



Daniele Pozzo
Co-founder & CEO

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QUESTION:

do you feel
comfortable
with your
foreign
language
fluency

?



obstacles to fluency



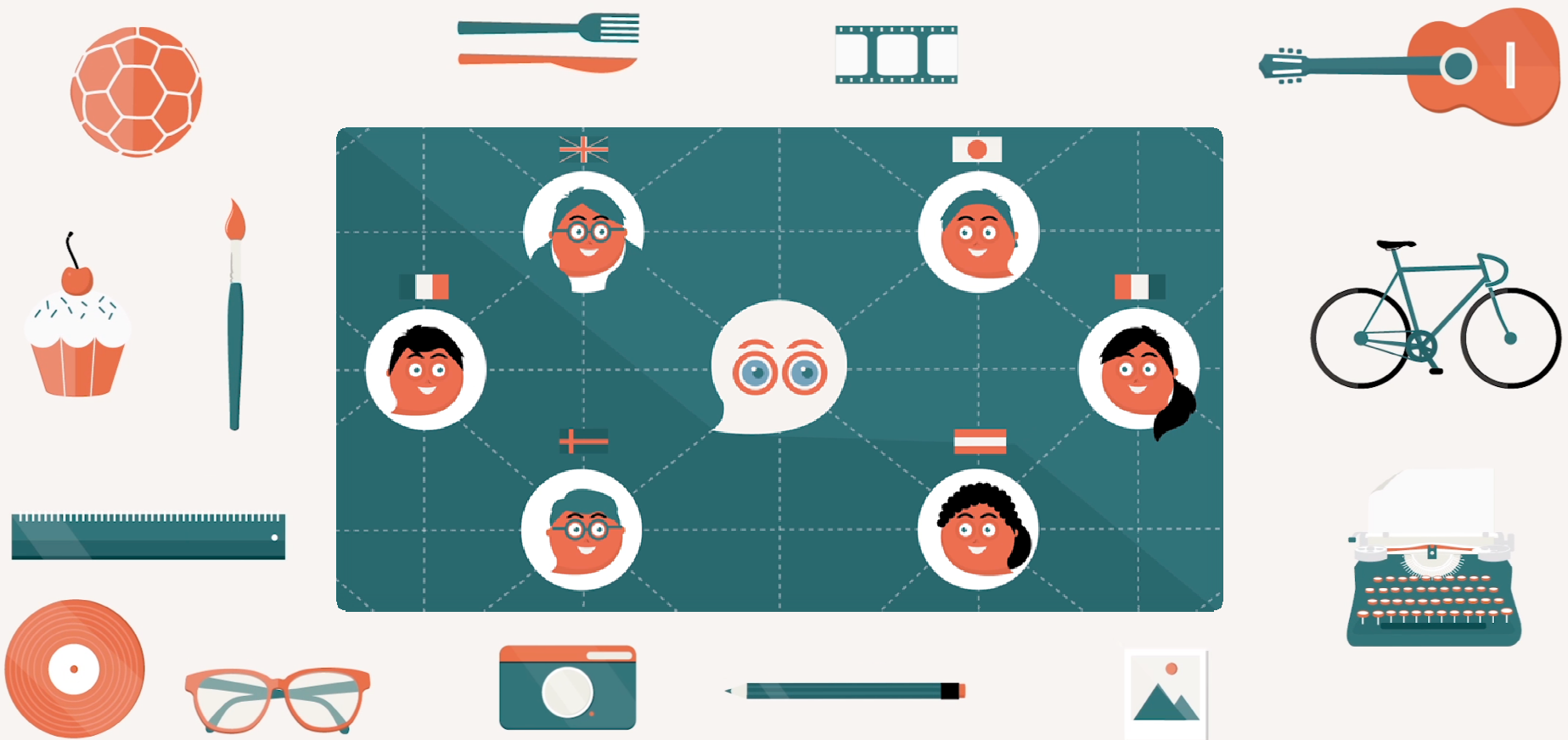
**Money, time
and boring
methods are
obstacles to
improve your
fluency...**

...so we are
shaping
the perfect
solution



"Startup Innovativa a Vocazione Sociale, [4 December 2013]"

An innovative free community to improve your foreign language fluency...

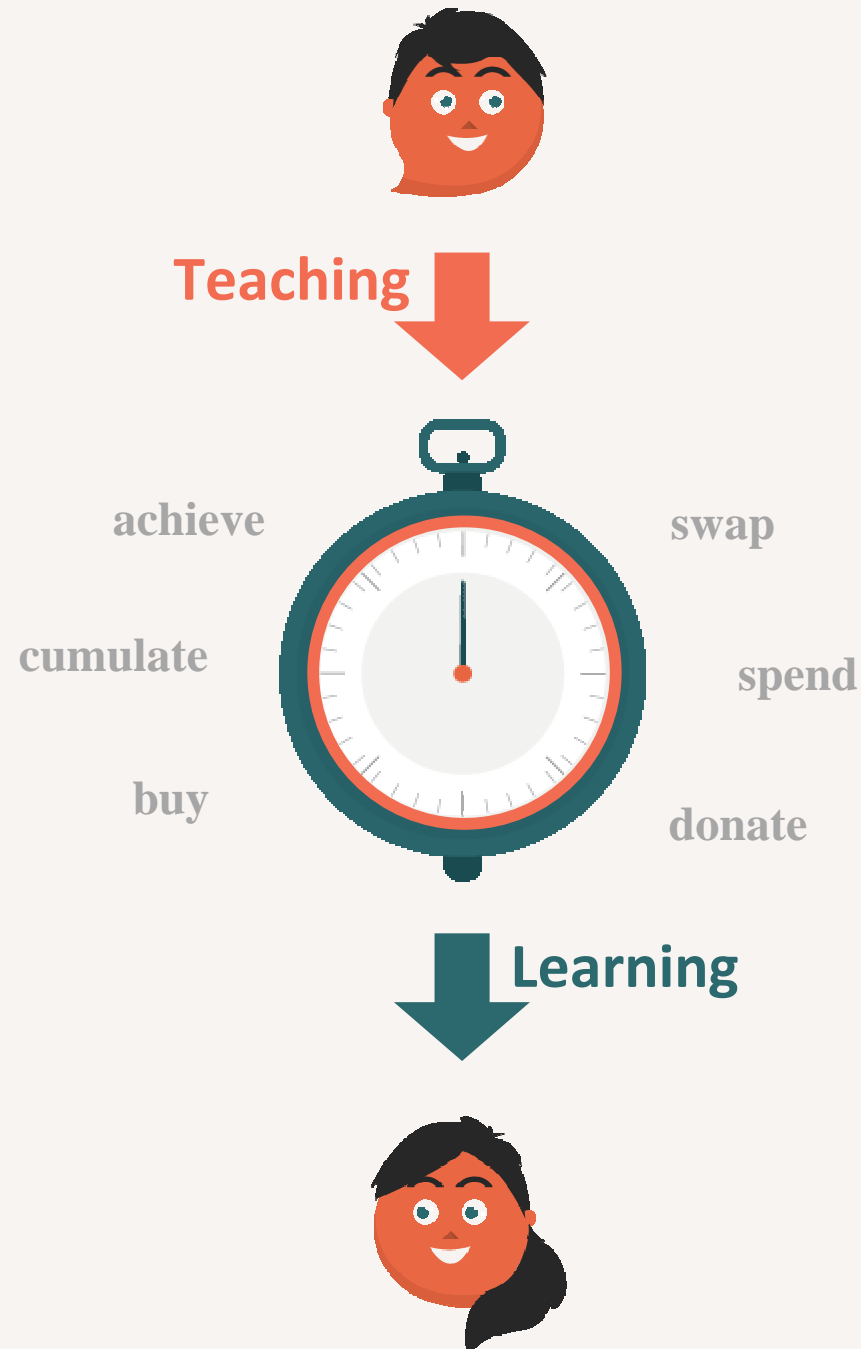


...talking about preferred topics with native trainers



**You just need a
browser and an
internet
connection**

The wallet is the Key



2015 - 2019 Plan

Users ('000)

5

120

1 000

Hours ('000)

15

350

3 000

Revenues (€)

40

990

8 300

**50 millions
of users is the
real potential
market!**

**The niche with
the highest
growth rate
within the
educational
market**

Education market:

3 400 B€

7% CAGR 2012-17

**Language Learning +
eLearning**
150B€
20-23% 2012-17 CAGR

Social Media Language Learning
<1B€
40% 2012-17 CAGR

**8 years in Digital
Marketing**
**Communication and
Marketing Plan**

**Software developer &
system analyst**
**Web & Technology
development**

**8 year in Marketing
and Project
Management**
CEO & public relation



**Research fellow at
Polytechnic of Turin**
**Technology choices, web
design & ergonomics**

**Magician and game
developer**
**Web content definition
& platform playability**

**The right competences and balanced capabilities to
achieve success in SMLL market**

Ready..

..Steady..

..go!

201
3

201
4

201
5



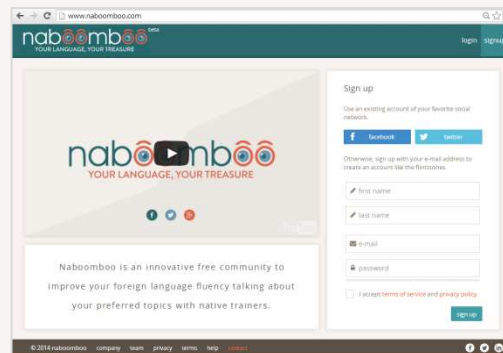
& Business
Plan



10 Finalist

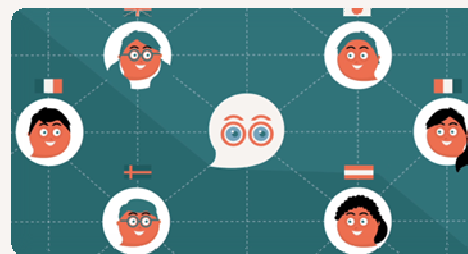


Company
Registration



beta ✓

1.000+



launch

growth

mobile

Seed
(250k€)

**a concentrate
of 4 kind of
innovation**

**BUSINESS
MODEL**
(freemium)

LEARNING
(topics,fun)

TECHNOLOGY
(integrated
audio/video)

SOCIAL
(shared knowledge)

My priority for the urban social innovation agenda

According to my experience, the agenda of European cities should include this priority:

- **Enhancing Public – Private cooperation:** identify and apply new approaches, looking also at European best practices



Thank you!

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