



Natural Fluency

“Personalized language learning for everyone”



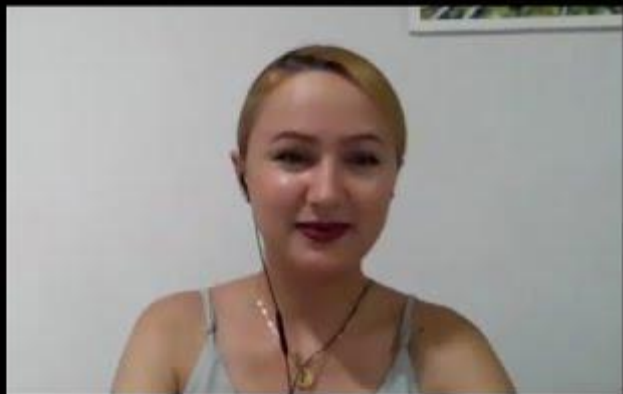
The Problem

- **Effective language learning requires native teachers, but:**
 - High cost
 - Scheduling inconvenience
 - Inconsistent quality
 - Anxiety factor for students
 - Inadequate expertise of teachers
- **Existing language apps are ineffective**
 - Users never become proficient or even conversational
 - Rely on gamification, but do not deliver fluency



The Solution

- **Our conversational AI delivers native teachers on demand**
 - 24/7 access
 - Proven methodology
 - Personalized learning experience
 - High-quality corrections algorithm
 - Comprehensive learning platform
 - Teachers have personality
 - Teachers tailor conversation to you
 - Practice whenever, wherever, and however you want



Natural
Fluency



Market Potential

- **USD 300 billion market in 2032**
 - USD 61.5 billion in 2023 with 20% CAGR
- **Estimated 1.5 billion currently learning languages**
 - Individual learner segment comprises 57%
- **Conversational AI will take over the market**
 - Lack of personalization is the largest hindrance to growth
 - Natural Fluency will seek to become market leader

Base Year:	2023
Language Learning Market Size in 2023:	USD 61.5 Billion

Forecast Period:	2024 - 2032
Forecast Period 2024 - 2032 CAGR:	20%
2032 Value Projection:	USD 300 Billion



Business Model

SUBSCRIPTIONS	PARTNERSHIPS			
Plans	Content Creators	Teachers	Language Schools	Educational Institutions
- Individual/Monthly USD 19.90 - Individual/Annual USD 149 (12.41) - Familiar/Monthly USD 37.90 - Familiar/Annual USD 299 (24,92)	- Paid advertising (promotional code for followers) - Affiliate link with commission - Avatar to interact with followers (not just for teachers)	- Custom avatars of teachers with their personalities - Avatar can promote teachers' social media - Option for classes with the real teacher	- Custom avatars of teachers with their personalities - Avatar can promote institution's social media - Platform can be integrated into school's website (expanded offering)	- Custom avatars of teachers with their personalities - Avatar can promote institution's social media - Dashboard for monitoring student activity - Prepare students for certifications and more



Competitors

- **Conversational AI companies**
 - Chatbot-like conversational practice or stilted role play only
 - Lack of corrections or comprehensive methodology
 - Lack of personalization
- **Language-learning apps**
 - Good at gamification, proven ineffective for achieving fluency
- **Human teachers and language schools**
 - Not competition—we consider them our partners.

There is a serious market gap for a comprehensive, conversational AI language-learning platform



Progress

Featured on Alura's
[Hipsters Ponto Tech](#)
Podcast

- 20 sales

Speaker at the Polyglot Gathering

- The largest international event for
polyglots and language enthusiasts

Demoing Event
College Party UNB

- 15 demos, 5 sales
(3 Family Plans)

Talk and Event
Sponsorship at Poliglutar

- Annual International
Conference of Brazil
- 9 sales (2 Family Plans)



Progress

Beta Version of the Mobile App

- Released for subscribers
- iOS and Android
- Public launch planned for late 2024

Pursuing Product-Market Fit

- 74 active subscribers in 18 countries
- 6 partnering teacher-influencers
- Constantly incorporating feedback

Team Expansion

- Developers
- UI/UX
- Marketing
- Sales



Market Strategy

- **Achieve product-market fit**
 - Add gamification, virality, and network effects
 - Further increase personalization and conversation quality
- **Add several teacher-influencers each month**
- **Secure contracts with schools**
 - Starting in Brasilia, expand in Brazil, then internationally



Founder



Victor Hart

Entrepreneur, polyglot, software developer

Developed proven language learning methodology that prepared
thousands of students over 22 years



Join Us on this Journey

- **Help us capture this open market quickly**
- **Team Expansion**
 - Web app / Mobile app
 - UI/UX, gamification, virality
 - Marketing and Sales
- **Strategic partnership**
 - Network with schools and corporations
 - EdTech experience and regional insights



Let's Connect

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Natural Fluency

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