

# UNIVOICE



*Learn Languages  
Through Music, Not Flashcards*

Sami Halabi  
254-718-5371  
sami.halabi@univoice.app  
www.univoice.app



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# THE PROBLEM & SOLUTION

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**Shortcomings of  
current language tools**

*Random*

*Too academic*

*Endless repetition*

*Short-term focused*

*Boring and instructional*

**VS.**



**A new language tool  
unlike the rest**

*Relevant*

*Engaging & informative*

*Music maintains interest*

*Long-term retention*

*Addicting and game-ified*



# THE WHY

## Mission

*To energize cross-cultural engagement by activating instinctual language-learning*

## Vision

World where a native of any culture can **sing in any other language**

**Change the face** of learning languages

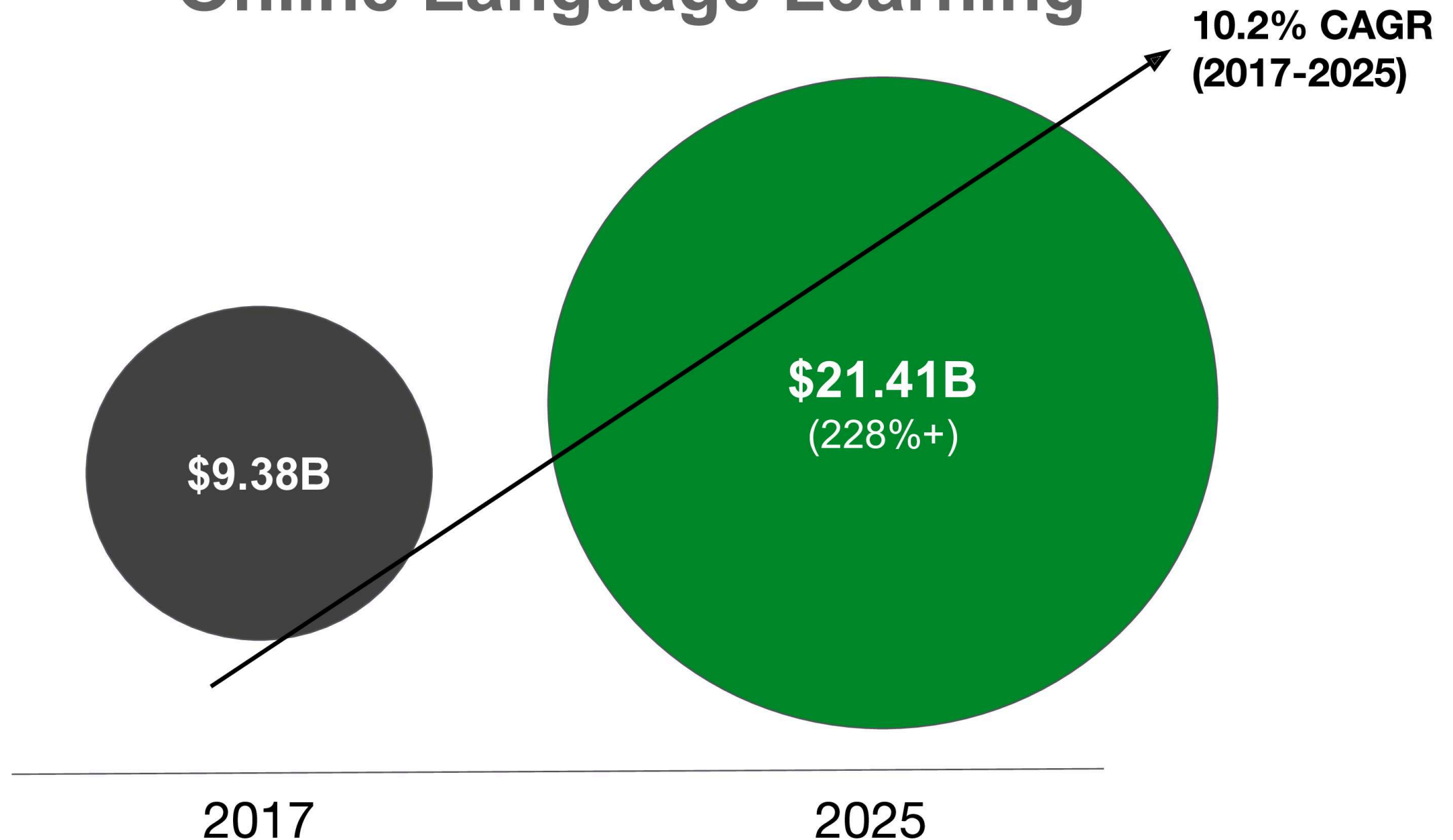
Vastly **expand the total addressable market** of language learners

Language students **learning for enjoyment**, not exasperation



## THE MARKET SIZE

# Online Language Learning



Global language learning market (2017)



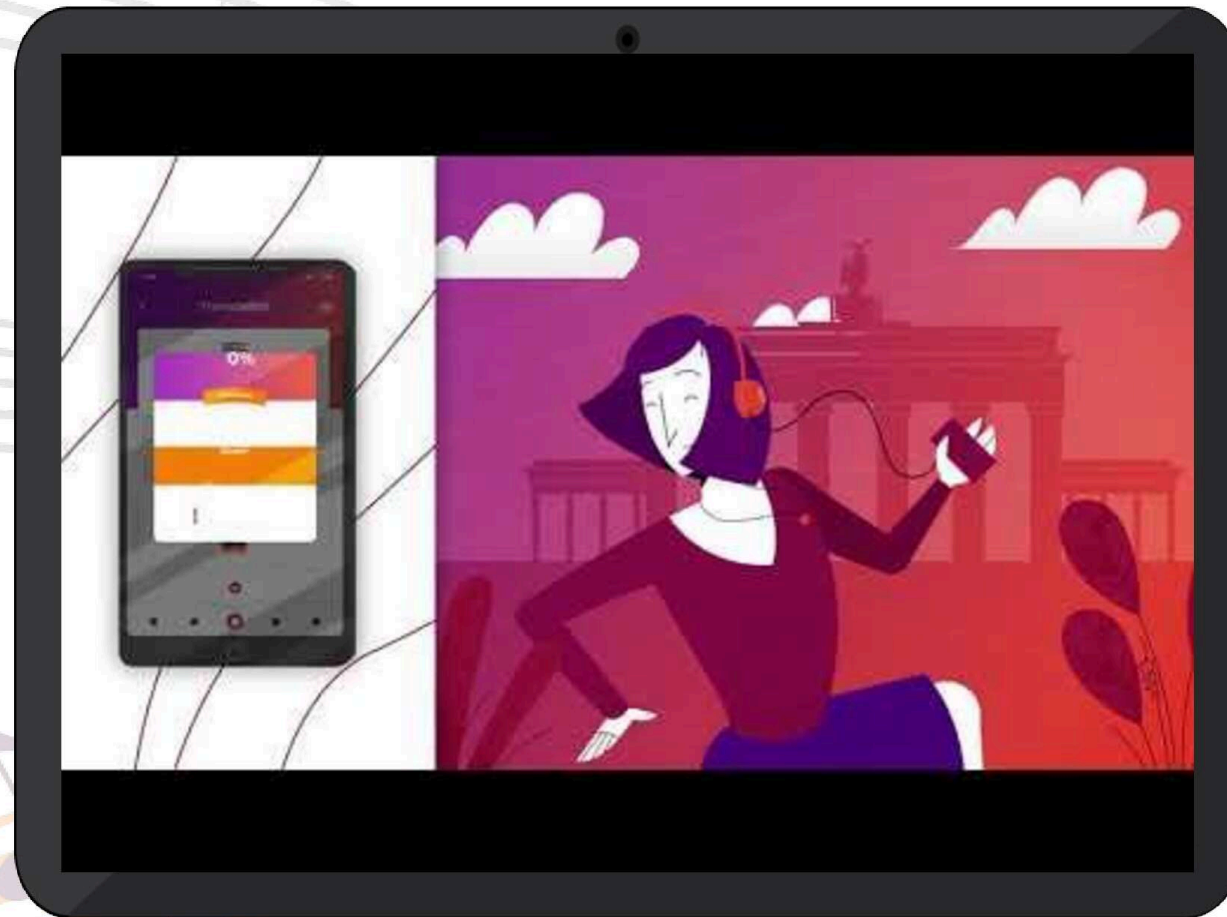
Global language learning market (2025)



CAGR of Global Online language learning market (10.2%; 2017-2025)

## THE PRODUCT

Univoice is **the 1st mobile app** that teaches languages through music



*(click image for video)*

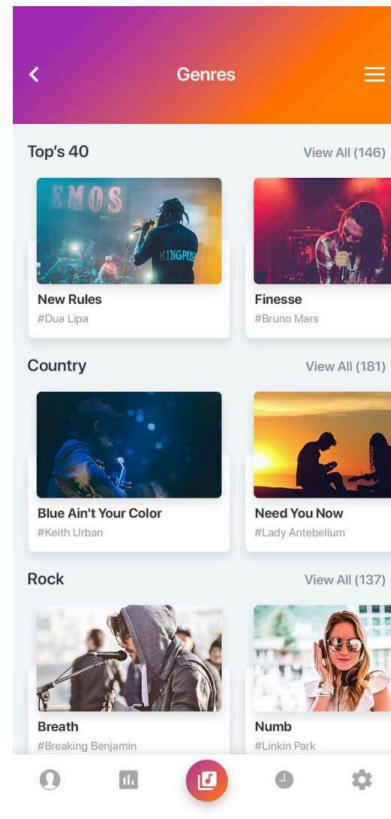
# HOW IT WORKS

1



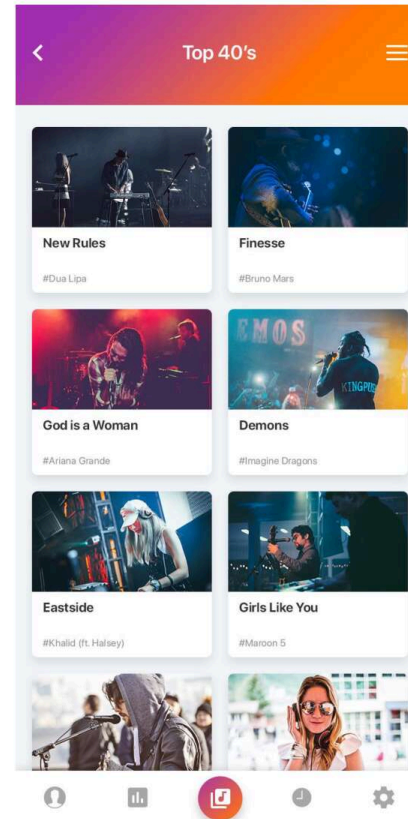
**Select Your  
Target Language**

2



**Choose Your  
Music Genre**

3



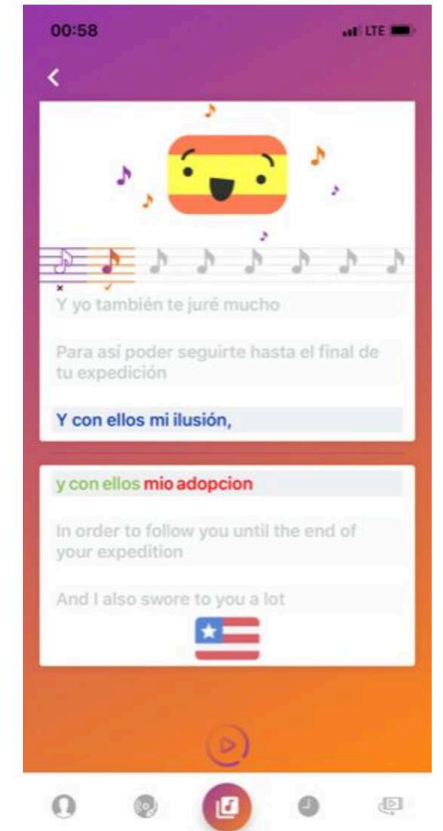
**Scroll & Select  
Your Song**

4



**Follow Along  
Translations into  
Your Language**

5



**Sing With Artist,  
Get Immediate  
Feedback**



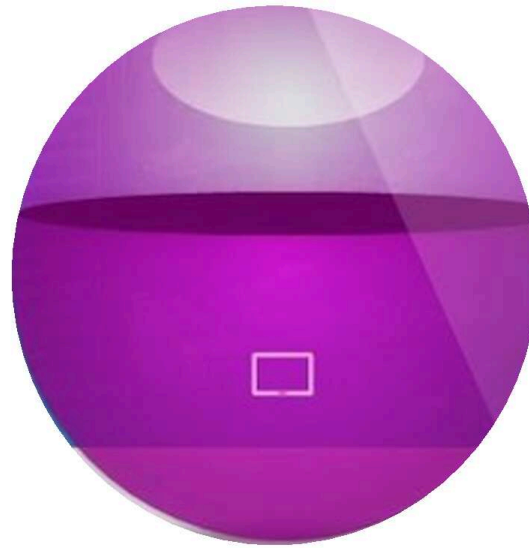
# SUBSCRIPTION MODEL

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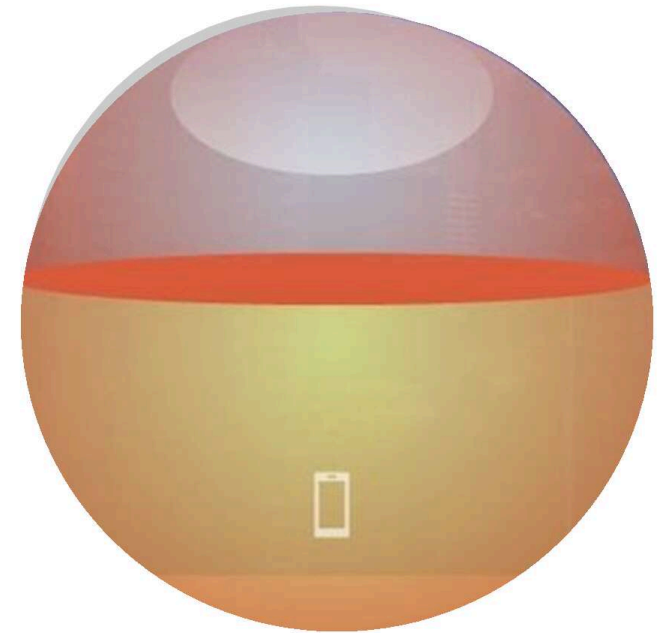
## Freemium

- **Free** of charge
- 30 minutes / month
- Up to 2 languages



## 1 Week

- **\$2.99** per week
- Unlimited access
- Unlimited languages



## 1 Month +

- **\$8.99** per month
- Unlimited access
- Unlimited languages

# TRACTION & DEVELOPMENT

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1

## Public Release

~3/19 - 5/19

- 550 users (launch + word of mouth)
- 127 songs in our 4 languages
- Major marketing content development & UX enhancements

2

## Version 1

~5/19 - 7/19

- 750 total users  
200 songs
- 1st round of major promo content complete
- Improved performance / reduced latency
- Improved speech to text accuracy

3

## Version 2

~7/19 - 4/20

- 2500 total users  
400 songs
- 2nd round of major promo content done
- UI redesign / major UX enhancements
- Gamification features added

4

## MKT Splash

~10/20 - 1/21

- 75K+ users  
1000 songs
- GTM Launch: Viral campaigns & Influencer / affiliate programs
- Reimagined registration XP / user progress tracking

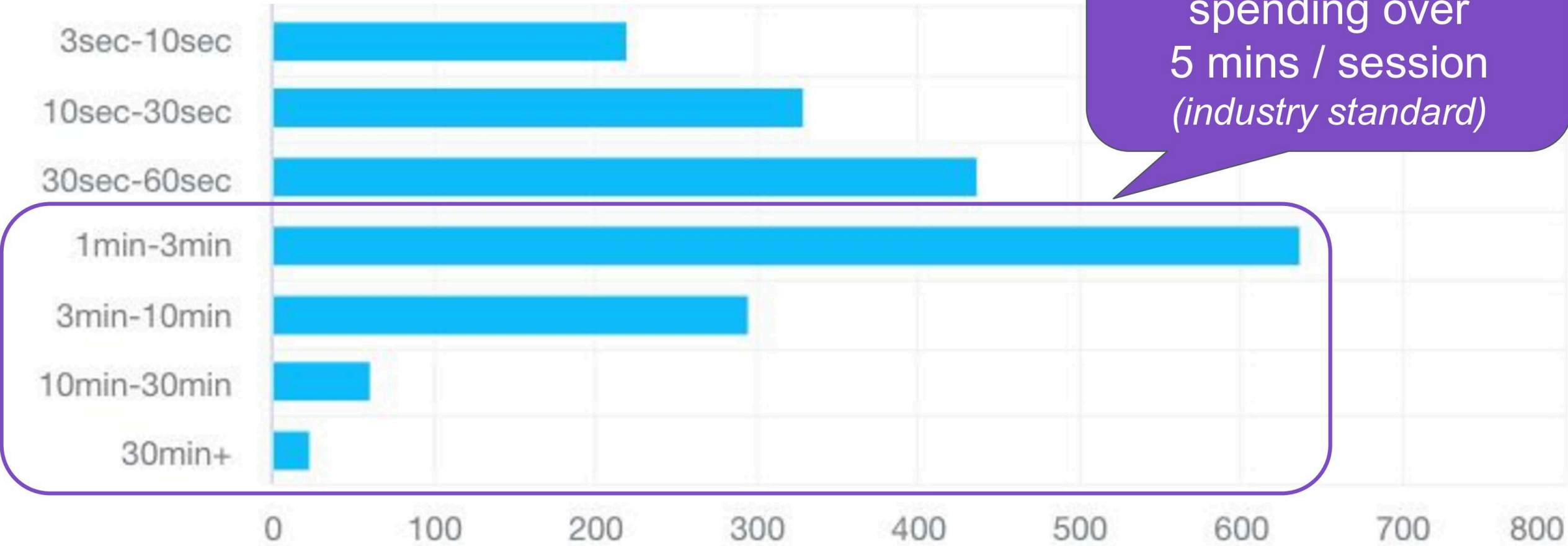
Disclaimer: forward projections cannot be guaranteed. 7

# APP USAGE STATISTICS

📅 March 18, 2020 - April 17, 2020 ▾

NEW DEVICES	ACTIVE DEVICES / DAY	SESSIONS / DAY	TOTAL SESSIONS	AVG TIME / DEVICE / DAY
551	30.3	101.4	3.1K	6.4 Minutes

## SESSION LENGTH ⓘ CURRENT RANGE

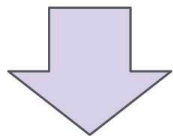




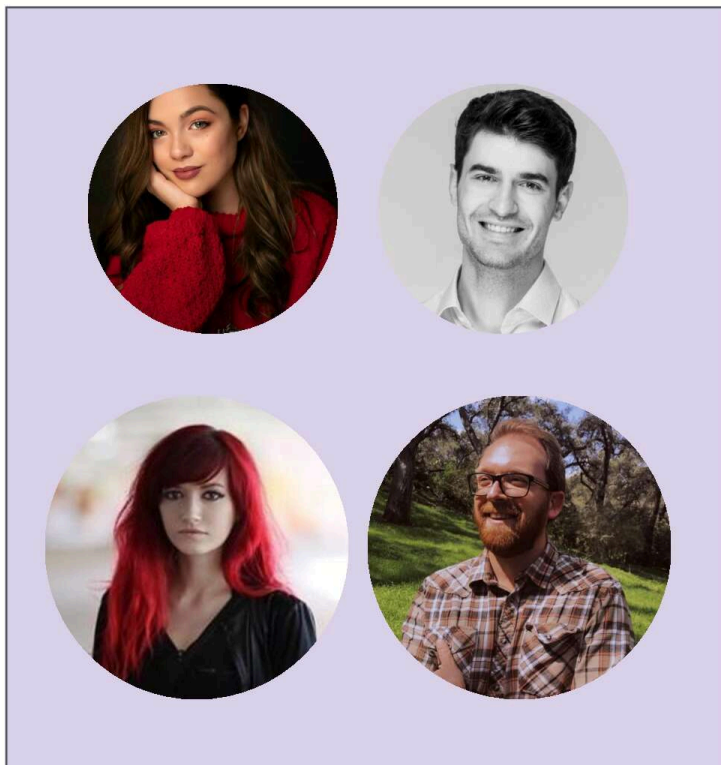
# OUR TEAM



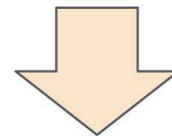
**Greg Nicholson**  
*Head of User Acquisition (UA)*  
Led UA for 3 startups from inception to acquisition, sum totaling ~\$1B



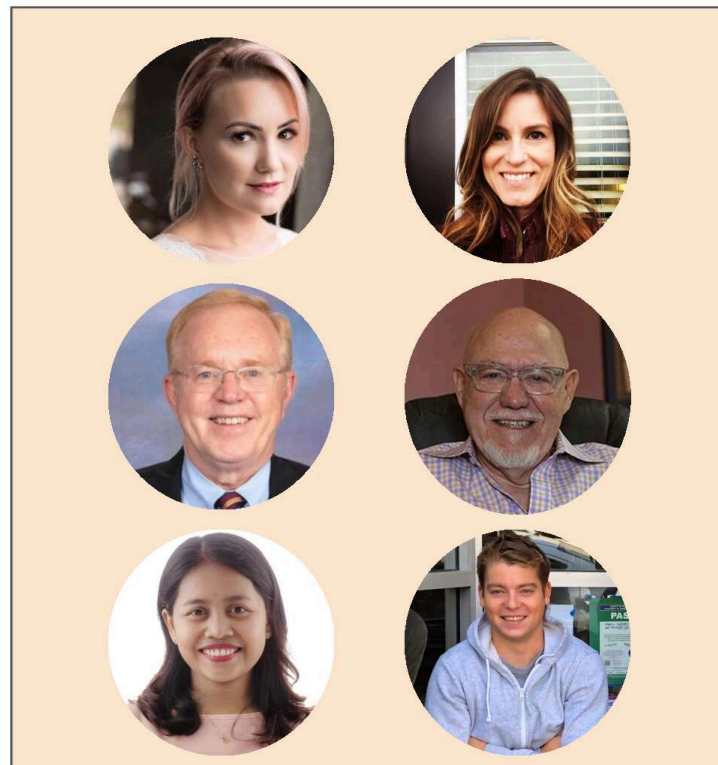
## Digital Marketing



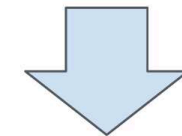
**Sami Halabi**  
*CEO / Founder*  
Managed top-performing teams at Fortune 100 companies



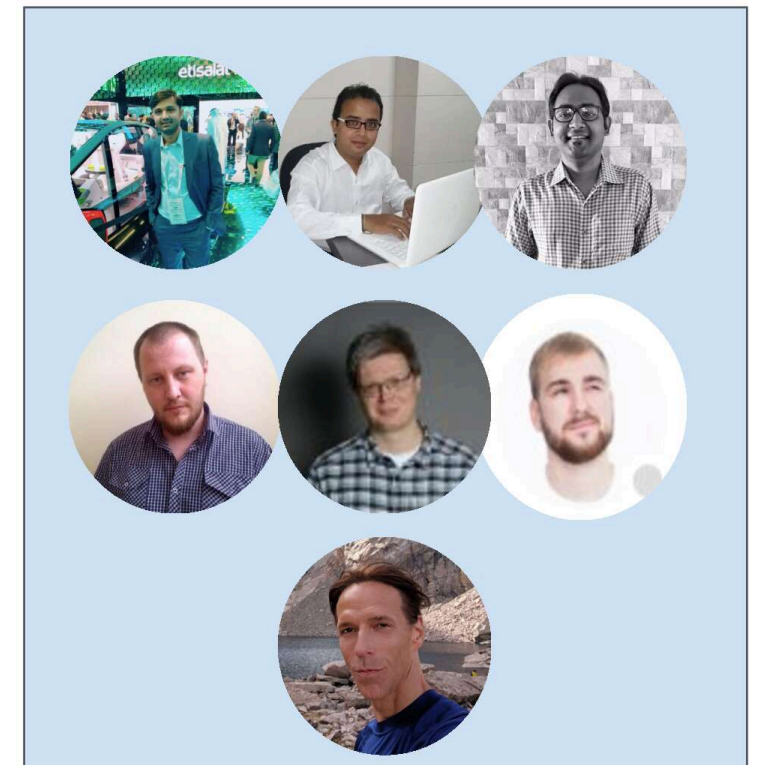
## Finance, Legal, Licensing



**Bryan Riester**  
*Head of Ops & Product Dev*  
12 years of software dev; awarded by U.S. Department of Logistics



## Tech / Product Dev



## CO-OPETITION



Univoice



Duolingo



Babbel



Busuu

Slang, idiomatic, and proper language	✓	✗	✗	✗
Pronunciation accuracy assessment	✓	✓	✗	✗
Language agnostic - from / to any language	✓	✗	✗	✗
Gamification	✓	✓	✓	✗
Addictive and engaging	✓	✓	✓	✓
Real-life context	✓	✗	✓	✓
Auditory, visual, and speech	✓	✓	✓	✗
Cost of program	\$	N/A	\$ \$	\$
User Count	3000 users	300M users	50M users	90M users
Revenue	N/A	\$40M	\$15M	\$90M





# USER FORECAST

	Year 1	Year 2	Year 3	Year 4
 <b>Actual</b> User Growth	10,000,000+	25,000,000+	60,000,000+	120,000,000+
 <b>Projected</b> User Growth	487,500	1,387,500	2,737,500	6,311,500

Disclaimer: forward projections cannot be guaranteed.

***We underpromise, to overdeliver***

 's *Projected growth* = 5% of  's *Actual growth*



# REVENUE FORECAST



	2020	2021	2022	2023
New Users*	75,000	750,000	1,462,500	3,187,500
Revenue*	\$95,757	\$1.6M	\$4.5M	\$11.0M
Net income	(\$438,577)	(\$626,862)	\$560,860	\$3.8M

Disclaimer: forward projections cannot be guaranteed.

**\*Note:** forecasted user & revenue counts are based on growth rates of competing language e-learning platforms

*Full financials available & can be shared upon request*

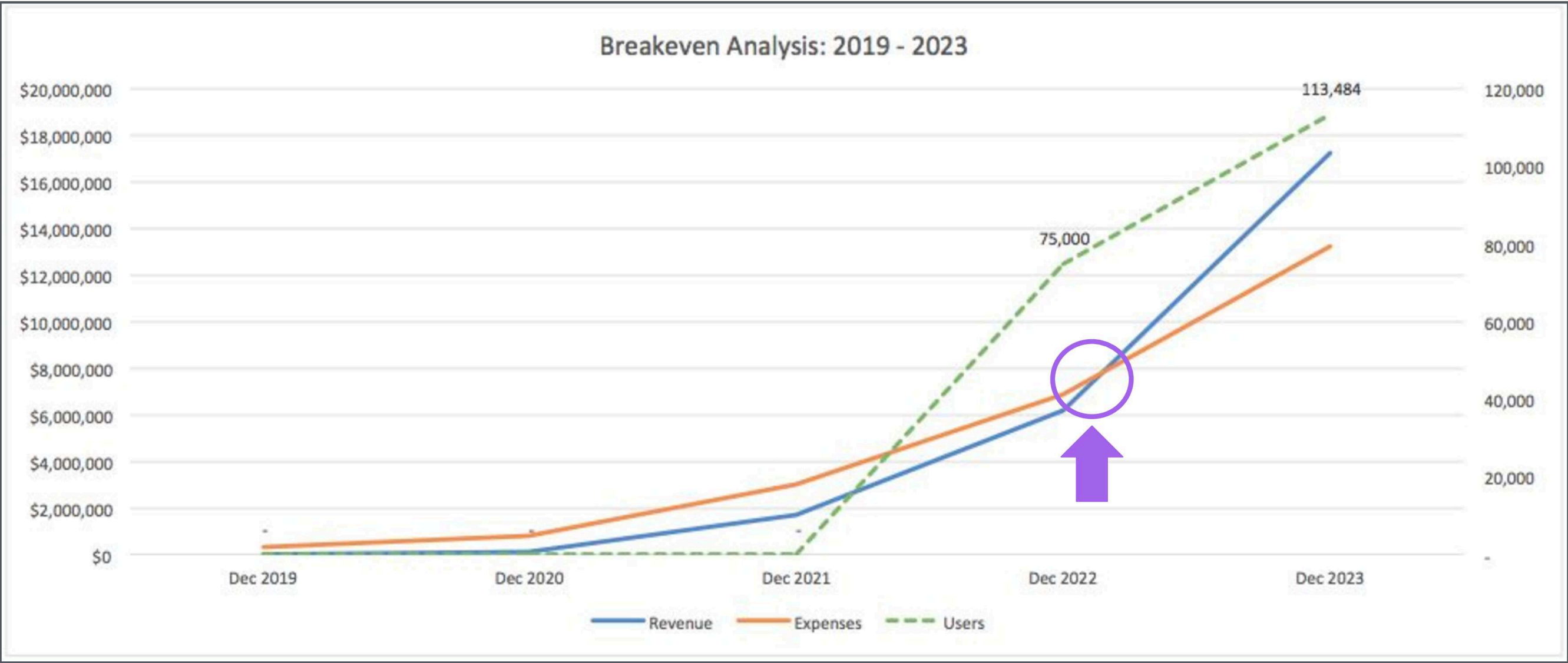
# OUR FINANCIAL PROJECTION\*

	2021	2022	2023
<b>Total Revenue</b>	\$1,600,821	\$4,482,095	\$11,047,336
Operating	\$465,985	\$631,565	\$773,819
Marginal	\$656,775	\$1,705,119	\$4,131,209
*Headcount*	\$1,104,924	\$1,584,550	\$1,575,800
Total Exp.	\$2,227,683	\$3,921,234	\$6,480,828
Taxes / (Loss Carry Forward)	(\$131,641)	\$117,781	\$958,967
<b>Net Income</b>	(\$626,862)	\$560,860	\$3,775,820

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*\*Full financials available & can be shared upon request*

# OUR BREAK-EVEN ANALYSIS



Disclaimer: forward projections cannot be guaranteed.



## MLB National Anthem

*20 national sporting events w/ Univoice apparel*



## Univoice in the News

*Yahoo (x2), Broadway World, Language Magazine, and more*



Search for news, symbols or companies

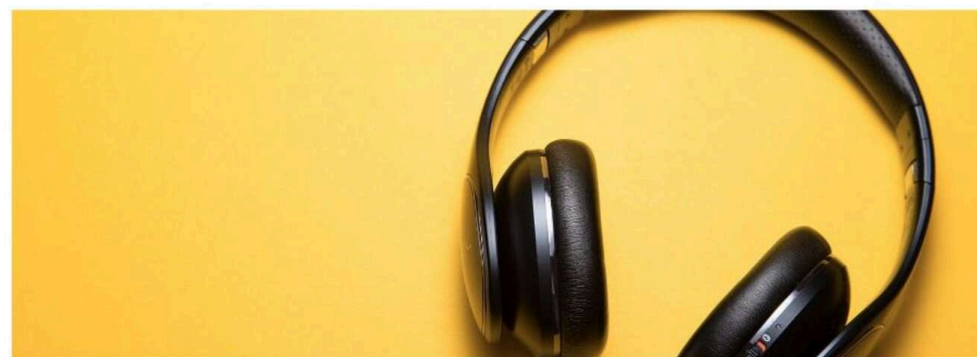


Finance Home Watchlists My Portfolio Screeners Premium Markets Industries

### Univoice Launches "Spanish Through Music & Friendship" Language Class in Tijuana

CISION PR Newswire August 15, 2019

AUSTIN, Texas, Aug. 15, 2019 /PRNewswire/ -- Univoice Corporation, the developer of the first language-learning platform that teaches languages exclusively through music, is launching its first learning class in Tijuana, Mexico. This inaugural class will focus on teaching Spanish to English speakers in an immersive, collaborative, and fun environment.



Articles Editor's Picks

### UNIVOICE WANTS TO TEACH LANGUAGE BY SINGING ALONG WITH MOBILE APP

By [eLearning Inside](#)



news Culture Resources

### Spanish through Music & Friendship in Tijuana

October 11, 2019

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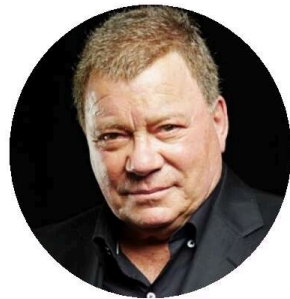


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# PARTNERS OF INFLUENCE

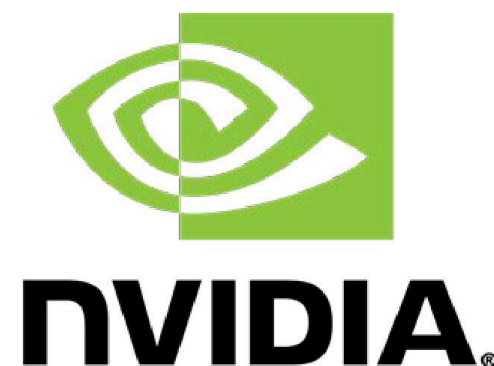
## Celebrities in Univoice-Sponsored Music Video



<i><b>Celebrity</b></i>	William Shatner	Carrot Top	John Cena	Ice-T	Lou Diamond Philips
<i><b>Involvement</b></i>	Cameo features in <b>international soccer music video</b> , sponsored by Univoice. Some <b>will interact with app during video</b> , demoing how you learn languages through song. Comprehensive physical & digital distribution plan in place.				

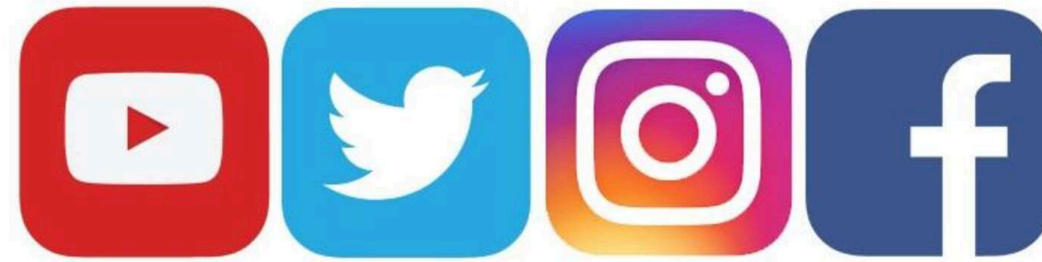
## Companies We Work With

**LYRICFIND** ▶



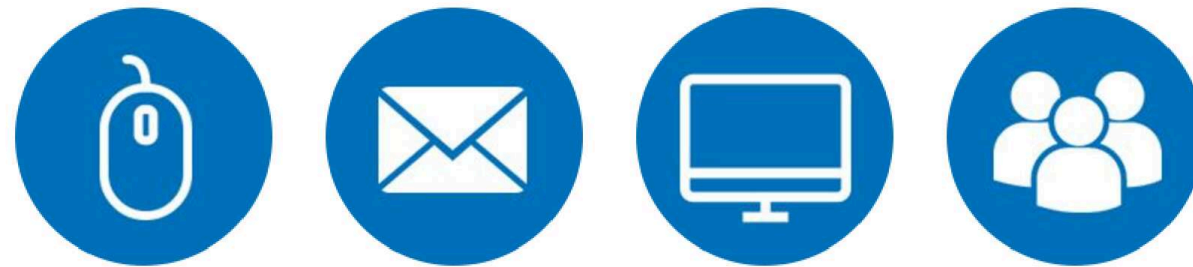
# OUR GO TO MARKET

## Digital Channel Saturation (Paid)



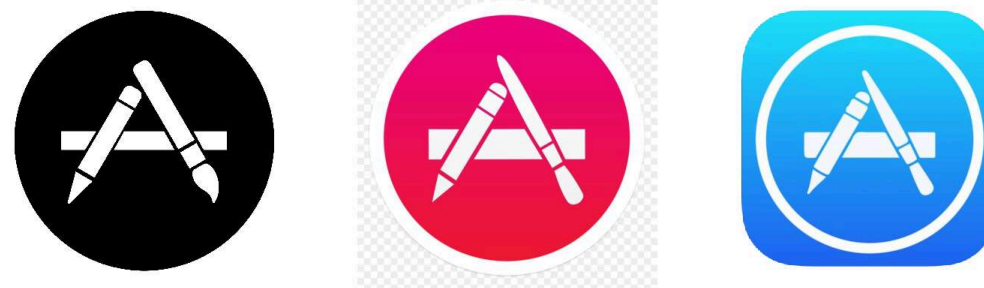
- Native social posts
- Editorials & blog posts
- Press releases
- Promo story & feed videos
- Large video productions
- Infographics & graphics ads

## Affiliates + Influencers (Paid + Organic)



- Affiliate programs
- Musicians' free promo
- Influencer testimonial videos
- "Marketing buzz" promo vids

## ASO - App Store Optimization (Organic)



- Discoverability uplift
- Conversion optimization



# EXIT STRATEGY

## Breakeven Reached

Series A funding expended; become financially self-sustaining

Q1 2023

## 1st Company Acquired (*Languages Through Media*)

Acquire 1st language platform, Read Alien - *"learn with literature"*

Q2 2024

Q2 2023

Reinvest profits & *pay out dividends* to early stage investors

**\$1M Profit Achieved**

Q2 2026

Post-acquisition of 3 language platforms & at \$33M+ rev, will be more attractive to buyers

**Entertain M&A Offers**



Recent Industry Acquisitions

Startup	Acquirer	Date
Lingbe	iTalki	November '19
Lingoventura	Babbel	December '18