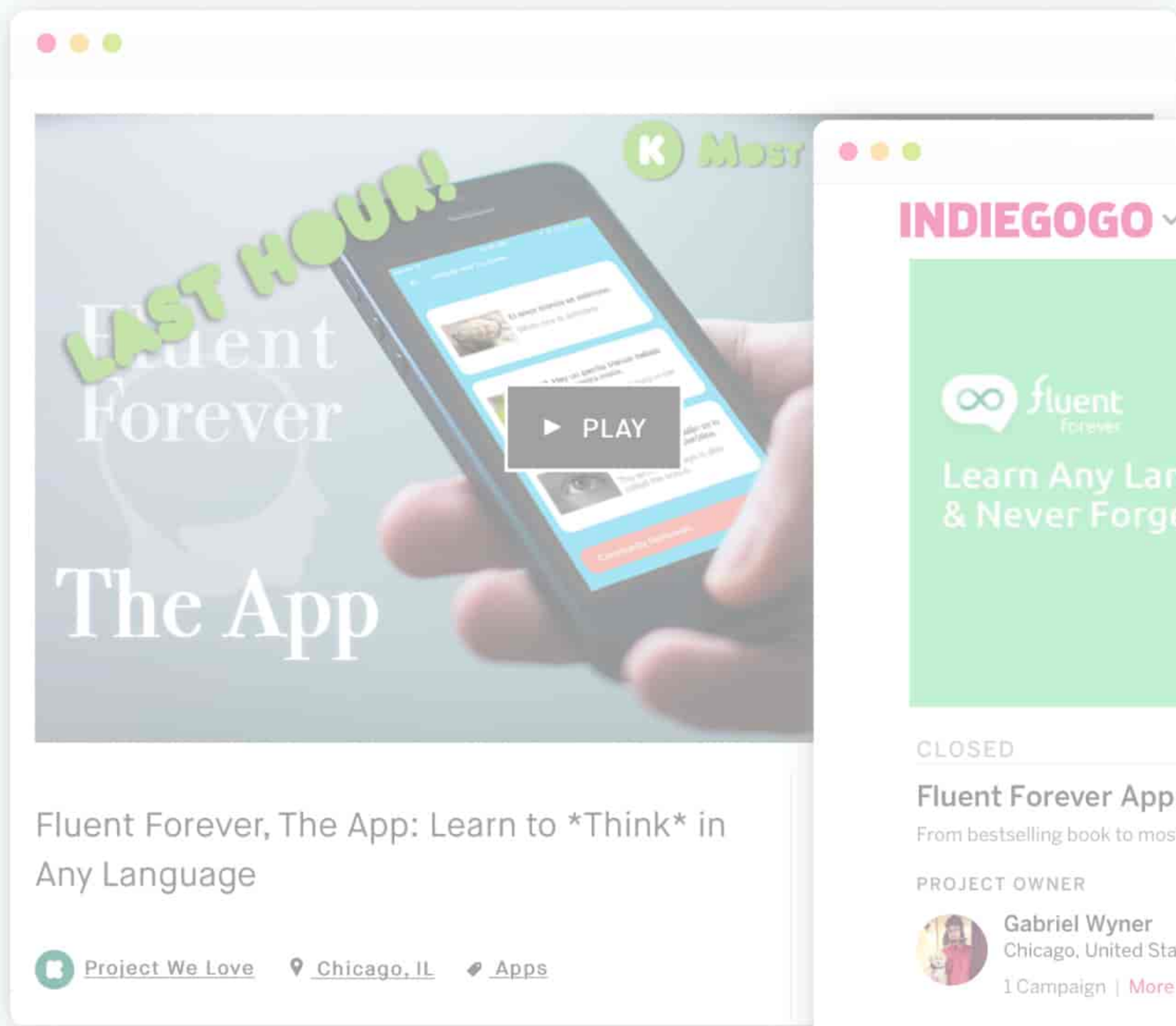
Fluent Forever App: THINK In Any New Language

From bestselling book to most crowdfunded app ever. Learn more: www.fluent-forever.com

PROJECT OWNER

Gabriel Wyner
Chicago, United States
1 Campaign | [More](#)

\$1,700,932 USD total funds raised
235% funded on October 19, 2017

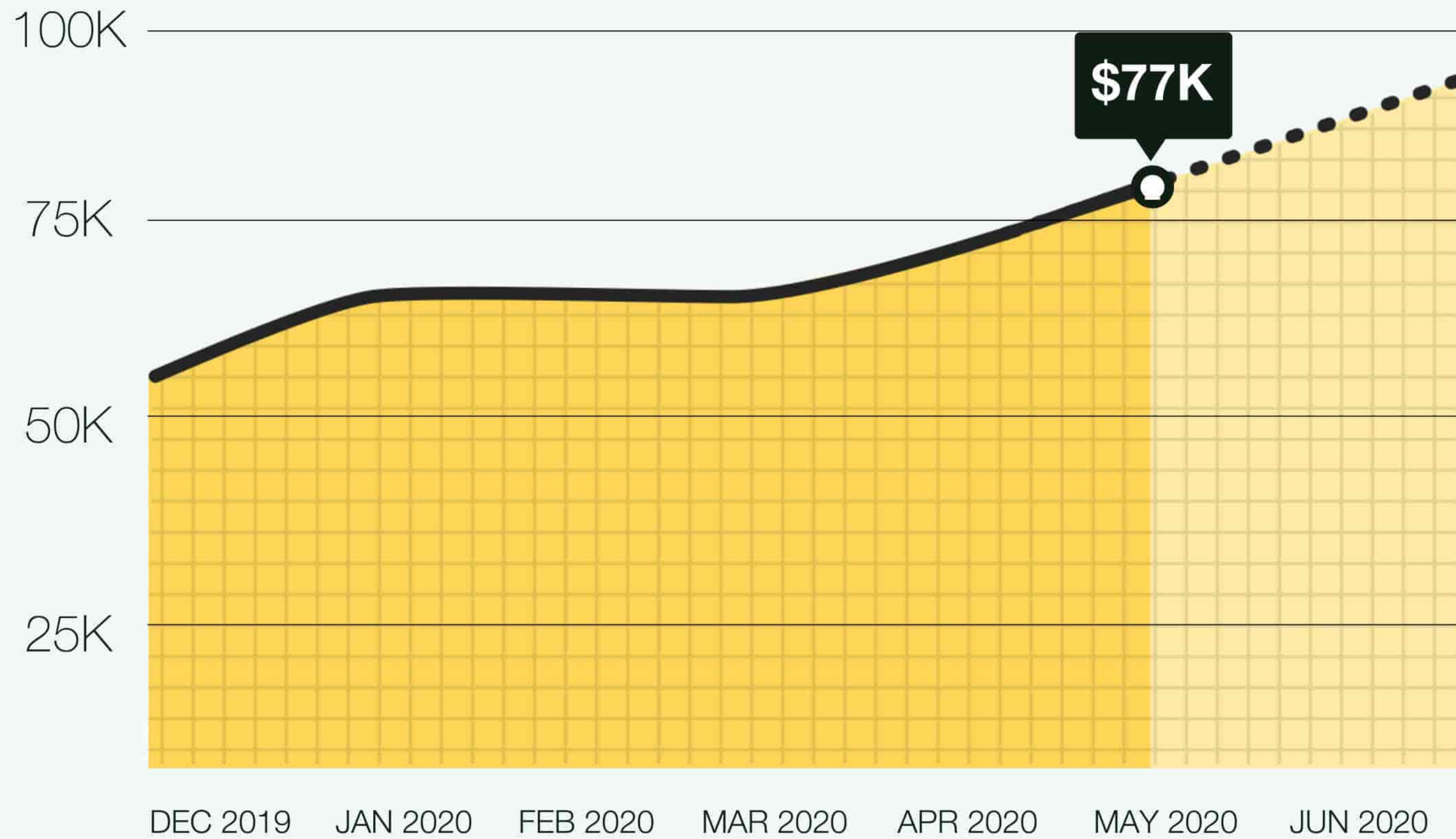


KICKSTARTER
INDIEGOGO
→ **\$1,700,932** ←
US by 11,974 backers

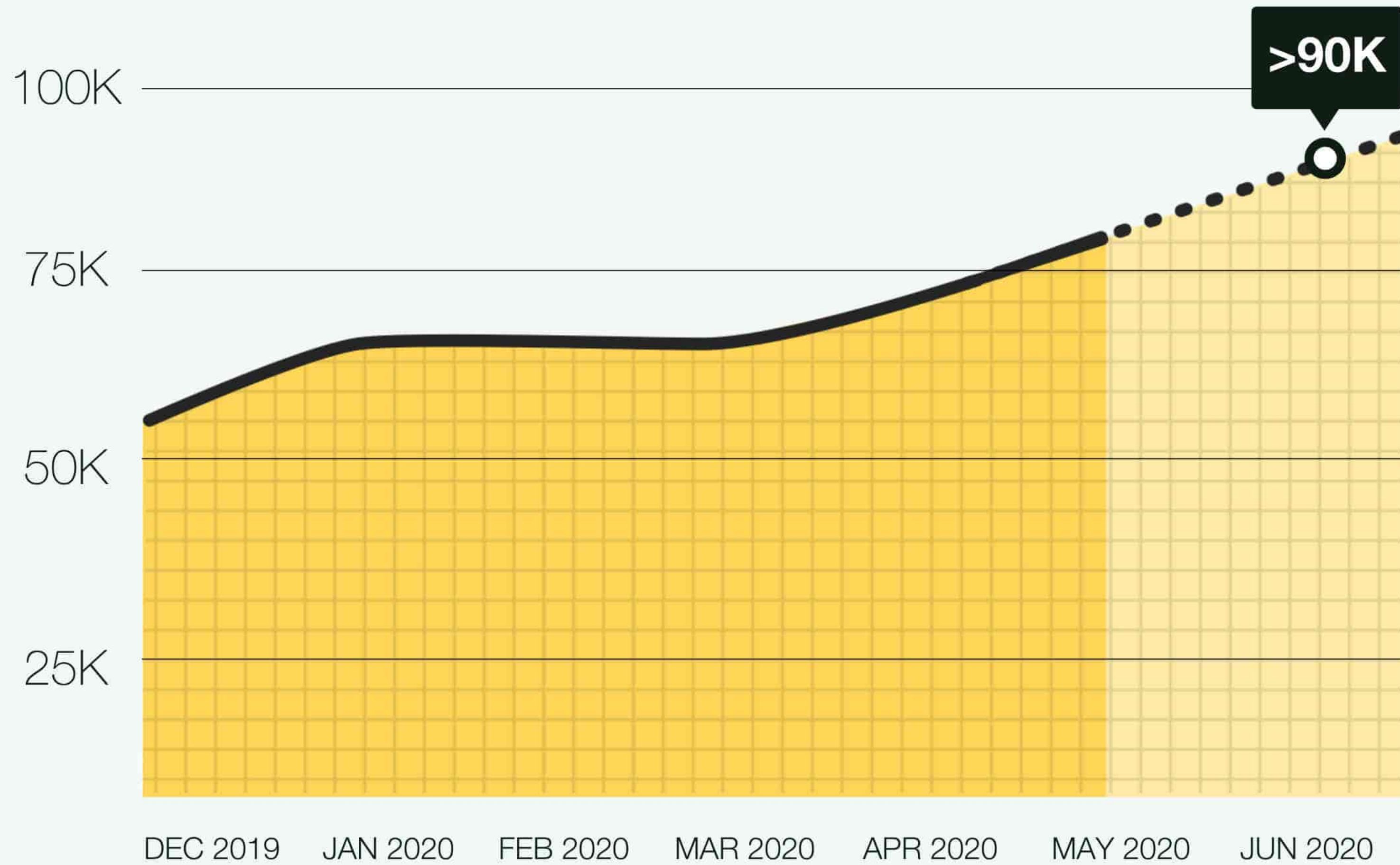


24K
paying customers

Current MRR



Current MRR



B2C Play:

\$9.99/month
\$95.88/year

(Same as Duolingo)

Path beyond \$100M

**1 Million Customers
=
\$100M ARR**

Ideal Customer

Easiest to target: Churned Duolingo users

(45M accessible via Facebook)



Team



Evan Walther

Business, Co-founder @ FitKey
Pearescope, Blue Ribbon Techs



John Rush

CTO, 25 years developing + leading
teams @ Microsoft, Adobe, etc.



Gabriel Wyner

CEO, Founder, Polyglot
& Bestselling Author



Heather Tucker

Operations. Fmr. Co-founder
@PhotographySchoolNL



We're a fully remote but tight-knit team of
20 language lovers all over the world.



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We're a fully remote but tight-knit team of
20 language lovers all over the world.

	 fluent forever	 Rosetta Stone	 duolingo	+Babbel
EAR TRAINING	✓	✗	✗	✗
NO TRANSLATION	✓	✓	✗	✗
INTELLIGENT WORD GROUPINGS	✓	✗	✗	✗
PERSONALIZATION	✓	✗	✗	✗
SPACED REPETITION ALGORITHM	✓	✗	✗	✓
CONTENT GROWS WITH USERBASE	✓	✗	✓	✗
LOW COST TO ADD LANGUAGES	✓	✗	✗	✗
TEACHES GRAMMAR	✓	✗	✗	✓

IP Defensibility



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
16/151,650	10/04/2018	Gabriel Wyner	10140/002

“Claims 1-18 meet the criteria set out in PCT Article 33(2)-(3)...”

- Written opinion of the International Searching Authority, 2/08/2019

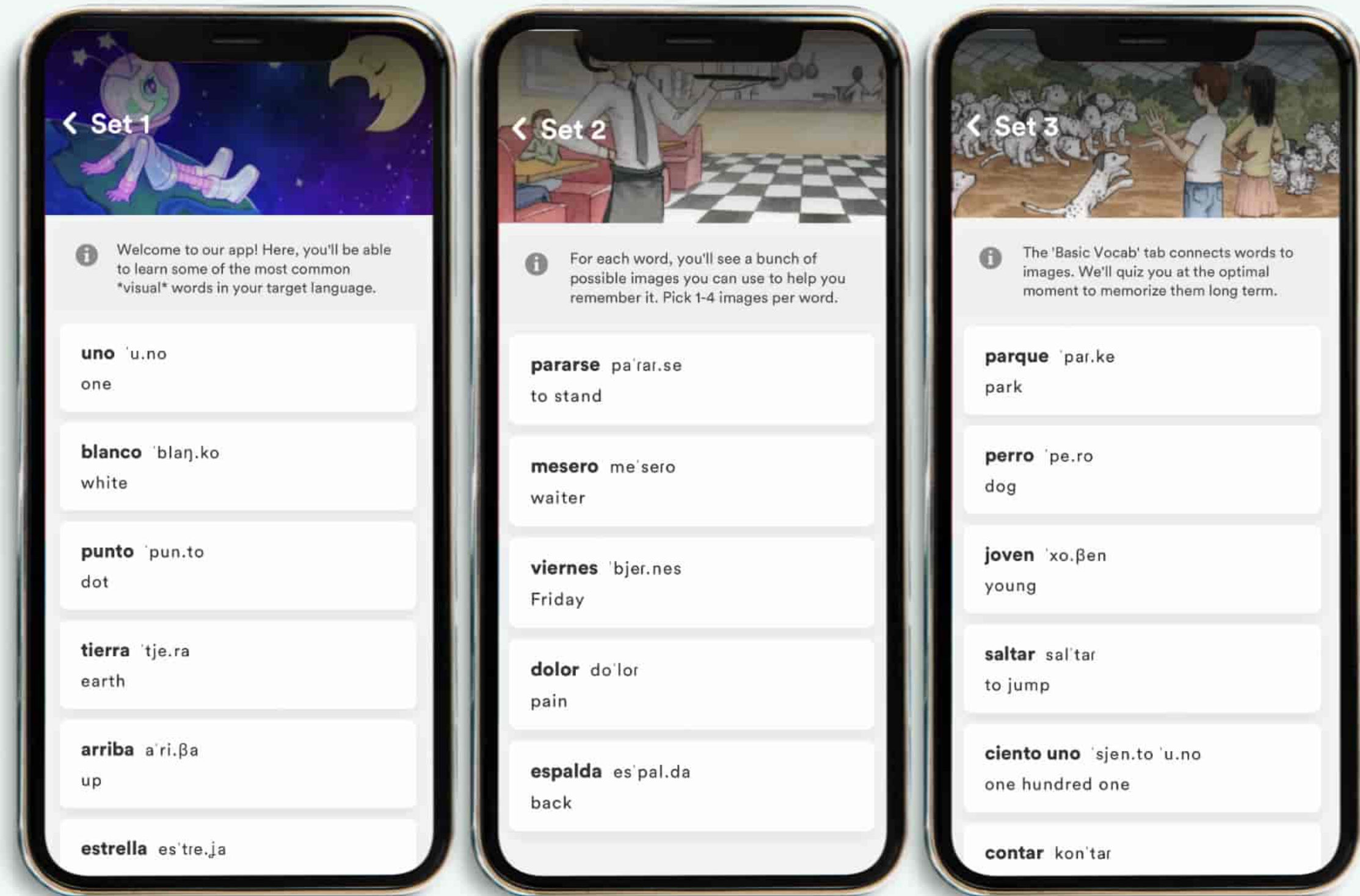
Difference #5

**We introduce words in an order
that *doubles* learning speed.**

Learning Words in Categories *[red, green, yellow, blue...]*

VS

Learning Associated Words *[red, apple, fruit, sweet...]*



Paid Acquisition Metrics

Current Tests: \$10 for a credit card trial

Historic Metrics:

- Trial to paid conversion rate: 50%
- \$120 LTV (55% annual churn)

... and we haven't yet optimized for retention or engagement

Channel Distribution Partners

Short Term: Partnerships with TikTok, Sweatcoin, Fareportal

Long Term: US Market → AMEX
ESL Market → Pearson, Oxford



Additional Asks

Corporate Contacts:

- COVID-Damaged B2C Corporations (Travel, etc.)
- English Test Providers
- HR/Learning and Development departments at corporations with >1k employees.



**Adding a languages is
cheap now (\$10K)**

And free later.

fluent forever

Create new sentence

1 Write sentence — 2 Organize words — 3

What's the sentence in Spanish

Type your sentence here

What's the sentence translation

Type your translation here

fluent forever

Create new sentence

1 Write sentence — 2 Organize words

Full sentence

La

Tierra

es

un

planeta

fluent forever My Sentences Explore

Spanish nelson_vasconcelos

La Tierra es un planeta del sistema solar.
The Earth is a planet of the solar system.

carolinegamel | 12-03-2018 10:33 12 questions 9 Approved answers

Community Q&A

When to use Del instead of De?
johncooper86 | 12-03-2018 10:33 2 answers No Approved Answer

Why can't we say "El Tierra"?
anamaria99 | 12-03-2018 10:33 2 answers 1 Approved Answer

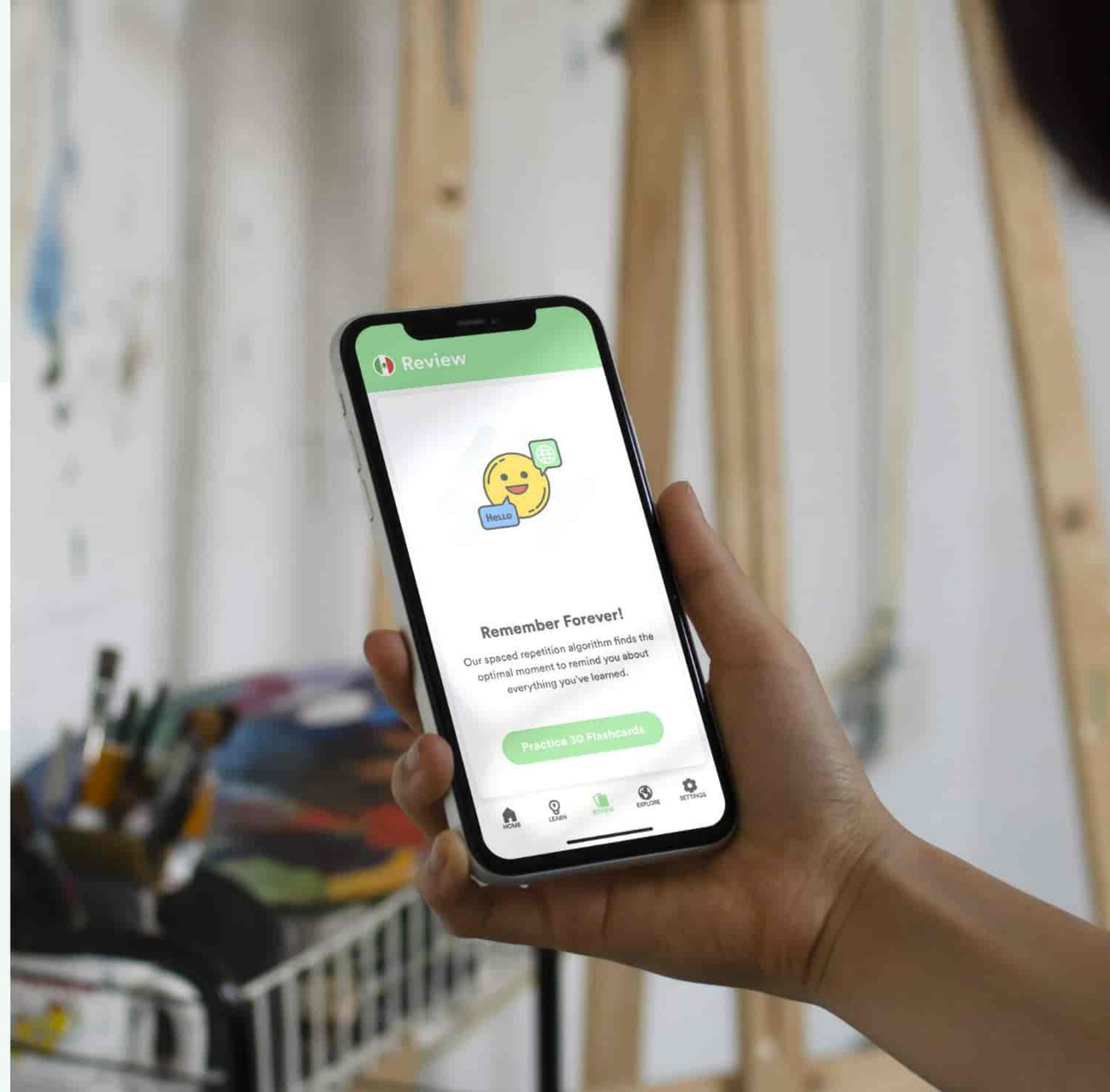
Approved Answer
Because Tierra is a feminine word. El is for masculine and La is for feminine. As a general rule, you use el/la in Spanish the same way you use the in English. El for masculine words, and la for feminine words.
ricardoelvas | 12-03-2018 10:33 5 upvotes 0 downvotes

planet planeta +

Q2 2020 Funding Target

NOW: SAFE Note, \$8.5M Cap,
20% Discount

Raising \$2.5M: \$2.25 committed





fluent
forever

