

UNIVOICE



*Learn Languages
Through Music, Not Flashcards*

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



Bryan Riester

Head of Ops & Product Dev

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

CHIEF ADVISORS



Puran Parsani

User Acquisition

Former Head of Int'l Growth at

+Babbel



Kris Laumann

Corporate Strategy

Founded & sold LingoVentura to

+Babbel



Eugene Bond

Technology / Product

Former Head of Engineering at

+Babbel

Univoice is a more engaging language tool



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

Our market opportunity is \$250+ Million

\$51.9
Billion

**Global Language
Learning**

Source: [Statista](#)

\$13.6*
Billion

**Digital Language
Learning**

Source: [Verified
Market Research](#)

\$248
Million

**Our Market
Opportunity**

1.7% share of
mobile/web app market

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

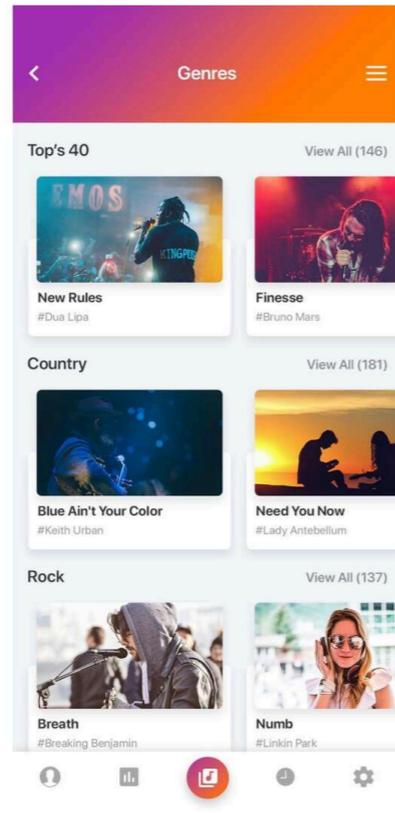
Univoice is easy to use & highly addicting

1



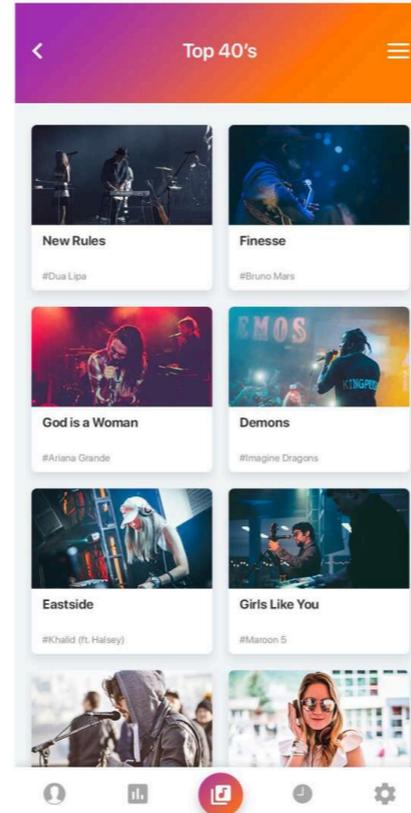
Select Your Target Language

2



Choose Your Music Genre

3



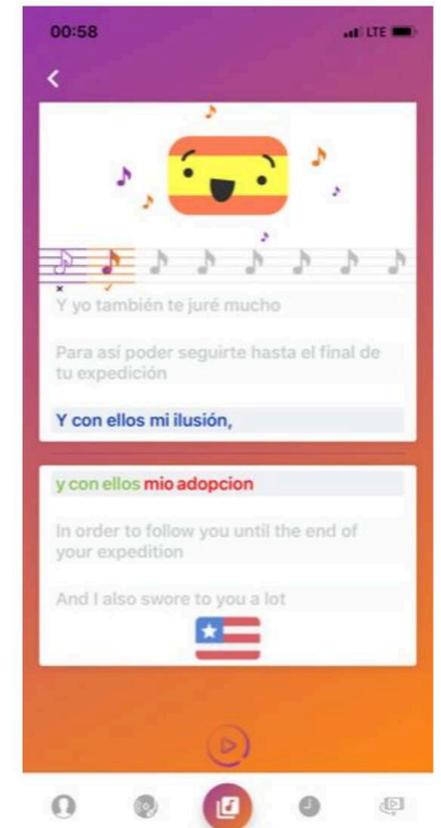
Scroll & Select Your Song

4



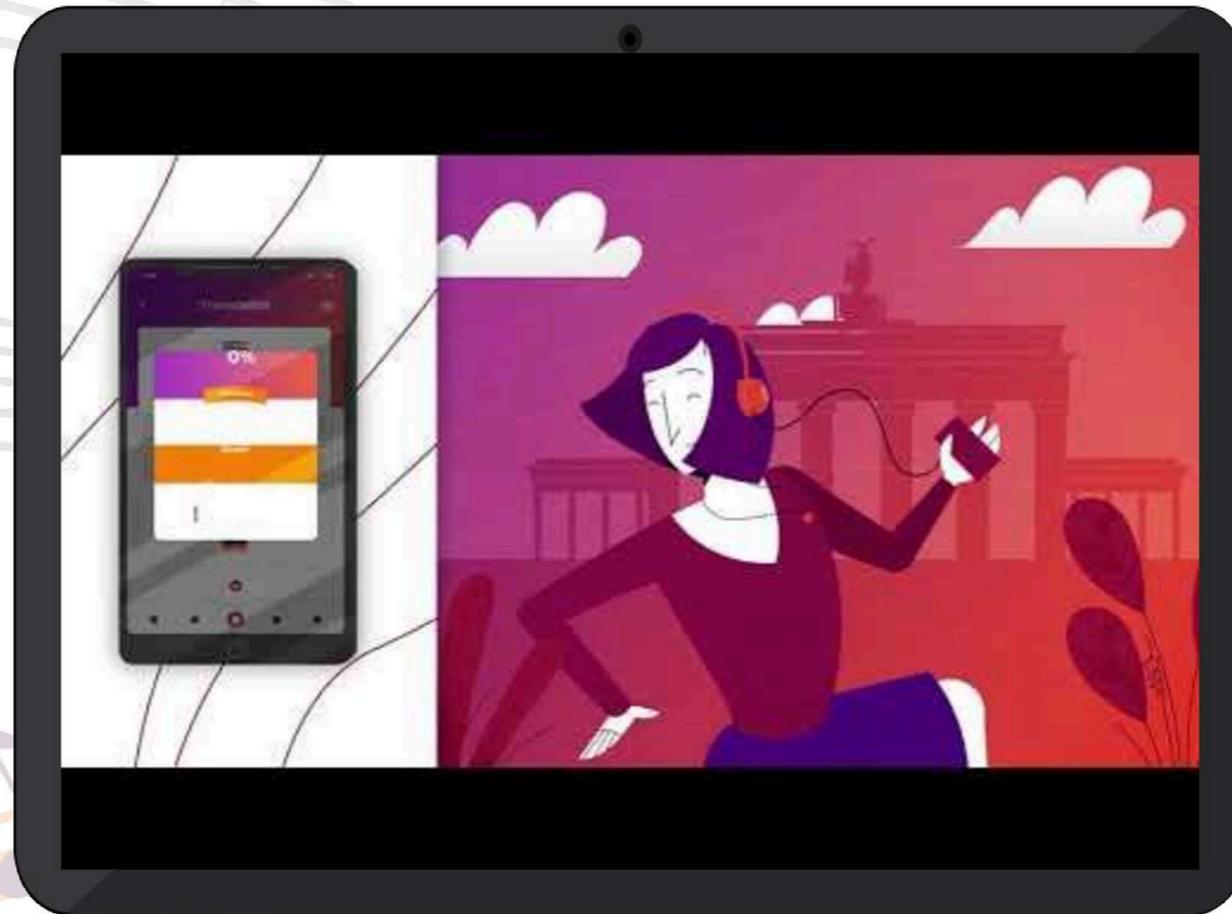
Follow Along Translations into Your Language

5



Sing With Artist, Get Immediate Feedback

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



(click image for video)

Our usage stats are strong and promising

📅 January 25, 2021 - February 25, 2021 ▾

NEW DEVICES

239

ACTIVE DEVICES / DAY

16.1

SESSIONS / DAY

51.0

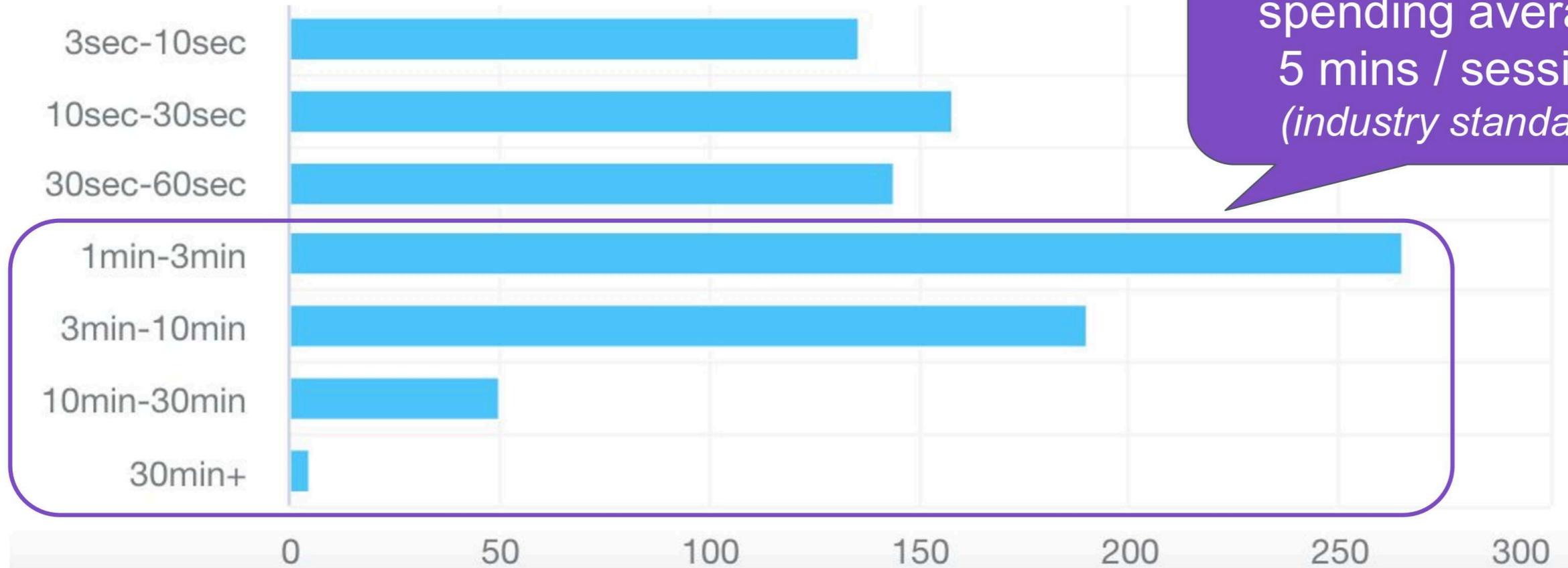
TOTAL SESSIONS

1.6K

AVG TIME / DEVICE / DAY

5:19 Minutes

SESSION LENGTH ⓘ CURRENT RANGE



Top 33% of users
spending average
5 mins / session
(industry standard)

Our business model is sticky and scalable

Q1
2021

Subscription

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

Q3
2021

Subscription & In-Store Credits

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

Single Plays	
<i>Buy additional plays a la carte</i>	
1 Play	\$0.99
3 Plays	\$1.99
5 Plays	\$3.49
10 Plays	\$6.99

Our GTM strategy is predictable and repeatable



[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



[Paid Media]

Universal App Campaign

Monthly Spend	\$3,150
Target Downloads	2,500

We're positioned to disrupt the competition



Univoice



Duolingo



Babbel



Busuu

Features

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	3000 users	330M users	50M users	90M users
Revenue	N/A	\$40M	\$15M	\$90M

We project breakeven in Q1 of 2023

	2020	2021	2022	2023
New Users*	5,000	487,500	1,387,500	2,810,000
Revenue*	-	\$1.2M	\$4.4M	\$10.9M
Net income	(\$299,611)	(\$659,221)	\$443,672	\$3.4M

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 ➡ **\$560,000** of **\$810,000** pre-seed

Remaining **\$250,000** = *4 mos. runway*

Use of Funds*



Operations, IT [13.5%]

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 [35%]

Marketing Content Creation, Advertising

Deal Terms

- \$5M pre-money valuation
- Preferred equity security
- \$0.44 share price

***Note:** Wefunder's intermediary fee = 6.5%

We plan an early exit by 2026 - 2027

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"

Q4 2024

Q2 2023

Reinvest profits directly into the business for accelerated growth

\$1M Profit Achieved

Q4 2026

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

Entertain M&A Offers



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