

Learn Languages
Through Music, Not Flashcards

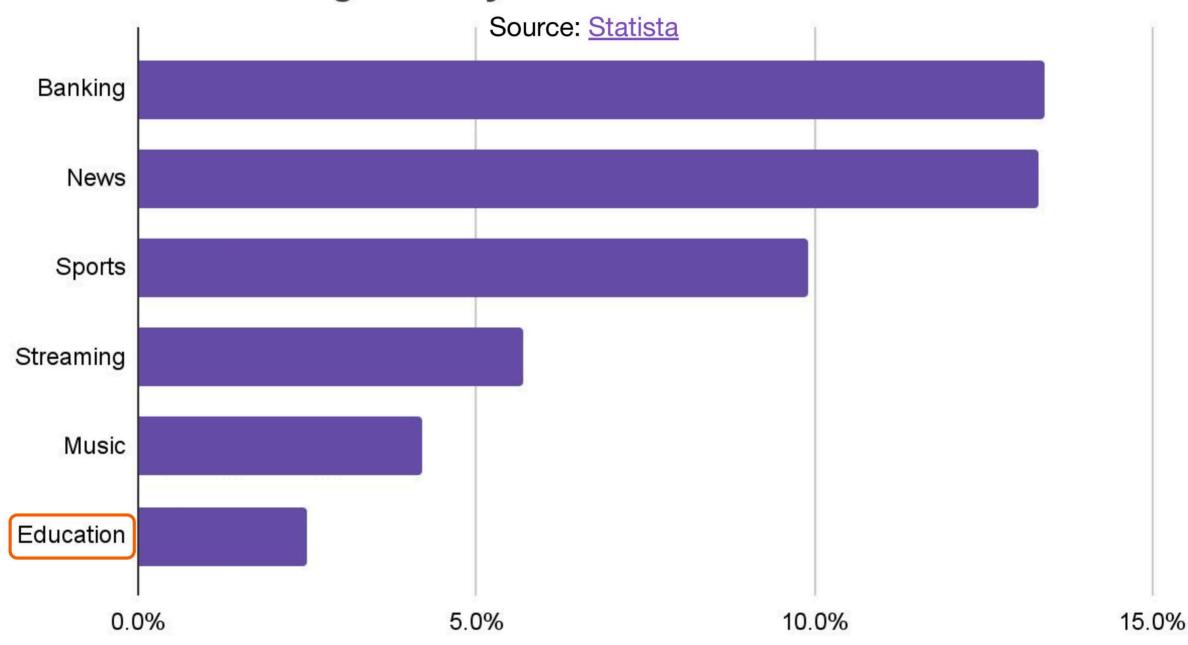
The biggest pain points in e-language learning

Lack of engagement



Lack of retention

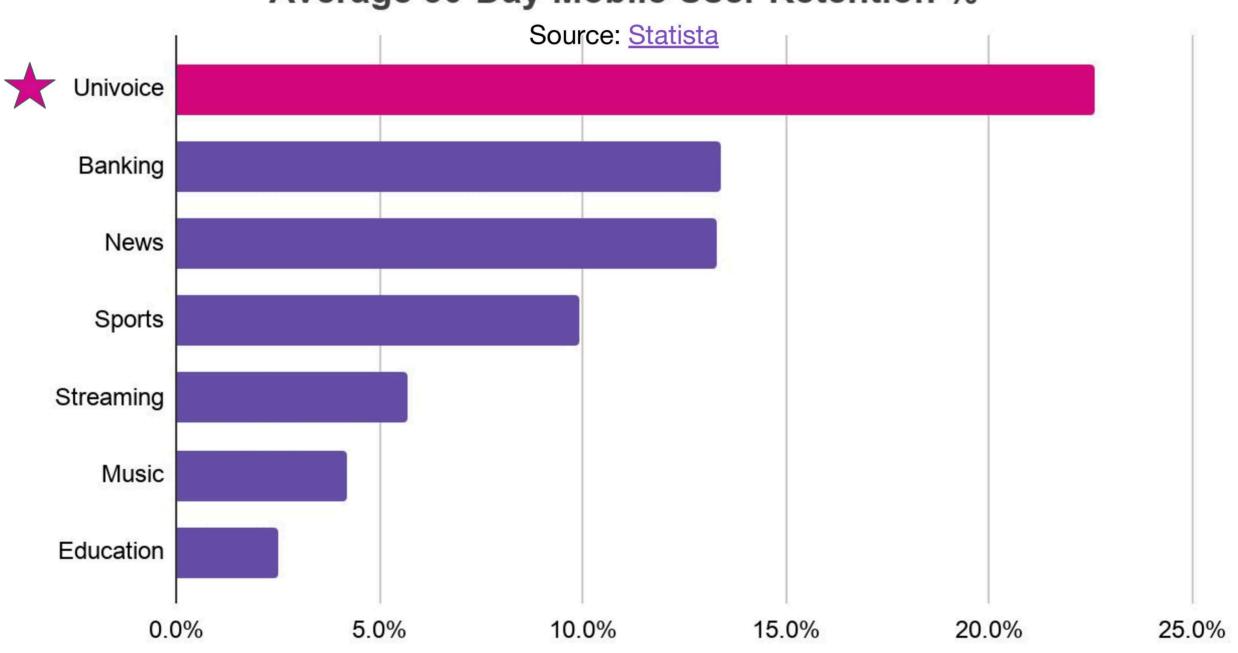
Average 30-Day Mobile User Retention %



Univoice is setting a new standard

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

Average 30-Day Mobile User Retention %



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

VS.



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"

We're disrupting the competition

| 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: <u>Verified</u> Market Research



Global Language Learning

Source: Statista

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





Sami Halabi CEO / Founder

Speaks 5 languages; managed top teams in Fortune 100 space





C. Enrique Ortiz

Head of Engineering

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





Bryan Riester
Head of Ops & Product Dev

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



Our Board of Advisors



lan Henderson Music Industry

Former Head of Label Licensing at





Puran Parsani User Acquisition

Former Head of Int'l Growth at

+Babbel



Ram Alagianambi
Product & UX

Former Senior Product Manager at

amazon



Eugene Bond Technology

Former Head of Engineering at +Babbel



Kris Laumann Corporate Strategy

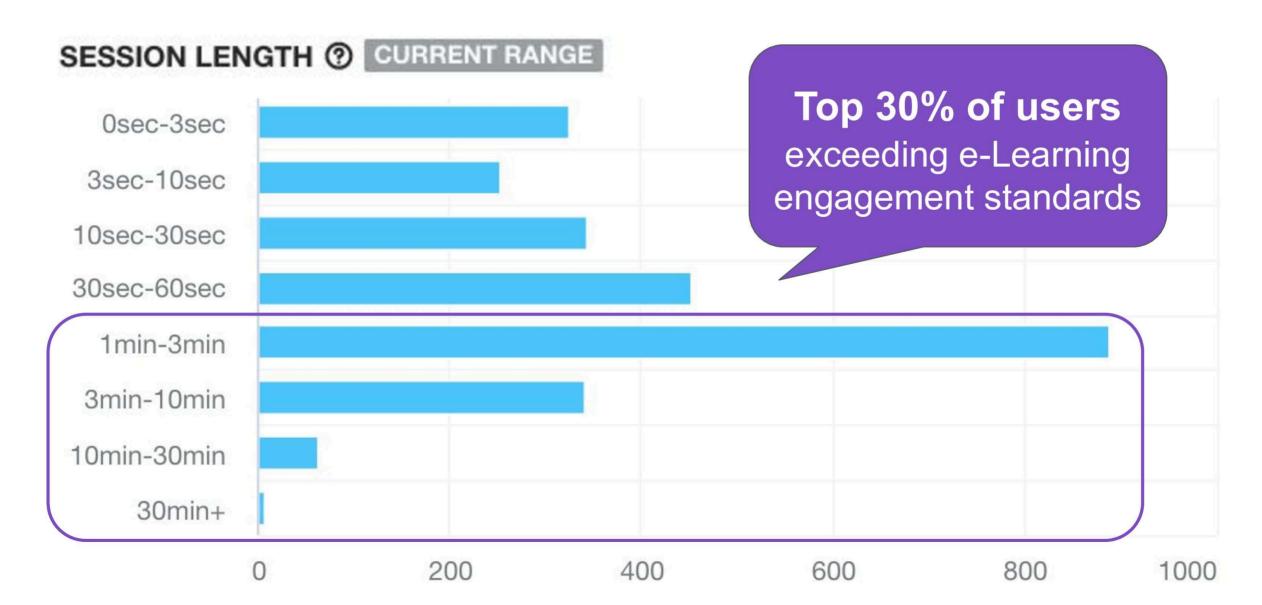
Founded & sold LingoVentura to +Babbel

Our usage stats are phenomenal

NEW DEVICES

TOTAL SESSIONS

934 Up 58% MoM **3,100** Up 35% MoM



Our *business model* is sticky and scalable





Subscription

Subscription & In-Store Credits

| Premium | | | |
|---|---------------|--|--|
| All content access, in all 4 languages | | | |
| Weekly | Veekly \$2.99 | | |
| Monthly | \$8.99 | | |
| Quarterly | \$17.99 | | |
| Bi-Annual | \$35.99 | | |

| Premium | | |
|---|---------|--|
| All content access, in all 4 languages | | |
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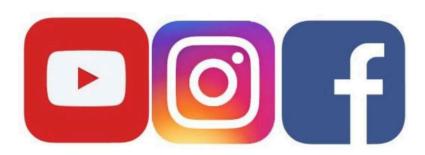
| Single Plays | | | |
|------------------------------------|--------|--|--|
| Buy additional plays a la carte | | | |
| 1 Play | \$0.99 | | |
| 3 Plays | \$1.99 | | |
| 5 Plays | \$3.49 | | |
| 10 Plays | \$6.99 | | |

Our Go To Market is predictable and repeatable

Channels

[*Paid Social*]
FB + IG Ads

[Paid Media]
Apple Search





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

| 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 <u>exit</u> by 2026 - 2027

Company Roadmap

Optimize marketing per campaign insights & develop AI algorithm

Launch Univoice Travel, targeting key travel partners and affiliates \$10M+ rev, enterprise & EDU clients, AI algorithm with 5+ years of training

2022

2024

2027

2023

Penetrate the enterprise space & release at-home edition (Apple TV bundle) 2025

Launch Univoice EDU, with capabilities for teachers & parents

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:

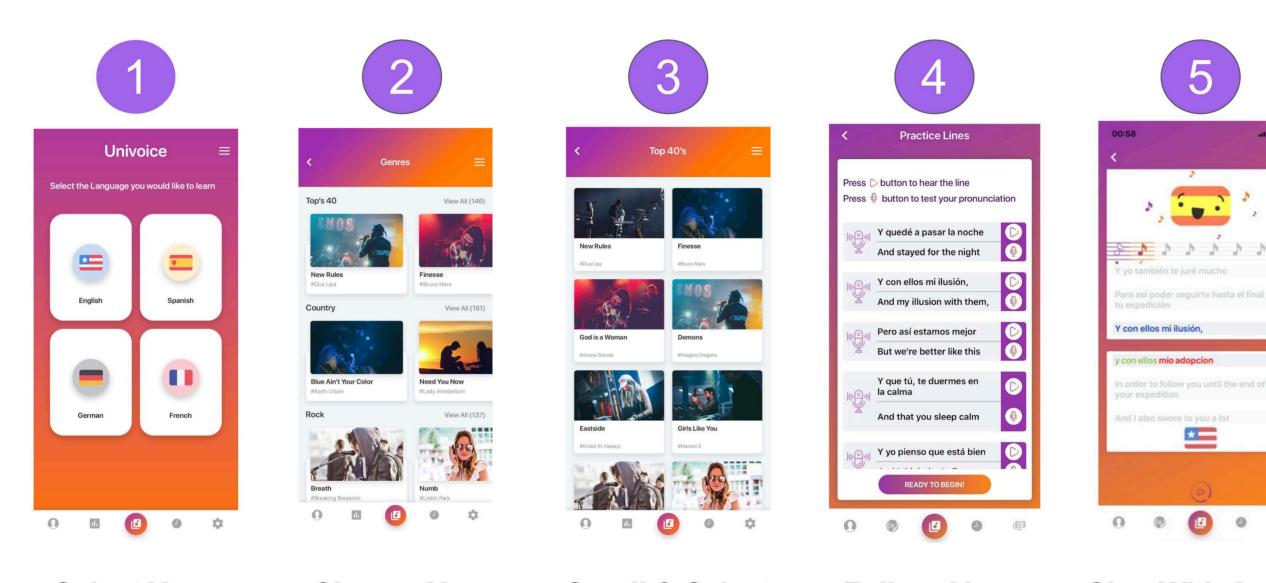
Sami Halabi

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sami.halabi@univoice.app

Appendix

Univoice is easy to use & highly addicting



Select Your Target Language

Choose Your Music Genre

Scroll & Select Your Song

Follow Along
Translations into
Your Language

Sing With Artist, Get Immediate Feedback

at LIE