


A truly customizable language learning solution



LEAD INVESTOR

**Jonathan Treble**

I am investing because of Alejandro's clear vision for the Cognate solution and his overall passion for the language learning space. I have been tracking Alejandro's progress with Cognate over the last year and I've been very impressed with what he's been able to achieve in such short time. I am confident Alejandro will deliver a world-class solution that gradually becomes a well-known name in the language learning space and helps millions achieve their goals.

Invested \$5,000 this round & \$80,000 previously

Highlights

- 1 Hyper-personalization is the future of language learning, and we are one of the first movers
- 2 Far more vocabulary than the largest competitors, and product shows users words relevant to them
- 3 The B2B and referral LOIs already in place should lead to 5+K users by end of 2023 (not guaranteed)
- 4 US C-Corp with operations in Germany, a hub for the language-learning industry
- 5 Artificial intelligence likely to serve as backbone for a host of future feature improvements
- 6 Gamification (including games) and other features scheduled for 2023
- 7 Trial ad campaign yielded above-average clickthrough rates and a CAC of \$14
- 8 Raised \$120K in earlier round at ~\$2M valuation from angel investors (successful startup founders)

Our Team



Alejandro Paschalides CEO & Founder

Learned German to C1 level (professional fluency) in 2 years. Wharton grad with 12 years of work experience, including 8 years in business strategy for a Fortune 50 media & subscription-based business.

The team is multilingual and passionate about language learning. The idea for the product came to Alejandro from pain points that he faced as a language learner. There is no company offering a solution similar to ours, and there are a ton of feature improvements on our roadmap. We are building the language learning app that we wish existed.



Shirley Lu COO & Co-Founder

Stayed fluent in Chinese (Mandarin) despite growing up in an English environment. Achieved Distinction in ABRSM Grade 8 Piano. 4 years business development and sales experience in spinal surgery industry. Avid gamer and self-taught coder.



Tamim Zaki CMO & Co-Founder



Fluent in Arabic, English, and German with a UX/UI and creative design background, and 4 years of experience working in multiple startup projects. Last but not least, designed the cute purple cat.

Our Deck



Relevant experience and multi-lingual with a passion for language learning.

OUR TEAM



Shirley Lu
COO
4 Years' Experience
Business Development & Sales
Exeter, Frankfurt School
English, Chinese (*Fluent*)
French, German (*Learning*)
Python, HTML, CSS, React



Alejandro Paschalides
CEO
12 Years' Experience
Strategy in Tech & Media
Wharton, Frankfurt School
English, German, Spanish (*Fluent*)
Italian, Russian (*Learning*)
SQL, Python



Tamim Zaki
CMO
4 Years' Experience
User Experience, Graphics
AUS, Frankfurt School
English, German, Arabic (*Fluent*)
Japanese, Spanish (*Learning*)
HTML, CSS


cognate 2

VALUE PROPOSITION EXAMPLES


	CHALLENGE	OUR APPROACH	UNIQUE VALUE
A BUSINESSMAN TRANSFER TO BMW GERMANY	Busy professional, limited time, very focused vocabulary needs	Automotive, business, and Munich vocabulary	Feels comfortable arriving in Munich, knows most important personal and basic business German
B STUDENT WANTS TO STUDY MEDICINE IN GERMANY (B1 LEVEL ALREADY) <i>see slide 6</i>	High motivation and enough time to prepare, wants relevant content	Provide lots of medical related words, as well as culture, slang vocabulary	Learns medical words, gets lessons on German culture, learns slang
C STAY-AT-HOME MOM WITH GERMAN HUSBAND	Casual, wants an engaging and fun learning experience	Understand hobbies and content goals (e.g. provide vocab for a show)	Learns words for the shows she wants to see, learns "kitchen table German"

cognate 4


HOW DOES IT WORK?




Vocabulary and learning content on multitude of topics, created with help of AI



User fills out questionnaires on profession, interests, likes, and goals



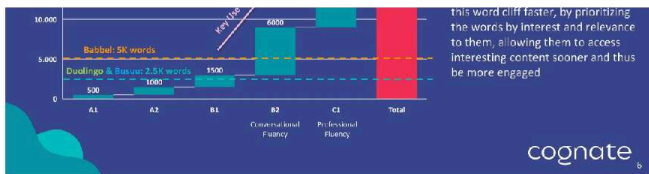
Custom lesson content is assigned based on the user's interests & goals



Gather usage data and iterate to optimize for user's learning characteristics

cognate 5





OUR PRODUCT OFFERINGS

DIGITAL COURSE

(Primary Offering, 95+% of sales)

\$9.99/mo or \$79.99/yr

Customizable to the learner's needs
Includes standard lessons as well
Review modules, exercises, and tools

www.cognatolanguages.com

BOOK

(Minor Offering)

\$29.99

A1 to B1 Level
Can Raise Brand
Awareness in Traditional
Book Channels

REVIEWS

Product concept also extremely well received by those who have already learned German

Beta Testers are select Frankfurt School MBA students providing anonymous feedback. They have been provided with the word copy for non-customized (Essentials) lessons. Web course will have the same content.

"The (Essentials) content is very impressive"
Beta Tester

"Explanations are easy to follow and very conversational as if a tutor was giving a helpful explanation."
Another Beta Tester

Additional Quotes from Beta Testers:

- Simple and easy to understand. Tips and clarifications section is quite helpful.
- It's very organized and easy to understand.

PRODUCT DEMO

More Desktop Version Mockups in Appendix

Content varies based on profession and interests (e.g. Essential learning vs. Custom learning)

PRODUCT DEMO: Mobile Mockups 1

Welcome back Joht

Essential Learning Lesson 5

Custom Learning Profession

Let's Practice 20 words

Nouns and Articles

you will recall from the introduction to the course that all German nouns have one of two genders. If we combine that with the fact that there are two basic articles, the definite article "der" and the indefinite article "ein", we have an idea of a possible combination.

The table below shows how the articles change depending on the gender of the noun:

	Gender (Pronoun)	Indefinite (ein)	Definite (der)
masculine	der Mann	ein Mann	der Mann
feminine	die Frau	eine Frau	die Frau

Translate the following from English to German

the man

der Mann

That's correct

Construct this sentence in German

The man has a dog.

der Mann hat einen Hund

That's correct

PRODUCT DEMO: Mobile Mockups 2

Do you remember these words?

der Mann

This questionnaire will allow us to create customized lessons relevant to your audience and professional interests.

Please select the professional or study which you want to integrate learning material for

Engineering and related Sciences

Electrical Engineering

Your vocab list

- der Mann
- der Mann
- der Mann
- der Mann
- der Mann
- der Mann

No

Yes

Next

Back

Save & Exit

the accommodation

das Remoo

the spend

der warden

the star

die Landstelle

the gas station

cognate 11

GAMIFICATION: Personalized Cat Learning Companion

Let's build your own cat!

Let's get started

Level up!

Choose one of the gift boxes to give your reward

Share

Daily rewards

cognate 12

GAMIFICATION: Social Elements and Competition

Social

Add a friend

Item shop

you wish to browse meow wares?

Leaderboards

cognate 13

COMPETITIVE MATRIX

Large Competitors

DUOLINGO
Mkt cap: \$3.7B
Most well-known, gamified platform with freemium model

BABEL
Mkt cap: \$1.0B
General course and topic lessons, limited specialized vocab for certain topics

BUSUU
Mkt cap: \$436M
Recently acquired by Chegg, standard course with some user interaction

Customizability is our key competitive advantage!

cognate 14

BLUE OCEANS ANALYSIS

cognate 15

Several LQs in place, see next slide. Small trial ad run shows \$14 CAC.

TRACTION

DESCRIPTION

REFERRAL AGREEMENTS & B2B DEALS

Letters of intent and referral partnership deals with several universities and international student organizations and service providers

YOUTUBE CHANNEL WITH FREE CONTENT

Provide free content which includes some topic-specific vocabulary presented in a gamified way, to give users a taste of the power of our solution

PAID TARGETED ADS (YouTube & Meta)

Targeted advertising in search and social media (YouTube, Facebook, Instagram)

2023/2024 Year-End Targets

2023: 5,000+ Active Subscribers

2024: 20,000+

Potential for YouTube creator video sponsorship

Key Advertising Mediums

View the Sizzle Reel on our web page!

Active Subscribers

cognate 16

*Forward-looking projections can't be guaranteed.

Targeting international students in Germany. Our product is a perfect fit for their needs.

PARTNER DEALS

Frankfurt School

- 1,500 international students
- LOI to purchase annual licenses for this quantity

Goethe University

- 7,500 international students
- Conducting trial to small selection of these students

DEGIS

- 20,000 members (international students in Germany)
- Finalizing LOI to refer them to our product

Your Daily German

- 15,000 active subscribers
- Has agreed to refer subscribers to our product

Fintiba

- Over 200,000 international students come to Germany each year!
- Fintiba serves 40,000 international students in Germany per year
- LOI to refer users to our product

Expatrio

- Expatrio serves 20,000 international students in Germany per year
- Finalizing LOI to refer users to our product

cognate 17

LTV/CAC is 5.25x!

ADVERTISING CAMPAIGN

Advertisement A

- Focus on Hobbies & Interests
- Generic Happy Cat with "Ja, Bitte!"
- 119 clicks; 13,132 impressions
- CTR of 0.91%
- Cost-per-mille \$4.57
- Cost-per-click \$0.50

Advertisement B

- Focus on Profession & Industry
- Business Suit Cat with "Ja, Genau!"
- 153 clicks; 11,532 impressions
- CTR of 1.33%
- Cost-per-mille \$5.20
- Cost-per-click \$0.39

YouTube campaign also performed well, with targeted CPM campaign performing best (\$1.51 CPM and \$0.69 CPC)

cognate 18

BUSINESS PROJECTIONS

Key Assumptions (per month)	
Subscription ARPU	\$ 9.08
Impressions (avg.)*	2.1 M
Cost per Imp. (avg.)	\$ 4.00
Conversion Rate (avg.)	0.038%
Monthly Churn	10%
Book Sell-In	5%
SG&A (avg.)	\$ 125,000

*Month 1 Impressions are 0.5M

Important KPIs: Users, NPS, Churn, Ad Conversion Rate

Goals: Reach 1,000 subs by month 6, reach 10,000 subs by month 24
 Yr 1 Revenue is ~200,000 USD and Yr 2 Revenue is ~900,000 USD
 Achieve net income breakeven in month 23

cognate 19

*Forward-looking projections can't be guaranteed.

TIMING

Product Dev

Finalize product
Begin Seed Round
Obtain LOIs with Partners

Feature Improvements

Pronunciation & Audio
Tutor Portal
Games

Pre-Seed Round

\$120K at \$2M Valuation
Product 50% complete

MVP Launch

Product is available for purchase

Expansion

Launch more languages
Feature improvements powered with AI

Q2 Q3 Q4 H1 '23 H2 '23

cognate 20


*Forward-looking projections can't be guaranteed.

FUTURE STAFFING



Educational Content Creators

- 3 Positions (Spanish, French, and English)
- C1-C2 Proficiency
- \$60,000/year



Full-Stack Developer

- 1 Position
- Familiar with our technology stack
- \$90,000/year

cognate 21

*Forward-looking projections can't be guaranteed.

Offer programs to learn foreign languages from English, as well as to learn English

LANGUAGES PLAN

Learn English:

- Spanish – 2023
- French – 2023
- German – 2023
- Chinese – 2024
- Portuguese – 2024
- Italian – 2024
- Russian – 2024

Learn foreign language:

- German – 2023 (MVP)
- Spanish – 2023
- French – 2023
- Portuguese – 2024
- Italian – 2024
- Russian – 2024

Prioritize future language pairs based on market demand

cognate 22

*Forward-looking projections can't be guaranteed.

FUTURE FEATURES & PRODUCTS

FEATURE ENHANCEMENTS – BEFORE 2024 YEAR-END

- Hyper-personalization
- Additional Games
- Video & Audio Content
- Dictionary Verb Conjugation
- Pronunciation Practice
- Additional Languages

OTHER PRODUCTS – 2025 AT EARLIEST

- Third-Party Content
- Speaking Companion Plush
- Language Certificates
- Topic-Specific Books
- Stand-alone Language Games
- Travel Guides and Recommendations

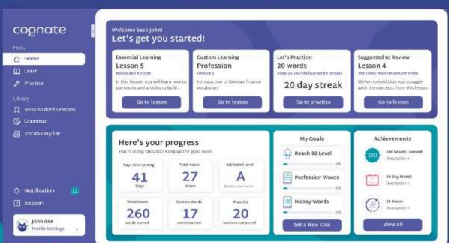
cognate 23

*Forward-looking projections can't be guaranteed.

APPENDIX

cognate 24

PRODUCT DEMO: Dashboard



- Accessible header/hamburger menu
- "Home" link to return to the dashboard
- User key metrics

cognate 25

PRODUCT DEMO: Essential Lessons Menu

The screenshot shows the Cognate LMS interface. On the left is a purple sidebar with navigation links: Home, About, Profile, Library, My Dashboard/Contents, Statistics, and Tools/Help. The main area has a header with 'Course: Lesson 1' and 'Custom View: 1/1'. Below this is a 'Next lesson' section for 'Lesson 1: Water and Ice', which is marked as 100% completed. A progress bar is shown. Underneath is a list of lessons: 'Lesson 5: Water and Ice' (Completed 4/5), 'Lesson 11: Polar and Icebergs' (Not Completed), and 'Lesson 12: Polar and Icebergs' (Not Completed). Each lesson entry includes a 'Start Lesson' button and a 'View All Lessons' link.

- Essential Learning course
- Bookmark capabilities
- Lessons sectioned off
- Accessible tab to Custom Learning

cognate 27

PRODUCT DEMO: Lesson

[New article](#)
[Previous article](#)
[Home article](#)

nouns and Articles

1

2

3

You will watch a video introduction to the course that all German nouns have one of three genders, i.e. they combine that with the fact that there are masculine nouns, the masculine article "der" and the feminine article "die". Variations in plural of masculine count nouns are also explained. After this you will learn about the plural of masculine and feminine nouns.

nouns and articles articles [↗](#)

	definite "der"	indefinite "ein"
Maskuline	der Mann	ein Mann
Feminine	die Frau	eine Frau
Neuter	das Kind	ein Kind

Bitte, sei vorsichtig! Die deutsche Grammatik ist anders, als die englische und deswegen für Muttersprache und viele andere Sprachen interessierende Personen, besonders für die englisch- und spanischsprachigen, eine Herausforderung. Deshalb habe ich ein Video und eine Audio-CD zum Thema "Die Grammatik der deutschen Nomen" aufgenommen. Darin werden die Regeln des Genus, der Pluralbildung, der Kasus, der Kasuspronomen und der Artikel erklärt. Die Audio-CD ist eine Zusammenfassung der Grammatikregeln, die in der Grammatik des Deutschen (GdD) von der Duden-Verlagsgruppe veröffentlicht wurde. Sie ist kostenlos heruntergeladen. Die Audio-CD ist eine Zusammenfassung der Grammatikregeln, die in der Grammatik des Deutschen (GdD) von der Duden-Verlagsgruppe veröffentlicht wurde. Sie ist kostenlos heruntergeladen.

- Lesson is split into 3 tabs:
 - Vocabulary
 - Lesson Content
 - Extra Info
- Font change features
- Vocabulary and practice sentences associated are added to user's practice database after lesson completion

cognate 28

PRODUCT DEMO: Custom Lesson Menu

The screenshot shows the Coursera interface for the 'Finance & Accounting' course. At the top, there's a navigation bar with 'COURSERS' and 'FINANCE & ACCOUNTING'. Below this, the course title 'FINANCE & ACCOUNTING' is displayed, followed by the University of Illinois at Chicago logo and name. A list of 10 modules is shown, each with a thumbnail, title, and duration. A red arrow points to the 'View all lessons' link at the bottom right of the module list.

Module	Thumbnail	Title	Duration
1	Introduction to Finance & Accounting	Introduction to Finance & Accounting	1:00:00
2	Financial Statement Analysis	Financial Statement Analysis	1:00:00
3	Financial Statement Analysis	Financial Statement Analysis	1:00:00
4	Financial Statement Analysis	Financial Statement Analysis	1:00:00
5	Financial Statement Analysis	Financial Statement Analysis	1:00:00
6	Financial Statement Analysis	Financial Statement Analysis	1:00:00
7	Financial Statement Analysis	Financial Statement Analysis	1:00:00
8	Financial Statement Analysis	Financial Statement Analysis	1:00:00
9	Financial Statement Analysis	Financial Statement Analysis	1:00:00
10	Financial Statement Analysis	Financial Statement Analysis	1:00:00

- Custom Learning menu
- Sections are broken down into topics relevant to the user dependent on previously completed questionnaire
- Lesson format is the same as lessons in Essential Learning

cognate

PRODUCT DEMO: Practice Modules

- 3 different types of practice:
 - Flash Cards
 - Word Translations
 - Sentences
- Practice is based off user's database of vocabulary and sentences

cognate

PRODUCT DEMO: Vocabulary List

[illegible]

- Vocabulary database
 - Essential
 - Custom
- Spaced repetition feature
 - 1 day, 2 days, 3 days, 1 week, 2 weeks, 1 month, 3 months, 6 months, 12 months, 24 months

cognate

WEB DEVELOPMENT: Tech Stack & Architecture

node
Backend development language

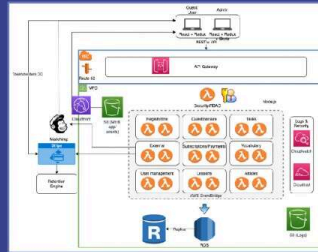
{RESTful API}
Application programming interface for REST

React
Javascript library for building frontend user interfaces

Redux
State container for JS apps

amazon dynamoDB
Document oriented database

redis
Data structure store used for database, cache and more



cognate 32

WEB DEVELOPMENT: Third-Party Integrations

mailchimp

stripe

RetentionEngine

- Online marketing platform
- Create and send newsletters, email campaigns, and other automated messages
- Cost-effective product marketing
- Receive, accept and manage payments online
- Fraud detection and prevention tools
- Growing online presence for traction
- Customer interaction, purchase, metrics tracking tool
- Effective marketing and sales targeting
- Automate customer retention tasks e.g., welcome emails and follow-up messages

cognate 33

DIGITAL PRODUCT MVP FEATURES

- ✔ User Sign-Up
- ✔ User Billing
- ✔ Questionnaire Functionality
- ✔ Vocabulary and Practice Sentence databases for Standard and Custom Courses
- ✔ Three Core 'learning content delivery' functionalities
 - Lesson presentations
 - Vocabulary Flashcards (both standard and custom vocabulary)
 - Sentence Order Exercises (both standard and custom vocabulary)
- ✔ User Metrics Tracking
- ✔ Grammar Reference section
- ✔ User error flagging/reporting
- ✔ FAQ, About Us, Contact Us, Terms & Conditions, and Data Protection & Privacy Policy pages
- ✔ Cancellation/Churn Management tool

cognate 34

GAMIFICATION: Additional Mockups 1

Take the test to see which house you belong to!

WUNDERWERK

PURLOCK

SPELLENKATOR

HUISPINGTON

Let's get started

cognate 35

GAMIFICATION: Additional Mockups 2

Construct this sentence in German before your opponent:

The man has a dog.

Der Mann hat einen Hund. ✓

Frau keinen Tag Die

cognate 36

GAMIFICATION: Additional Mockups 3

