

In explosive market, story-based mobile game disrupts the way children learn languages



Highlights

- 1 🏆 Voted Best New Language Learning Technology by industry experts
- 2 📱 Founding team: CFO of mobile app w/ NASDAQ IPO + background in linguistics & psychology + mobile game studio Director
- 3 🌐 Education meets Gaming. Language learning market doubles to \$115B by 2025; mobile gaming will grow to \$272bn by 2030
- 4 📄 Freemium subscription for teachers & families (B2B2C); recurring revenue platform + gameplay monetization
- 5 📄 80,000 downloads in 18 months, 75% of trials convert to paying subscribers
- 6 📱 Children's digital language market is the next big growth story; planned rollout in multiple languages & markets
- 6 📱 Children's digital language market is the next big growth story; planned rollout in multiple languages & markets
- 7 📄 Advisors incl. growth leader of Honey & Acorns, founder of Friendster + Professor at Princeton
- 8 💖 Female, Latina-founded with diversity and access at the heart of its mission

Our Team



Mark Begert

Founding member/CFO of China mobile app pioneer Linktone scaling company & leading NASDAQ IPO.

We want to make learning a new language more fun and accessible for kids so that future generations will develop the innate empathy, cultural awareness, and preparedness to lead an increasingly globalized world.



Leslie Begert

Goldman Sachs, L'Oreal, Oxford Psychology + Cambridge Social Anthropology, Multilingual



Joseph Urban

Mobile gaming + digital director + UI/UX design + art + publishing - AppLovin (Lion Studios), Jam City



Sara Yang

UI + Animation+ illustrations + Design + Unity - Novakitten



Chenxi Liu

Children's edtech UX + Univ of Maryland Human-centered Design + Computer Interaction Researcher



Elaina Woods

Game Design + Animation + Technical Art + AR/VR + Unity - uStudio, Novakitten



William Aronson

Full-stack, game development + AR/VR + Unity - uStudio, Novakitten



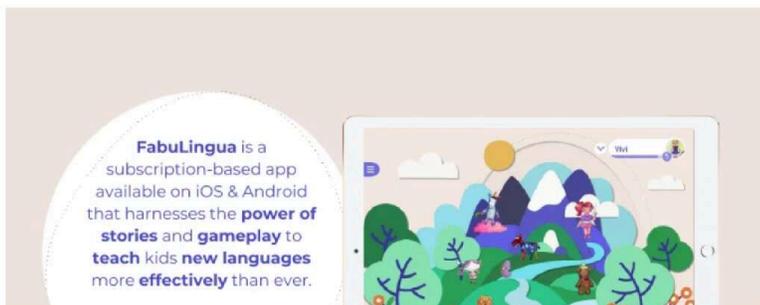
Matthew Magginnis

Architectural Design + full-stack + game development + Unity - Mesa Mundi, Enjin, Sethos Studios

Why FabuLingua?



Traditional language learning methods are ineffective and unenjoyable. In a fast-growing market of hungry language-learners, FabuLingua is the freemium subscription app based on learning science that harnesses the power of stories and gameplay to teach kids new languages more effectively and enjoyably than ever.





Traditional Language Learning is Unengaging and Ineffective



Memorizing vocabulary lists and learning grammar rules are old, worn out methods of learning a second language, and learning science has shown them to be ineffective. In addition, these methods generate stress, raising an 'affective filter' in the brain which impairs its ability to absorb information. Yet most available language learning products still use these discredited methods. As a result, kids aren't learning.



Language Learning is Broken

Fewer than 1% of children who study a language in a U.S. classroom become proficient as adults.

Modern Learning Science + Stories and Games = Fun, Effective Learning



Colorful children's stories and gameplay are inherently motivating for children and known to reduce their stress. FabuLingua combines stories and game design with the latest learning science around "comprehensible input" to create a new interactive format that delights and engages kids, and eliminates what language learning experts call the 'affective filter' - stress that inhibits language learning.

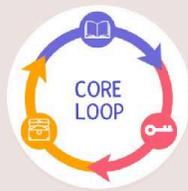
A Game Changer FabuLingua

- Fresh, interactive stories and games
- Develops fluency efficiently and naturally
- Easy and compelling for teachers & family
- Accessible—low cost and



Available for use and asynchronous

GAMEPLAY



READ TO EARN KEYS TO UNLOCK CHESTS



READ

Reading is the gameplay for progressing.



COLLECT KEYS

Reading will be awarded with keys. The more difficult each story is, the more keys will be awarded.



UNLOCK CHESTS

As the reader explores the world of Fabulingua and collects keys, there will be a variety of chests to unlock that give collectable and unique rewards!

EXPLORE



LOCATION



WORLD VIEW

DISCOVER NEW STORIES AS YOU EXPLORE



LOCATION

A location appears on the World View that can be explored to meet new friends and hear their stories!



EVENT

Events are limited time locations that offer unique rewards and stories.



WORLD VIEW

As the reader explores the world of Fabulingua and collects keys, there will be a variety of chests to unlock that give collectable and unique rewards!

This Patent-Pending Software
Makes Language Learning Easy



Magical Translations® is the patent-pending learning method based on an immediate spoken translation that's strategically and rhythmically woven into the written language to create "comprehensible input". It's a uniquely efficient method that keeps the child engaged in the story while playfully developing comprehension, literacy and pronunciation.

Through **Magical Translations®** your child sees only the Spanish text, but hears the narrator's rhythmic alternation between Spanish and English.

This allows them to understand and follow the story in a relaxed and engaged way—the ideal state for language acquisition.

FabuLingua Unleashes the Power of a **Second Language**



Learning languages is an asset to individuals, families, and society. Bilingualism makes children smarter, improving executive function including attention, prioritizing and multitasking. They become better communicators and develop stronger social-emotional skills, empathy and cultural awareness. It even helps protect their brains from age-related diseases.

Benefits of a Bilingual Brain

- Improved cognitive function and creative thinking
- Better executive function (attention & prioritization)
- Improved social emotional intelligence, empathy and cultural awareness
- Lowered risk of Alzheimer's and dementia
- More career opportunities

Market graphic

Finally—Accessible, Affordable Language Learning for **ALL Families**



The cost of live language tutoring or building an extensive collection of books leaves many families without access to the benefits of learning a second language. FabuLingua's digital platform provides a practical, affordable solution for families everywhere—one that is effective and democratizes language learning.

FabuLingua Democratizes Learning a Second Language

- Average Language Tutor service (single session): **\$20-40**
- FabuLingua unlimited access: **\$4-8/month**



FabuLingua is the **Future** of Language Learning for Kids



FabuLingua is scaling fast: this creative team has released 15 stories, 60 associated in-story mini-games, and 55h of learning in the last 18 months—with another 50 stories in the production pipeline, 500+ teachers on the waiting list for our teacher module, 80k downloads, and a solid start on subscription monetization.

80K downloads

15K registered users.
(Since April **60%** of downloads create accounts)

75% of trials convert into subscribers

1K subscriptions for families

A circular inset image showing a woman and two young children sitting together, looking at a tablet computer. The woman is pointing at the screen, and the children are looking on with interest. The background is a soft, warm light.

FabuLingua Empowers Creators From Around the World

A circular inset image showing two women looking at a tablet together. One woman is pointing at the screen, and the other is looking on. The background is a soft, warm light.

Our stories are sourced from authors and illustrators all over the world who are able to publish and monetize their creativity on FabuLingua's platform while providing our learners with beautiful, unique, culturally authentic stories.

Artists from All Over the World Create the Magical World of FabuLingua

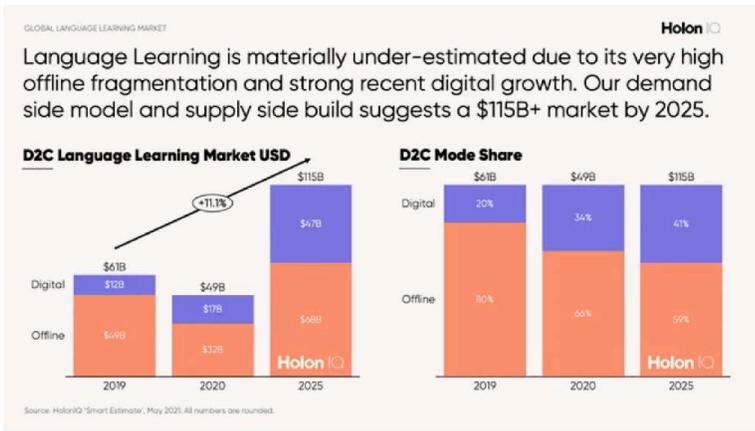
- FabuLingua empowers storytellers and artists from non-traditional backgrounds
- We give them access to a huge audience
- They provide unique, culturally authentic stories for our learners

An illustration of a woman with dark hair in a ponytail, wearing a light blue shirt, standing next to a globe of the Earth. The globe is stylized with green continents and blue oceans. There are decorative elements like a yellow star and a blue shape around the globe.

Poised for Success in a Fast-Growing Market

A circular inset image showing two women looking at a tablet together. One woman is pointing at the screen, and the other is looking on. The background is a soft, warm light.

Today, 1.8B people are learning a new language on and offline, and they are spending \$60B to learn. This consumer language learning market is set to almost double to \$115B by 2025 and continue with 18.7% annual growth to \$170B by 2027. This is led by digital delivering almost 4X growth by 2025.

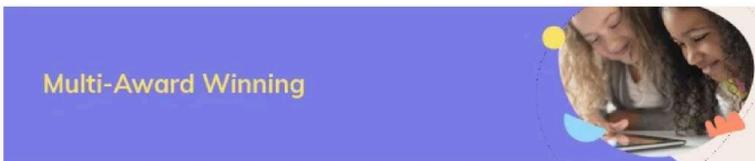


Innovation in the adult language learning market has been richly rewarded and disruptors such as Duolingo and Babbel now dominate (with an IPO in the near future). The children's language learning market lacks any such dominant players, is highly fragmented, undercapitalized, and starving for exactly the type of unique innovation and disruption FabuLingua is offering.

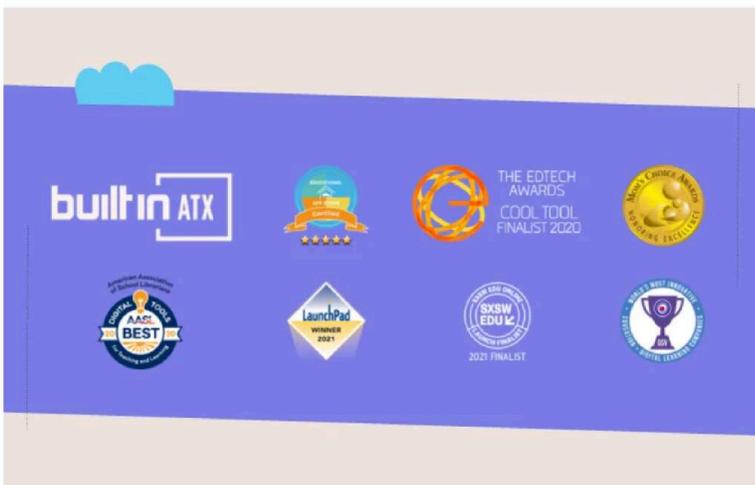
Learning through Playing

How does FabuLingua work?

- **Children** (age 2-10) learn new languages through **interactive, animated** stories set in a **game-based** experience.
- Our patent-pending **Magical Translations®** pedagogy enables natural, subconscious **"invisible learning"** without stress.
- **Publishers, writers, and illustrators** create **high quality** children's stories and **monetize** their **passion and creativity** on our **platform**.
- **Language schools and teachers** are **empowered** with newfound capabilities to **reach** their learner customers.
- **\$170B+** projected market by 2027



There is no shortage of awards for FabuLingua, and this incredible platform was recently voted best language learning technology by language learning experts.



FabuLingua has Users and Experts Cheering



Innovation in adult language learning exists in the form of products like Babbel and Duolingo, but their content and methodology were not designed with young children in mind, and can't be easily adapted to be a compelling, effective way for kids to learn a new language.

With 75% of trials converting into subscriptions, it's safe to say that teachers, parents, kids, and industry experts all see and feel the difference in FabuLingua.

Reviews



"We absolutely are loving this app! My son is suddenly answering me in Spanish (something he hasn't done in years)."

Adrianna P.

We homeschool in Spanish/English. I so appreciate that this app doesn't only read to the kids but encourages mastery of a story (and the included vocab) by having the ultimate goal of the child recording their own voice reading the story for themselves. Well done, FabuLingua!

Lauren

Thank you for this wonderful resource. We are relying heavily on other resources to bring language into our home during quarantine, and this amazing resource is becoming part of our daily curriculum. This is an amazing product.

@somossacramento

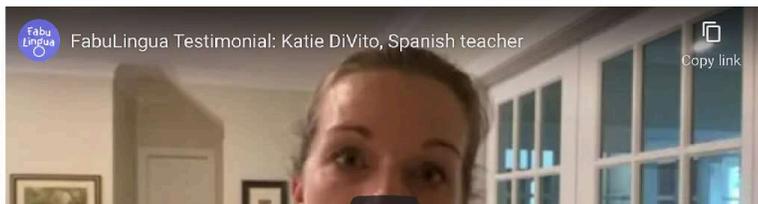
My kindergarten students LOVE LOVE LOVE the app, the stories, and the games. They record themselves all the time. I really love it too, it is the best app I can use for my little ones. Thank you. You made my job much easier.

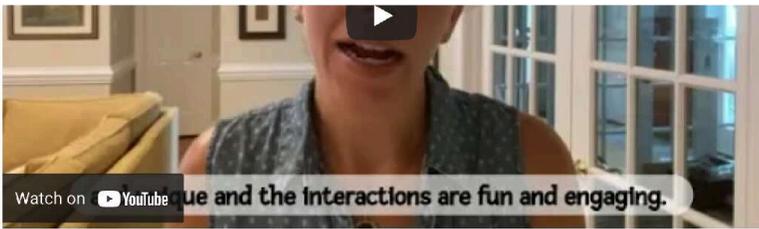
Aurelia

In the Words of a FabuLingua investor...



Educators Love FabuLingua





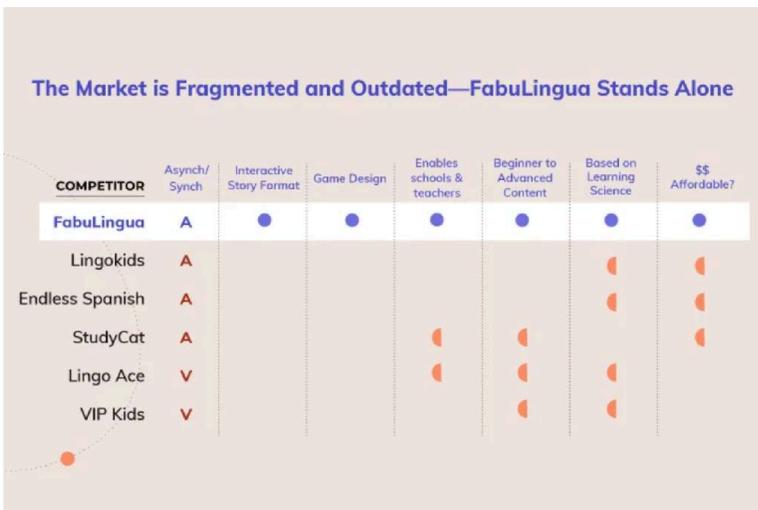
Founding pair boast previous NASDAQ IPO, founding team in Linktone, background at Goldman Sachs and L'Oréal, and an education at Harvard, Oxford and Cambridge. With a Board of Advisors equally impressive, it's no wonder FabuLingua is well on its way towards niche domination.





In an Outdated Market, FabuLingua Offers a Fresh Take

FabuLingua is unique in the increasingly fragmented children’s language learning market and emerging as a player poised for niche domination, offering the whole package: from an interactive story format, to game design, long-term effectiveness, and a wide range of beginner-to-advanced content that puts kids on the path to fluency.



The Future is *Brillante* for FabuLingua

Lofty goals for this language tech innovator include building and launching a teacher dashboard to meet demand from schools and gig language teachers, reducing story production time by 50%, and growing their addressable market by 20x launching FabuLingua English for the US, Latin American and Chinese markets.



Why Invest Now?



As our world keeps changing, one truth remains constant: second languages are a superpower that benefit individuals, families, and society. The effective communication, increased empathy, and cultural awareness that bilingualism develops will shape the future leaders of an increasingly globalized world. Join us as we meet the challenge.

In the Words of a FabuLingua investor...

Roadmap and Milestones

Next 12 Months

- 25 interactive stories and games available
- Fabu English for Spanish speakers in U.S. and LATAM
- Teacher dashboard release
- 1000 teacher partners
- Headcount: 12
- Annual Recurring Revenue (ARR): \$1M
- Monthly Burn: \$100K
- Financing: \$2M

Year 3

- 100 stories and games available
- Fabu English in China, Japan, India and Europe
- Role playing game design
- 5000 global teacher partners
- Headcount: 30
- ARR: \$15M
- Monthly Burn: \$200K
- Financing: \$10M

Year 5

- 500 stories Fabu language products in 10+ languages and global presence
- User Generated story editor and platform
- 10000 teacher partners
- Headcount: 80
- ARR: \$40 mil
- Monthly Burn: \$150k
- Financing: \$30mil

Forward-looking projections cannot be guaranteed

Harness the Power of Language Learning with Investor Perks



Snag a subscription or two (or 2500!) when you invest in FabuLingua—for yourself, your family and friends, or an entire school of your choice!

Invest and Get Free Lifetime Subscriptions or Donate Subscriptions to the School of Your Choice!

Many levels of investment available, including:

\$250

1 Free lifetime subscription (for personal use/gifting)

\$5,000

100 free 1 year subscriptions to be donated to a school of your choice or a Title 1 school

\$100,000

2500 free 1 year subscriptions to be donated to a school of your choice or a Title 1 school. Dinner or Zoom call with founders.

CAMPAIGN STRATEGY BY

ARORA PROJECT

ARORAPROJECT.CO

Downloads

[FabuLingua - A mobile language learning game based on children s stories - 0921RegCF1 .pdf](#)