

# UNIVOICE



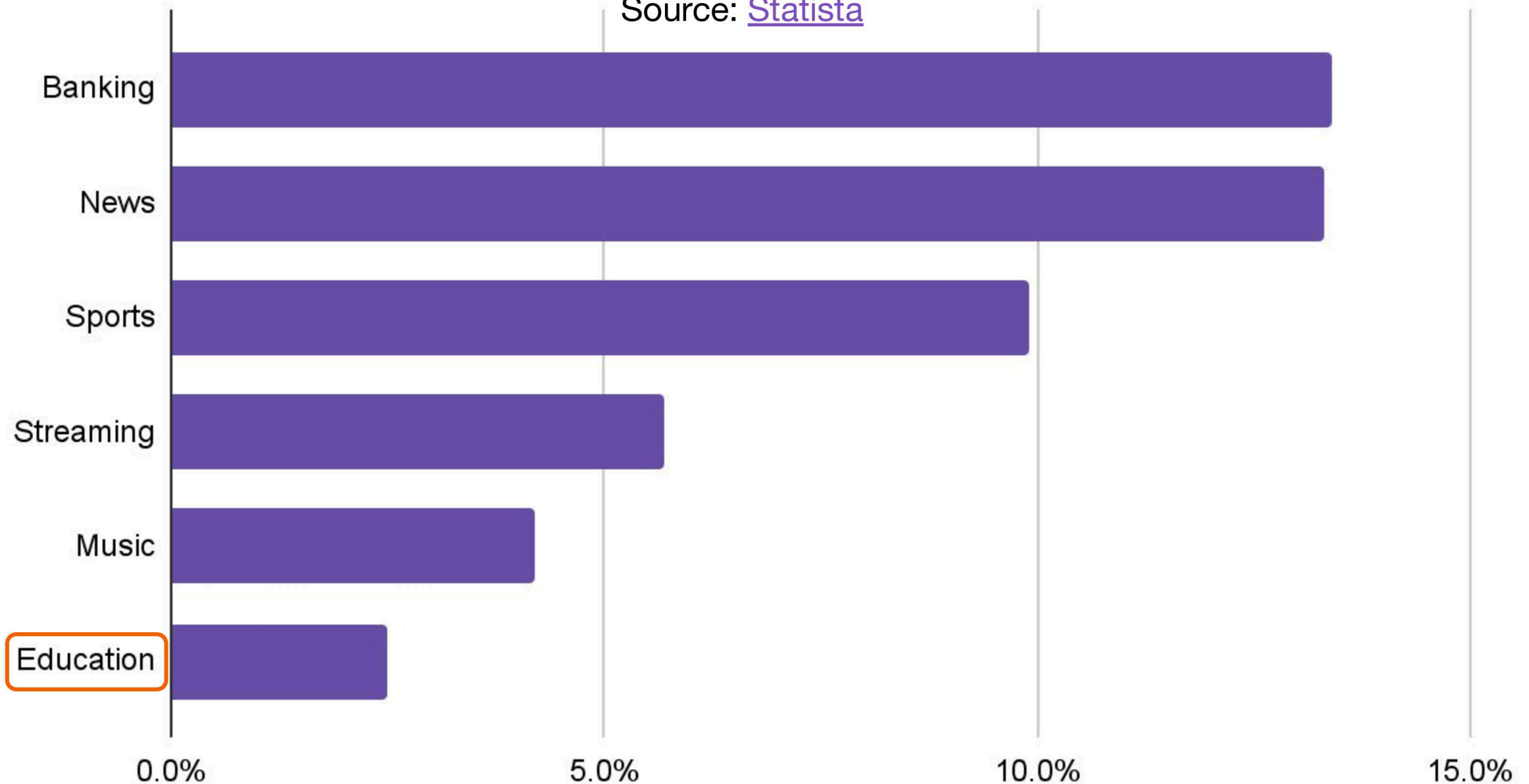
*Learn Languages  
Through Music, Not Flashcards*

# The biggest pain points in e-language learning

**Lack of engagement** + **Lack of retention**

## Average 30-Day Mobile User Retention %

Source: [Statista](#)



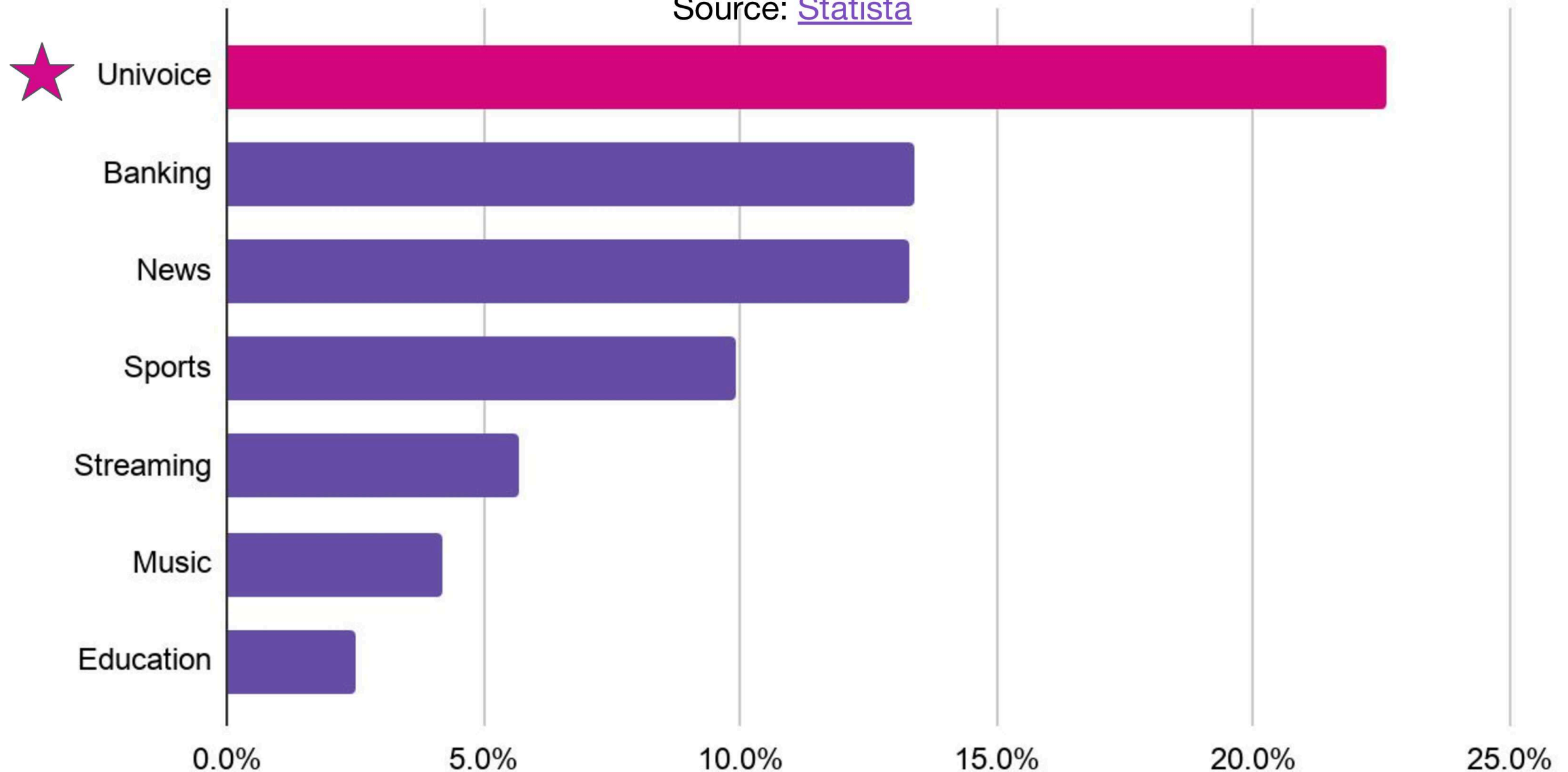
***Out of 31 industries, e-Learning had lowest retention in 2020, at 2.5%***

# Univoice is setting a new standard

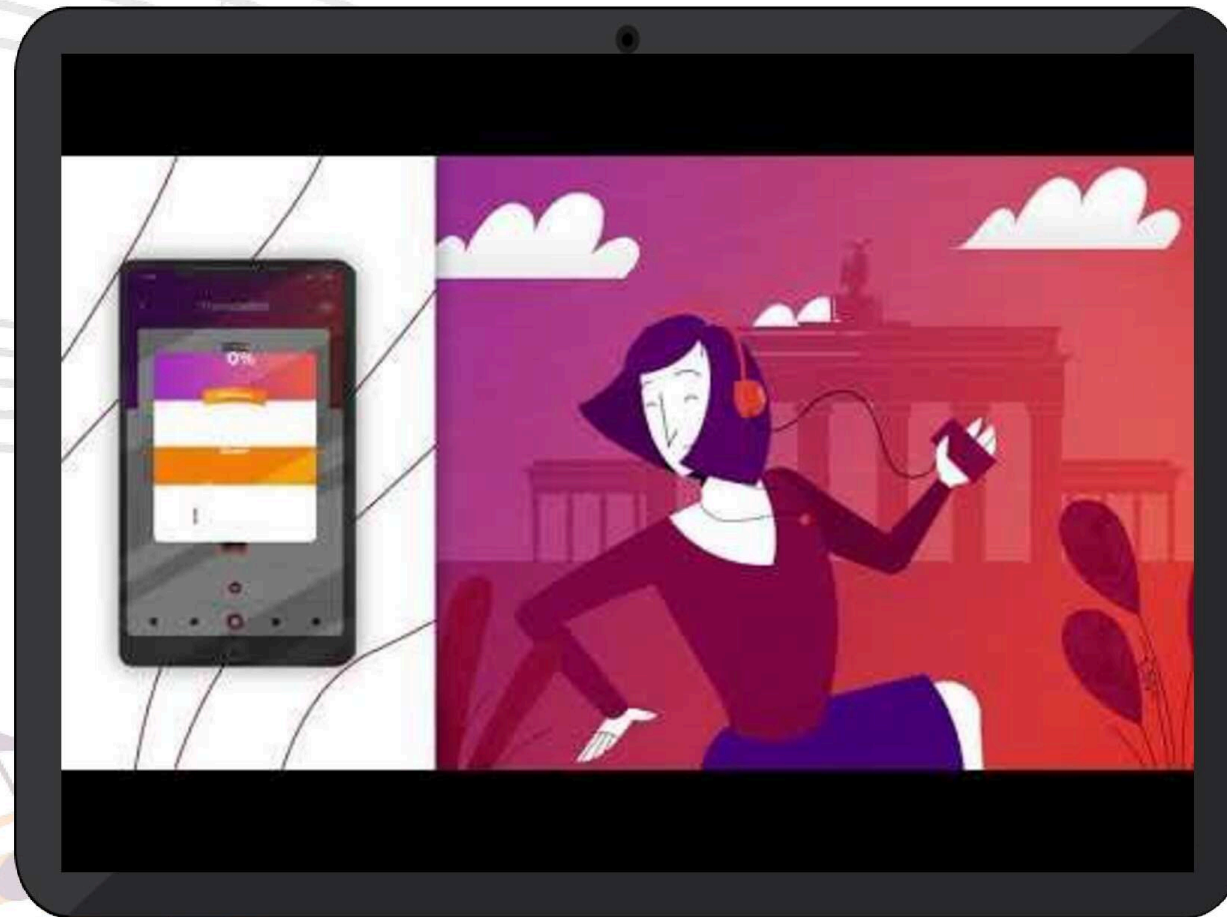
*We surpassed industry standard by 10X, reaching 22.6% retention*

## Average 30-Day Mobile User Retention %

Source: [Statista](#)



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



*(click image for video)*



# 74% of students using music recall text after-the-fact



**A new language tool  
unlike the rest**

*Music maintains interest*

*Engaging & informative*

*Contextually relevant*

*Long-term retention*

*Addicting and game-ified*



**Shortcomings of current  
language tools**

*Boring and instructional*

*Too academic*

*Endless repetition*

*Short-term focused*

*Lacks “stickiness”*

**VS.**

# We're disrupting the competition



Univoice



Duolingo



Babbel



Busuu

Features	Univoice	Duolingo	Babbel	Busuu
Slang, idiomatic, and proper language	✓	✗	✗	✗
Pronunciation accuracy assessment	✓	✓	✗	✗
Language flexible - from / to any language	✓	✗	✗	✗
Gamification	✓	✓	✓	✗
Auditory, visual, and speech	✓	✓	✓	✗
Cost of program	\$	N/A	\$ \$	\$
User Count	6000 users	330M users	50M users	90M users
Revenue	Growing	\$90M	\$130M	\$90M

# Our market opportunity starts at \$250+ Million



**Our Market Opportunity**

1.7% share of mobile/web app market



**Digital Language Learning**

Source: [Verified Market Research](#)



**Global Language Learning**

Source: [Statista](#)

*\*Projected to reach \$25.7 billion by 2027*



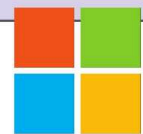
# Meet the Univoice Executive Team



**Greg Nicholson**

*Head of User Acquisition (UA)*

Led UA for 3 early stage startups on to acquisitions, sum totaling ~\$1B



**Microsoft**



**Sami Halabi**

*CEO / Founder*

Speaks 5 languages; managed top teams in Fortune 100 space

**ORACLE**



**Bryan Riester**

*Head of Ops & Product Dev*

14 years of product dev; awarded by U.S. Department of Logistics



**Couchbase**



**C. Enrique Ortiz**

*Head of Engineering*

30 years in tech; SXSW advisory board, Top 50 Mobile Influencer

**amazon**



# Our Board of Advisors



**Ian Henderson**  
*Music Industry*

Former Head of Label Licensing at



**Puran Parsani**  
*User Acquisition*

Former Head of Int'l Growth at



**Ram Alagianambi**  
*Product & UX*

Former Senior Product Manager at



**Eugene Bond**  
*Technology*

Former Head of Engineering at



**Kris Laumann**  
*Corporate Strategy*

Founded & sold LingoVentura to



# Our usage stats are phenomenal

📅 April 7, 2021 - May 7, 2021 ▼

NEW DEVICES

**934**

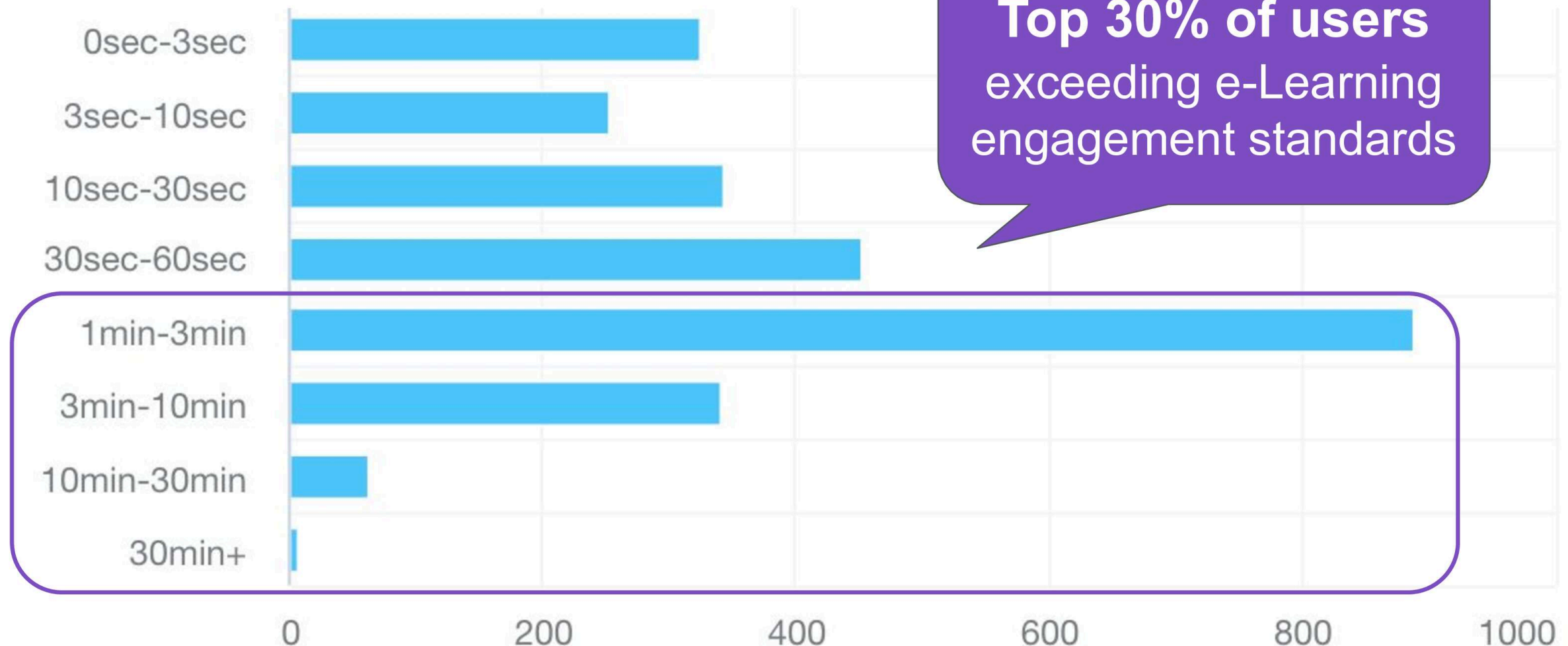
Up 58% MoM

TOTAL SESSIONS

**3,100**

Up 35% MoM

SESSION LENGTH ⓘ CURRENT RANGE



# Our business model is sticky and scalable



## Subscription

Premium	
<i>All content access, in all 4 languages</i>	
Weekly	\$2.99
Monthly	\$8.99
Quarterly	\$17.99
Bi-Annual	\$35.99



## Subscription & In-Store Credits

Premium		Single Plays	
<i>All content access, in all 4 languages</i>		<i>Buy additional plays a la carte</i>	
Weekly	\$2.99	1 Play	\$0.99
Monthly	\$8.99	3 Plays	\$1.99
Quarterly	\$17.99	5 Plays	\$3.49
Bi-Annual	\$35.99	10 Plays	\$6.99



# Our Go To Market is predictable and repeatable

## Channels

**[Paid Social]**

**FB + IG Ads**



Monthly Spend	\$2,625
Target Downloads	1,810

**[Paid Media]**

**Apple Search**



Monthly Spend	\$2,100
Target Downloads	1,489

## Key Results

- ❖ Since Feb, we've reduced customer acquisition costs *by 30%*
- ❖ By July, we project *another 30% reduction* (\$4.55 per download)



## We will break even by 2023

	2021	2022	2023	2024
New Users*	243,750	693,750	1,395,625	1,862,625
Revenue*	\$269,842	\$1.0M	\$2.8M	\$4.9M
Net income	(\$598,654)	(\$559,459)	\$112,020	\$1,469,795

Disclaimer: these forward-looking projections cannot be guaranteed

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

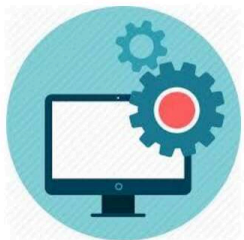
*Full financials available & can be shared upon request*

We're actively fundraising in a priced equity round

Raised ➡ **\$570,000** of **\$1,480,000** pre-seed

Remaining **\$910,000** scaling capital

## Use of Funds



### **Operations, IT [18%]**

Operating Budget, Music Licensing, Song Library & Language Expansion



### **Human Capital [45%]**

New Hires in Tech & Marketing, Scale Part-Time Contractors to Full-Time



### **Marketing & Advertising [37%]**

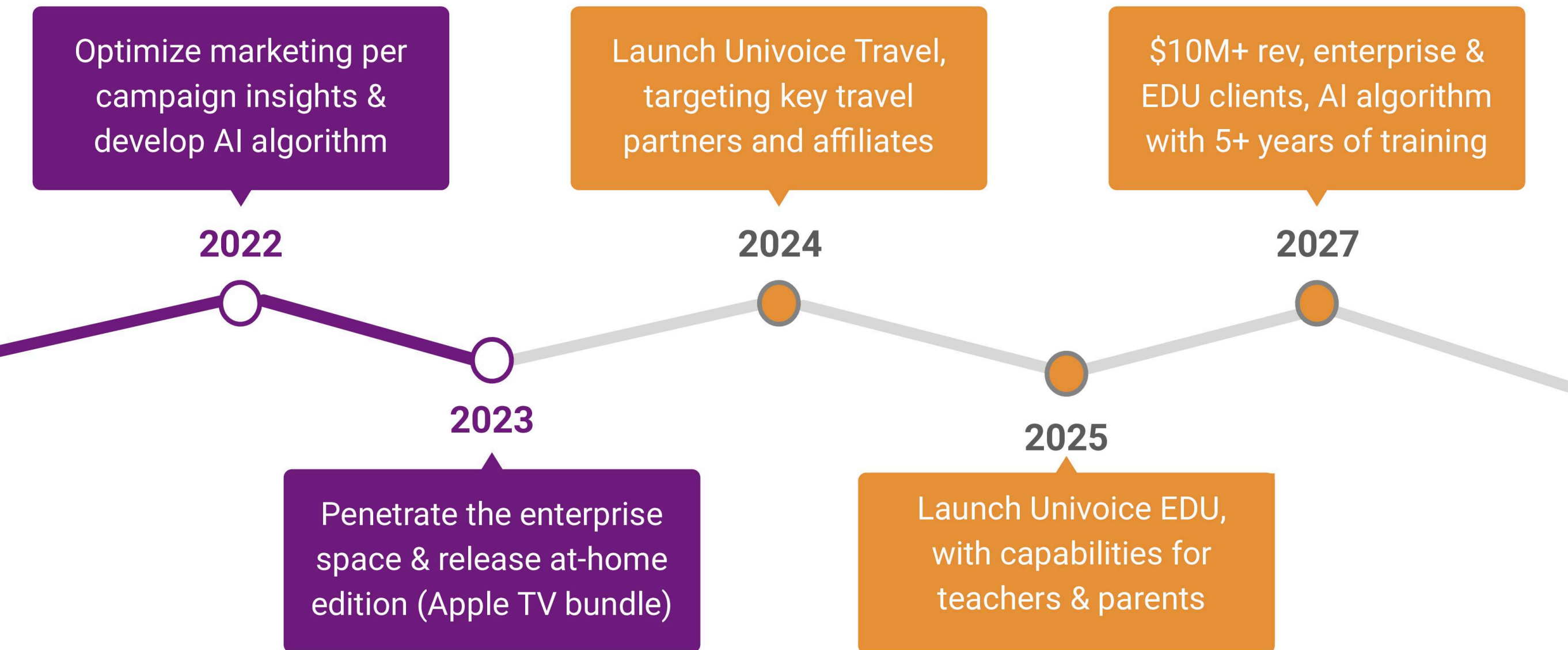
Marketing Content Creation, Advertising

## Deal Terms

- \$5M pre-money valuation
- Reg D: common equity
  - *Accredited + unaccredited*
- Reg D: preferred equity
  - *Accredited only*

# We plan to exit by 2026 - 2027

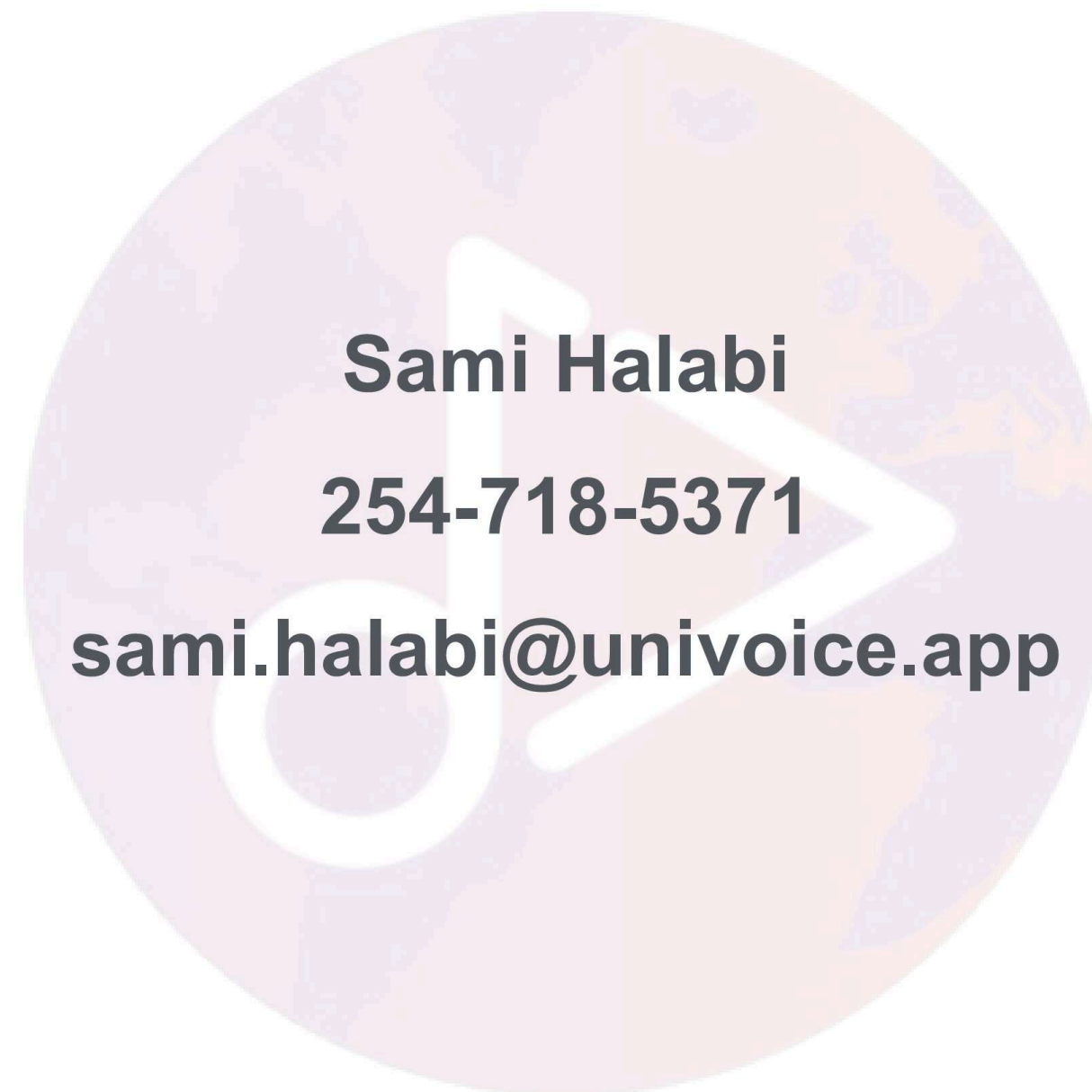
## Company Roadmap



## Recent Industry Acquisitions

Startup	Acquirer	Sale Price	Revenue	Multiple
Rosetta Stone	Cambium Learning	\$800M	\$180M	4.5x
Lingoventura	Babbel	\$10M	\$1M	10x

**Looking forward to discussing  
your investment in Univoice:**

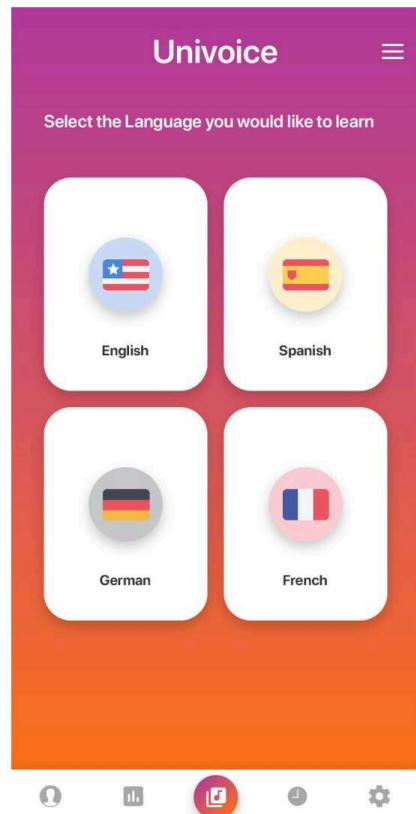




# Appendix

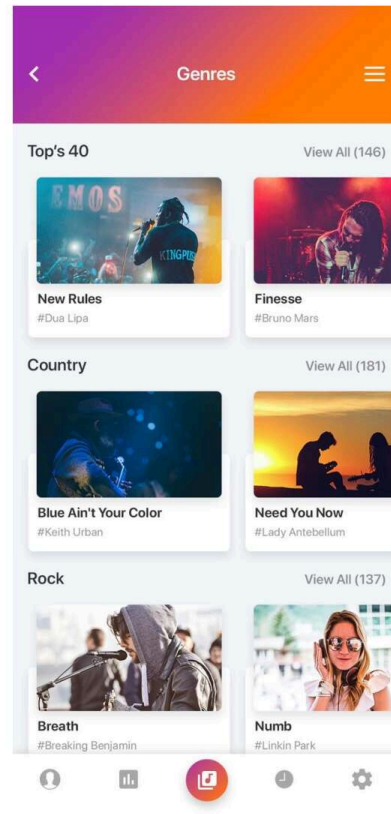
# Univoice is easy to use & highly addicting

1



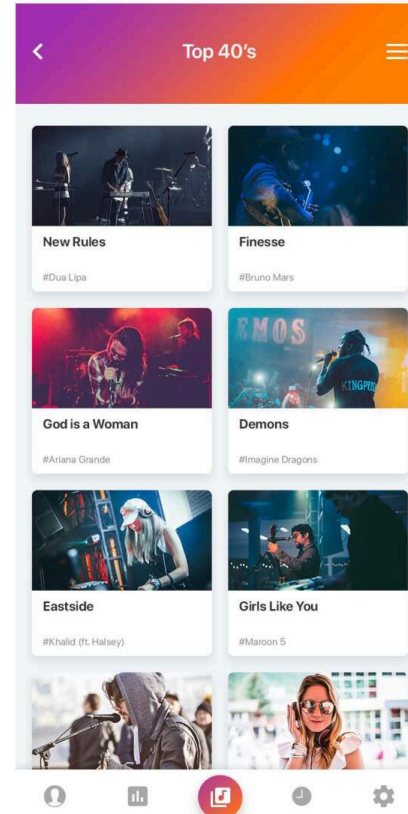
**Select Your Target Language**

2



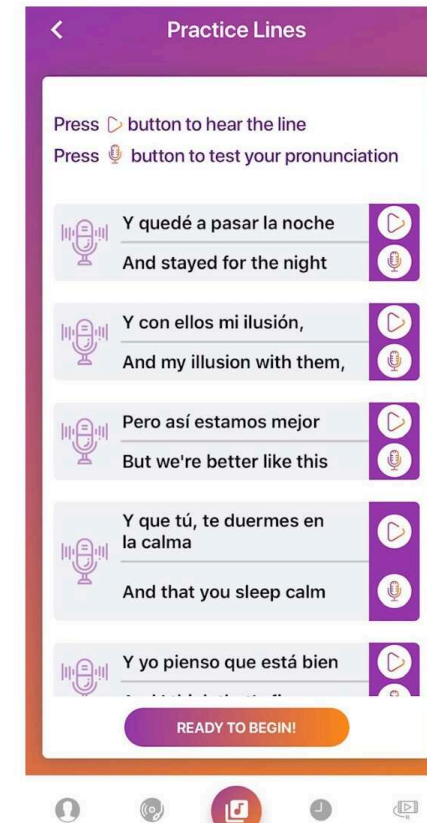
**Choose Your Music Genre**

3



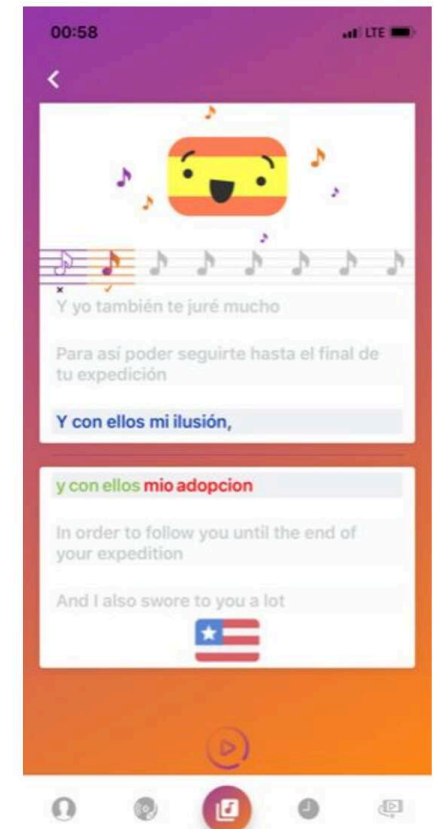
**Scroll & Select Your Song**

4



**Follow Along Translations into Your Language**

5



**Sing With Artist, Get Immediate Feedback**