

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



**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**

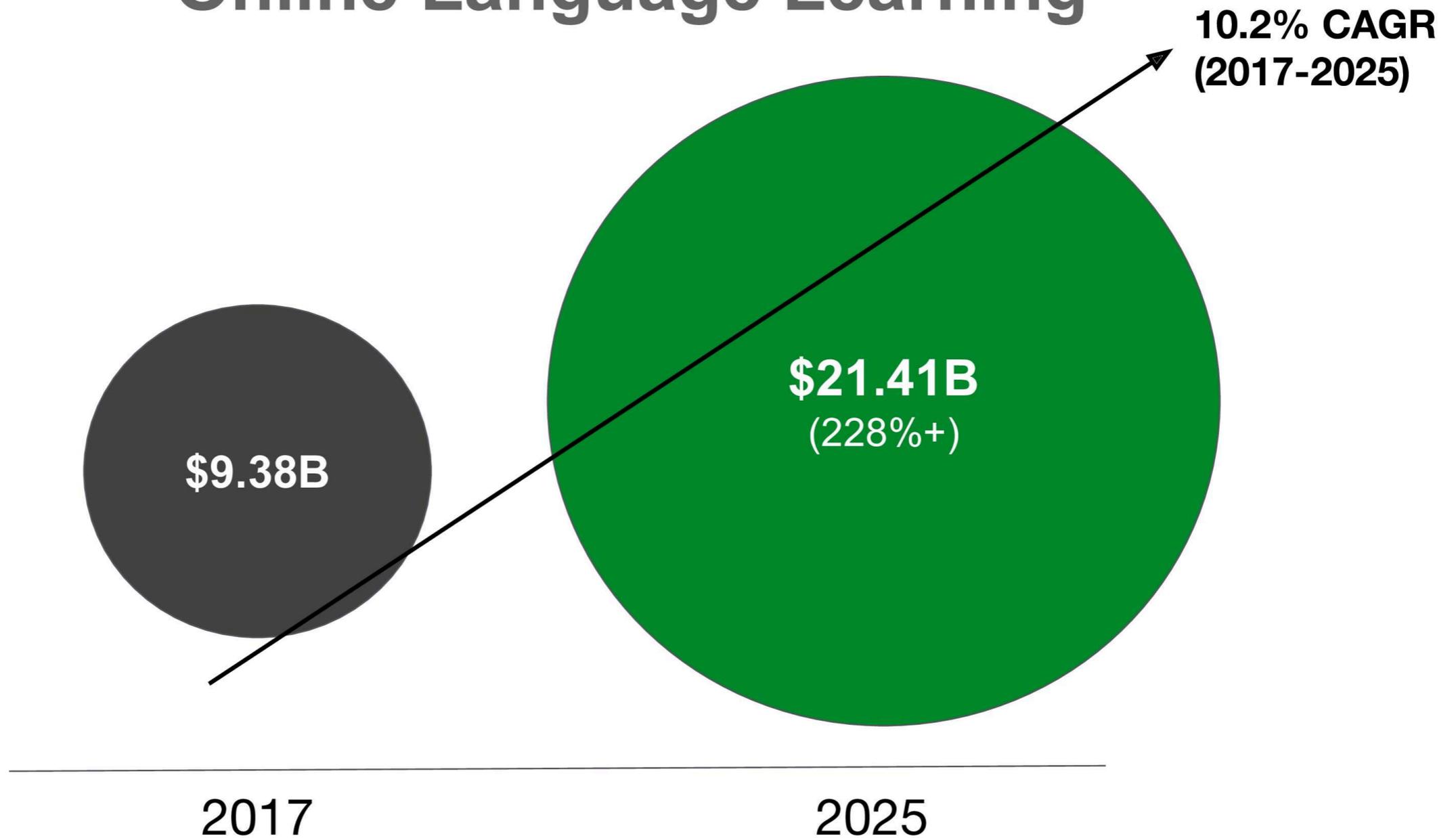
Change the face of learning languages

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

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

THE MARKET SIZE

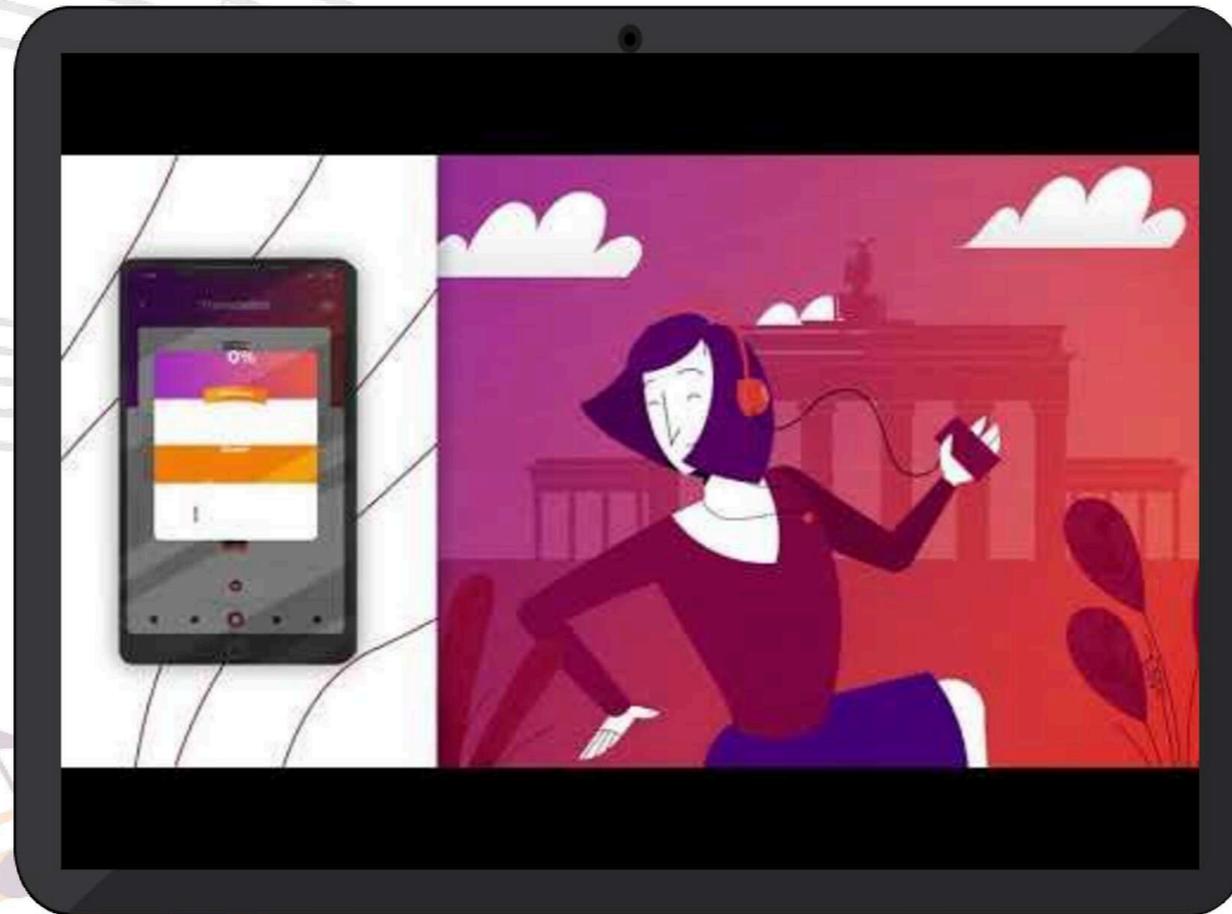
Online Language Learning



- 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)

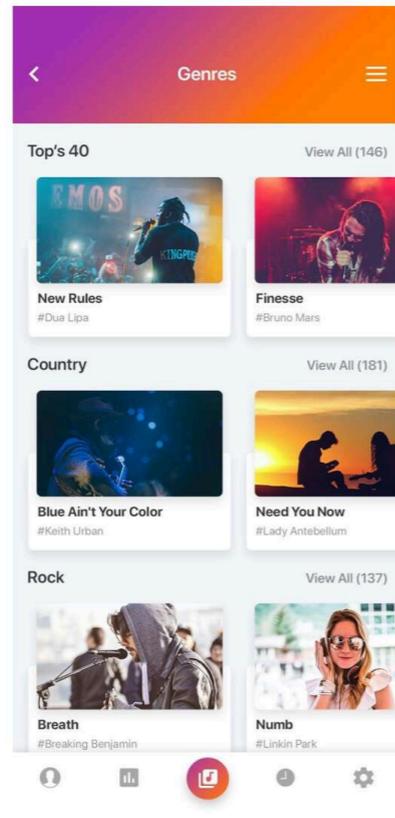
HOW IT WORKS

1



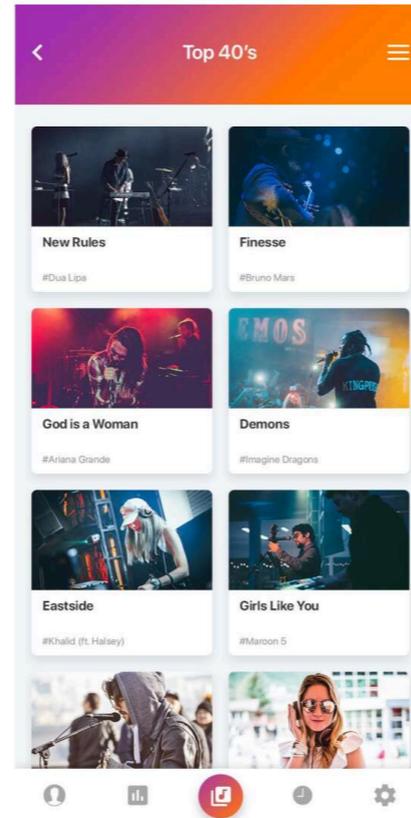
Select Your Target Language

2



Choose Your Music Genre

3



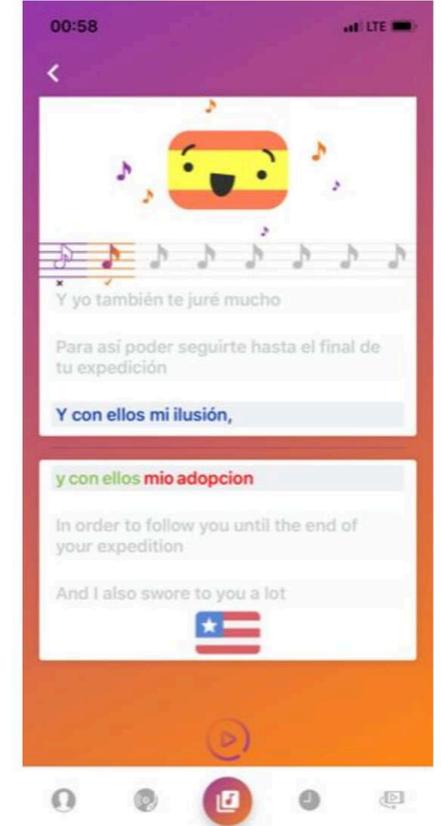
Scroll & Select Your Song

4



Follow Along Translations into Your Language

5



Sing With Artist, Get Immediate Feedback

SUBSCRIPTION MODEL



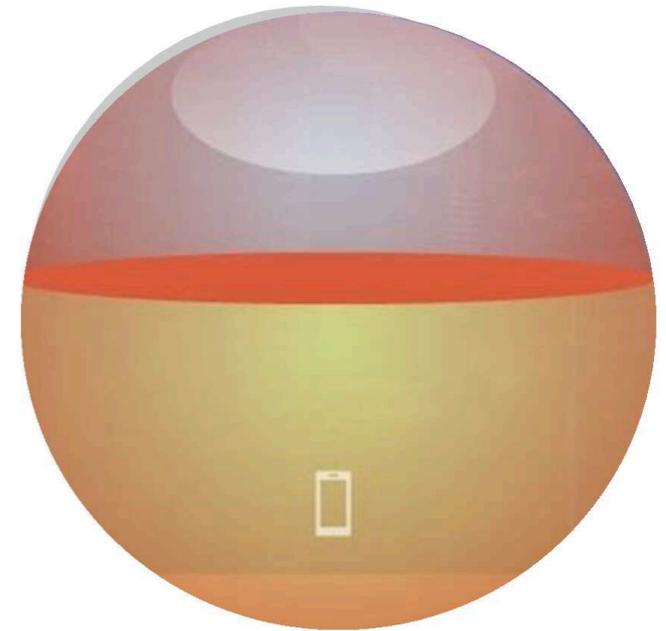
Freemium

- **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

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.

APP USAGE STATISTICS

📅 March 18, 2020 - April 17, 2020 ▾

NEW DEVICES

551

ACTIVE DEVICES / DAY

30.3

SESSIONS / DAY

101.4

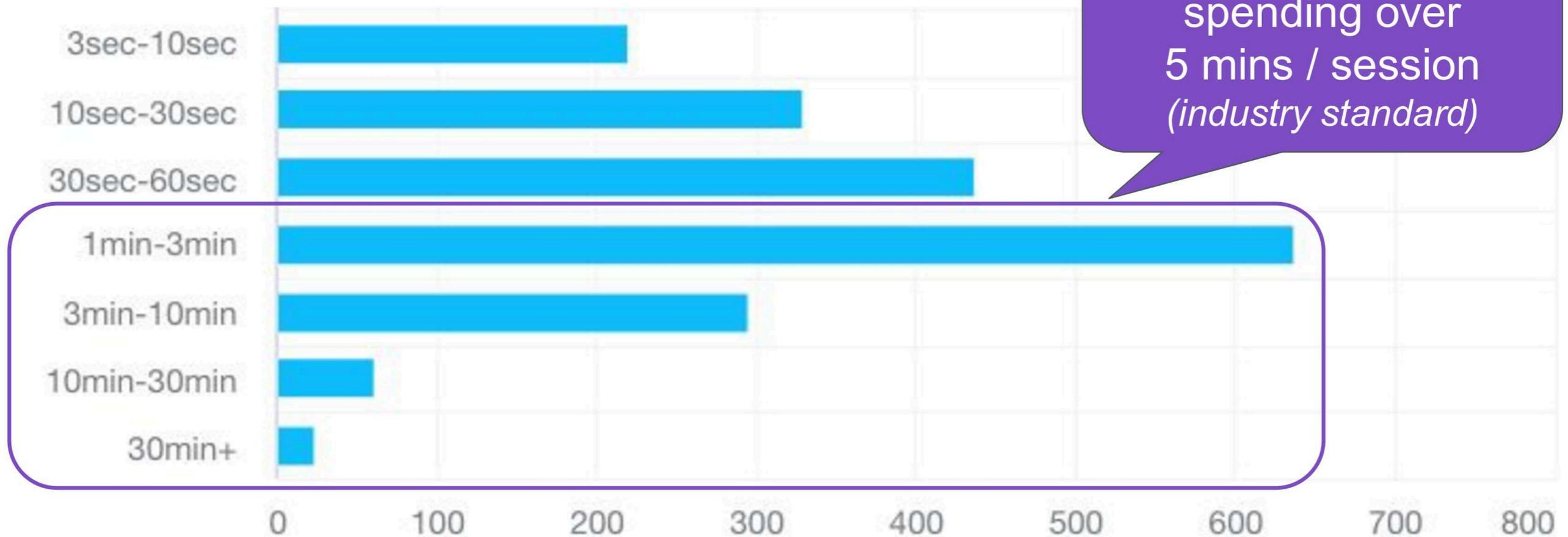
TOTAL SESSIONS

3.1K

AVG TIME / DEVICE / DAY

6.4 Minutes

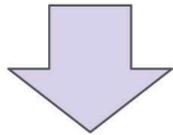
SESSION LENGTH ⓘ CURRENT RANGE



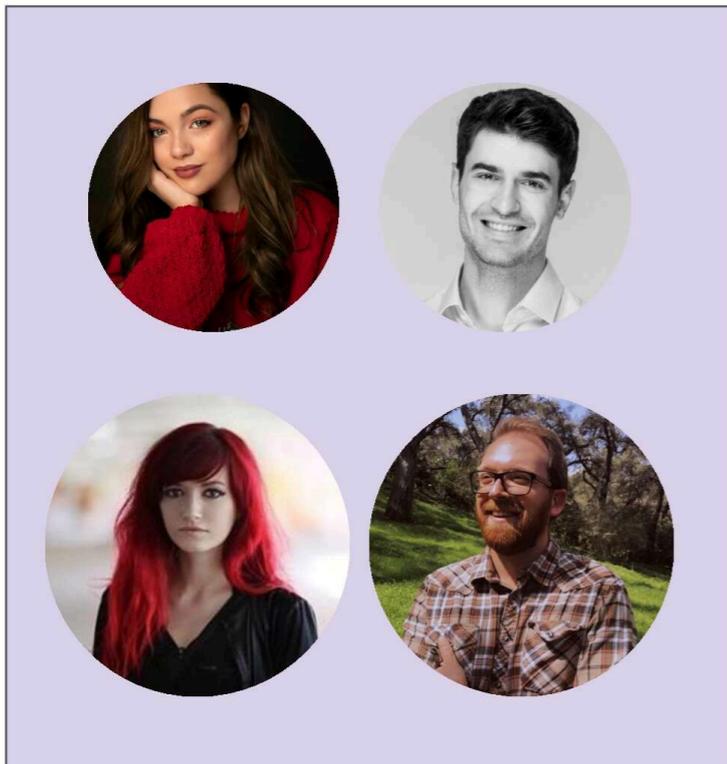
OUR TEAM



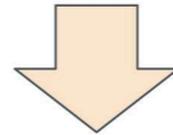
Greg Nicholson
Head of User Acquisition (UA)
Led UA for 3 startups from inception to acquisition, sum totaling ~\$1B



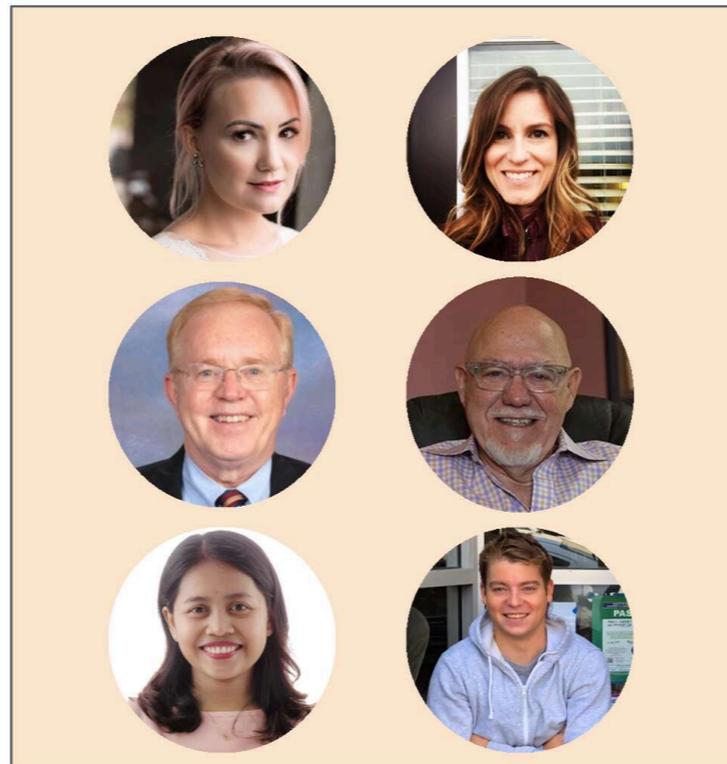
Digital Marketing



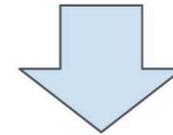
Sami Halabi
CEO / Founder
Managed top-performing teams at Fortune 100 companies



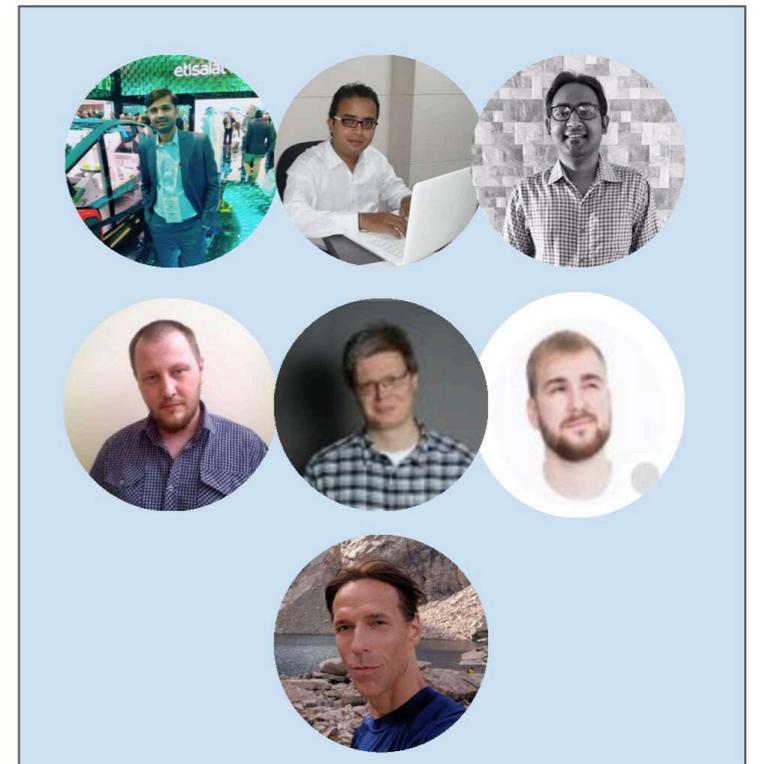
Finance, Legal, Licensing



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
 <i>Actual</i> User Growth	10,000,000+	25,000,000+	60,000,000+	120,000,000+
 <i>Projected</i> 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	(\$436,800)	(\$593,888)	\$608,649	\$3.9M

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

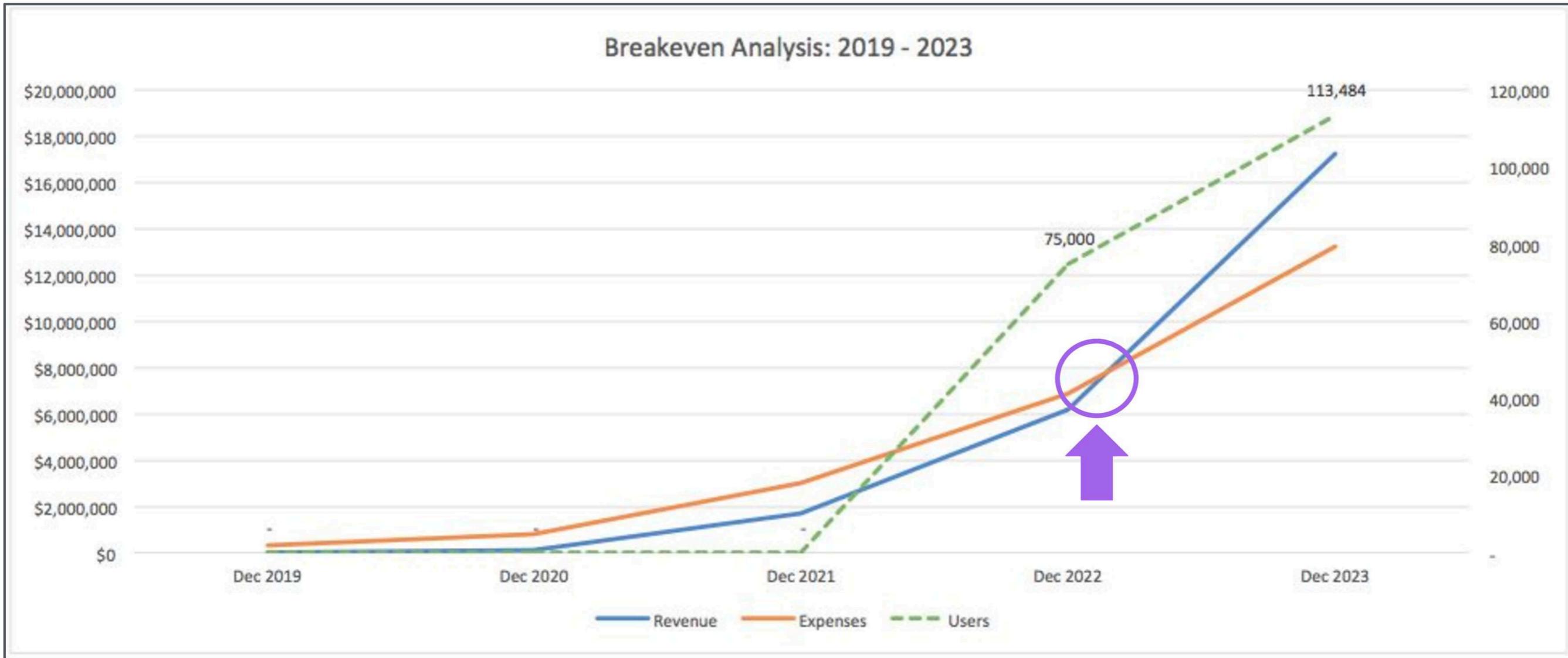
OUR FINANCIAL PROJECTION*

	2021	2022	2023
Total Revenue	\$1,600,821	\$4,482,095	\$11,047,336
Operating	\$465,985	\$631,565	\$773,819
Marginal	\$623,801	\$1,657,331	\$3,973,629
Headcount	\$1,104,924	\$1,584,550	\$1,575,800
Total Exp.	\$2,194,709	\$3,873,446	\$6,323,248
Taxes / (Loss Carry Forward)	(\$278,762)	(\$150,946)	\$992,058
Net Income	(\$593,888)	\$608,649	\$3,882,975

Disclaimer: forward projections cannot be guaranteed.

**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

38



Univoice Corporation, the developer of a language-learning platform that teaches languages exclusively through music, has started its first learning class in Tijuana, Mexico. This inaugural class focuses on teaching Spanish to English speakers in an immersive, collaborative, and fun

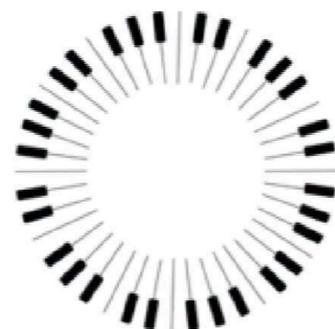
PARTNERS OF INFLUENCE

Celebrities in Univoice-Sponsored Music Video



Celebrity	William Shatner	Carrot Top	John Cena	Ice-T	Lou Diamond Philips
Net Worth	\$150,000,000	\$75,000,000	\$55,000,000	\$40,000,000	\$6,000,000
Involvement	Cameo features in international soccer music video , sponsored by Univoice. Some of these actors will interact with app during video , demoing how you learn language through song.				

Companies We Work With



CONCORD MUSIC

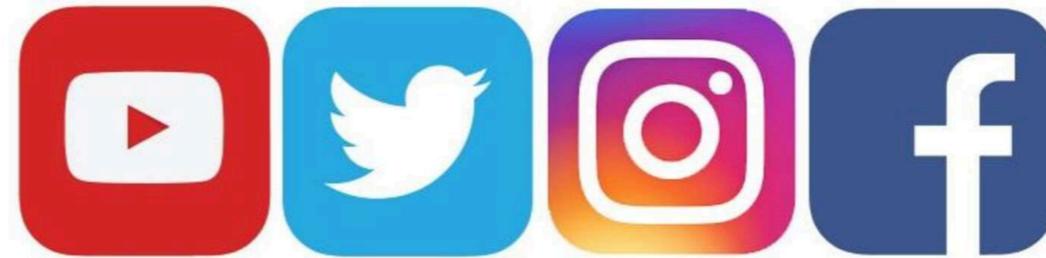


NVIDIA®



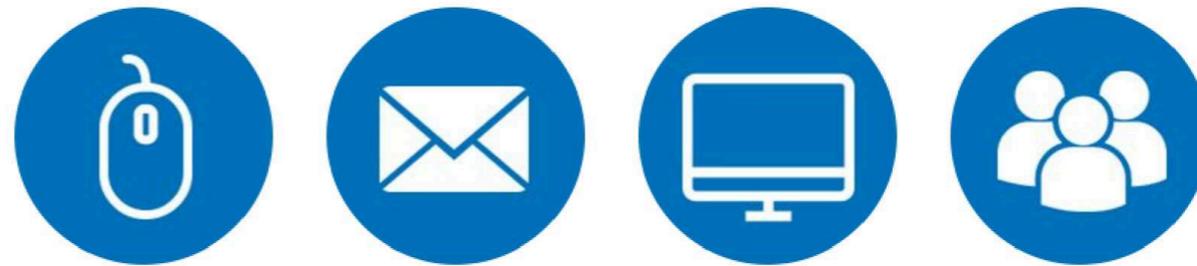
OUR GO TO MARKET

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

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

\$1M Profit Achieved

Q2 2023

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

Q2 2026

Entertain M&A Offers

Recent Industry Acquisitions

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