

Neolingo

created
by **brighton**
EDTECH

WE MAKE **THE SHORTEST WAY** OF LEARNING A LANGUAGE!



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PROBLEM



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People learn a language **3x slower** when there is a significant **linguistic and cultural difference** between the native and learning languages.



*Language difficulty Ranking by FSI /Foreign Service Institute/

PROBLEM

Based on 1570 students' exam data, reverse sentence structuring is the core reason for delays in learning time for linguistically different languages. It is because sentence positioning implies the brain reorganizing the way of thinking in the totally opposite way, the most challenging part for learners to make daily usage.



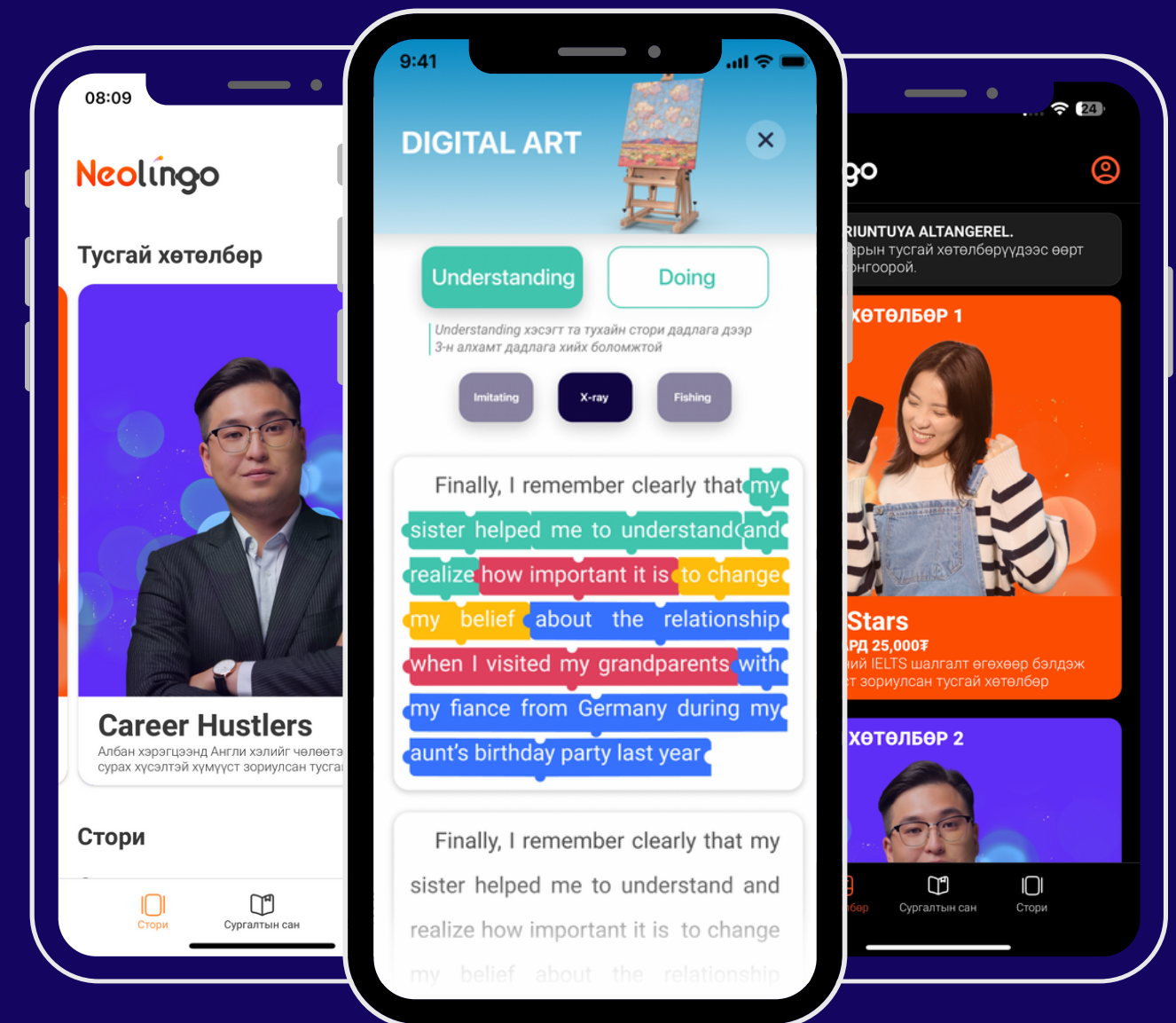
A NEW LINGUISTIC SOLUTION

PUZZLE-BLOCK MODEL

SIMPLIFIES COMPREHENSIVE LANGUAGE STRUCTURING ONLY INTO 5 TYPES OF BLOCKS TO BE ASSEMBLED.

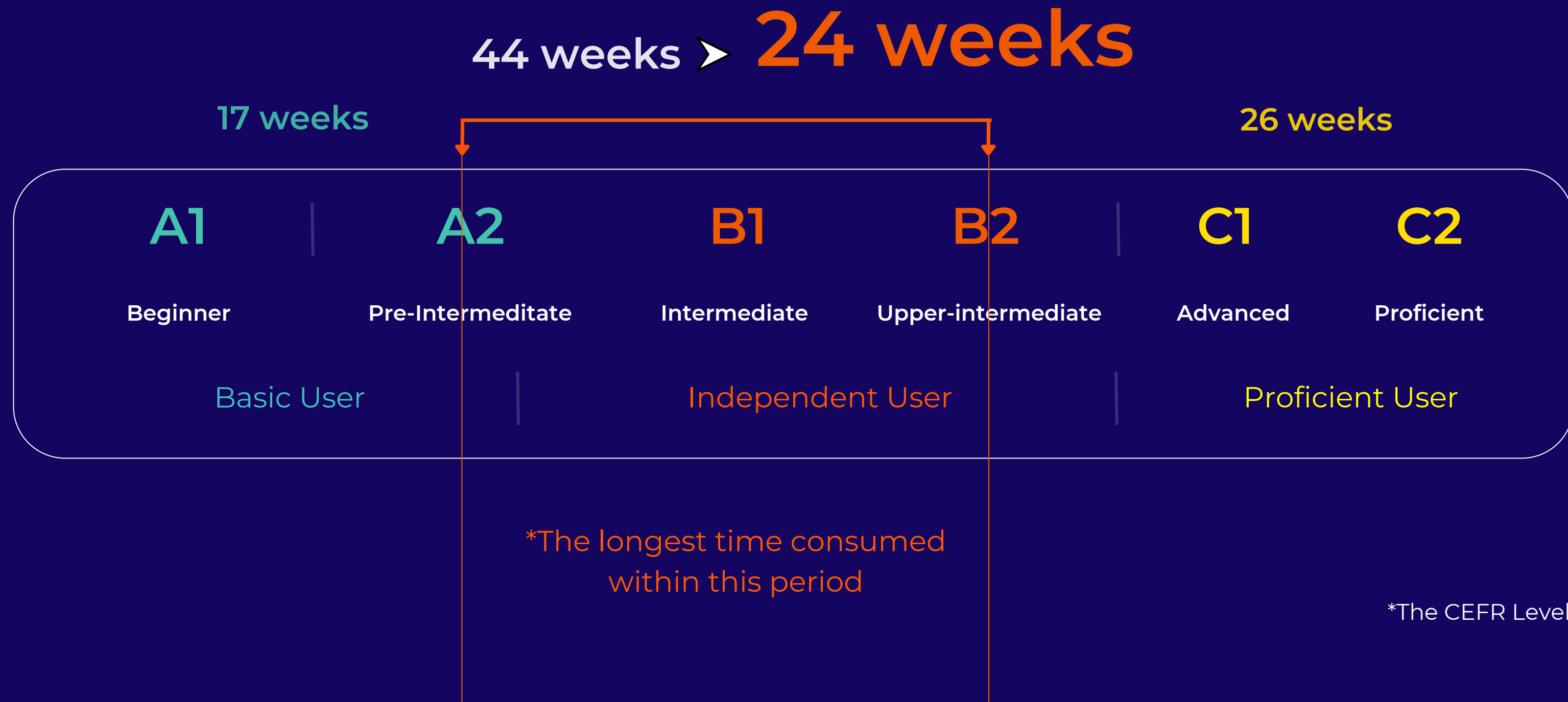
VALUE PROPOSITION:

Neolingo own its brand-new unique solution, specifically designed for simplifying "sentence structuring" for linguistically and culturally different languages. Our unique solution empowers learners to easily figure out sentence structuring, thus improving general language ability by double.

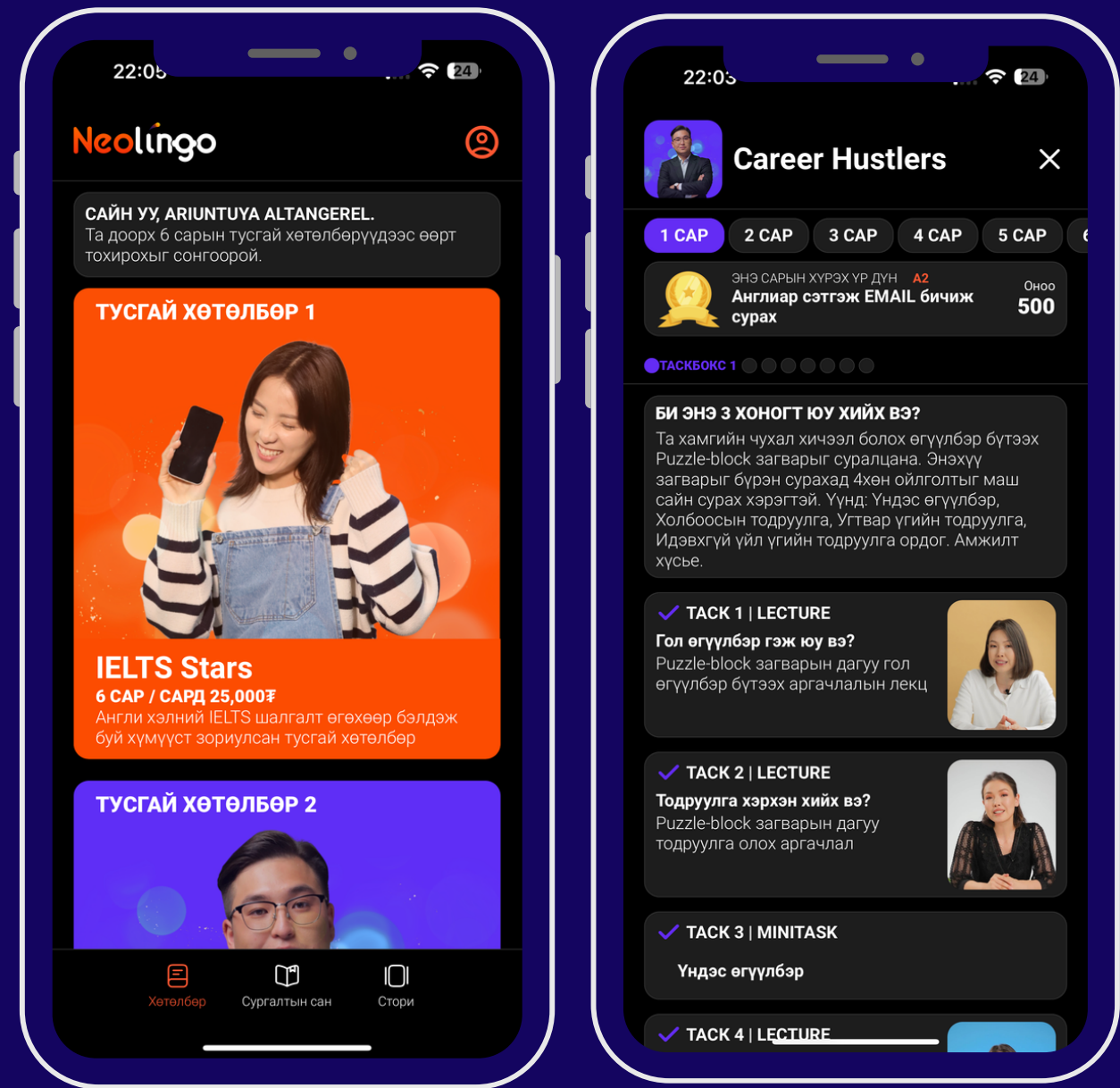


RESULT

Tested and improved with 10,000 students in Mongolian market, Neolingo app is successfully cutting the learning time by half with its 6-months curriculum and the unique solution "PUZZLE-BLOCK" model.



BUSINESS MODEL



Neolingo offers 6 months of subscription-based customized curriculums. Each month a user is expected to work on 6 task-boxes according to their chosen curriculum. Each task-box has story practices along with key lectures and mini-tasks.

Puzzle-block system is backed up by the Google Natural Language API system.

Subscription Model

Monthly

7\$

PLAN ADULTS



PLAN KIDS



PLAN ENTERPRISES



GO-TO-MARKET PLAN

Neolingo will be focusing only on 6 languages with not only the biggest linguistic difference but also the highest number of people learning around the world. Our selection of languages is based on countries with the highest learning engagement, as shown below:

TAM \$31.8 billion

SAM \$3.8 billion

Target Languages:

Category 1

ENGLISH

SPANISH

FRENCH

Category 5

JAPANESE

KOREAN

CHINESE

Target Countries:



JAPAN



USA



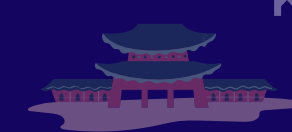
PHILLIPINES



VIETNAM



KOREA



In 2024, Neolingo aims to enter Japanese market as the Japanese and Mongolian languages are from same root as well as the following reasons.

MARKET SIZE \$798 MILLION



LANGUAGE ON APP:

ENGLISH

- We've noticed that English and Korean stand out as the primary languages of interest for Japanese learners. The demand for mastering these languages is reaching new heights, presenting a remarkable opportunity.
- Japan is renowned for its dedicated and diligent learners, making it a highly attractive market for language learning.
- When it comes to English acquisition, Japanese learners often encounter challenges with sentence structure and pronunciation. These specific areas represent our expertise and primary focus.

We are looking for **300K USD** in funds for product developments for entering international market. With the \$300k investment we are able to increase company valuation 2.6x times by 2024.

Seed **\$300k**




- **Product development** 50%
 - Expanding the technology team
 - Developing Puzzle-block system version 3.0 by using AI technology to make realtime interpretation into puzzle-blocking

- **Marketing & Sales** 30%
 - Mass marketing in domestic market
 - Market research & International marketing
- **Operating costs** 20%

TRACTION



Brighton EdTech, headquartered in Mongolia, is a linguistic research startup with 5 years of experience. We have been acknowledged as one of the top performers in the Mongolian EdTech market in just two years under the name S.A.M app. Currently, we have rebranded the product into Neolingo to expand into the global market.

 100,000+ total downloads  10,000+ paid customers  \$250,000 in revenue



WE ARE PORTFOLIO STARTUP OF THE
"SOCRATUS STARTUP STUDIO"



WE ARE ALUMNI OF HONGKONG
PROGRAMME 2022 COHORT



WE WON THIRD PLACE OUT OF
547 STARTUPS

TEAM



We are a startup with 3 female co-founders with a dedicated team of 12 people with 4 departments. As a linguistic research startup, we are committed to bring a positive change in quality education by providing inclusive learning opportunities for all, thus contributing to one of the 17 Sustainable Development Goals (SDGs).



Co-founder & CEO -
Ariuntuya Altangerel



Co-founder & Head of
Education Department -
Mungunchimeg Tsogkhuu



Co-founder & Chief Experience
Officer - Khaliunaa Ochirdanzan



Chief Technology Officer
Tuvshinjargal Altangerel

