



New EdTech Revolution Growing Fast

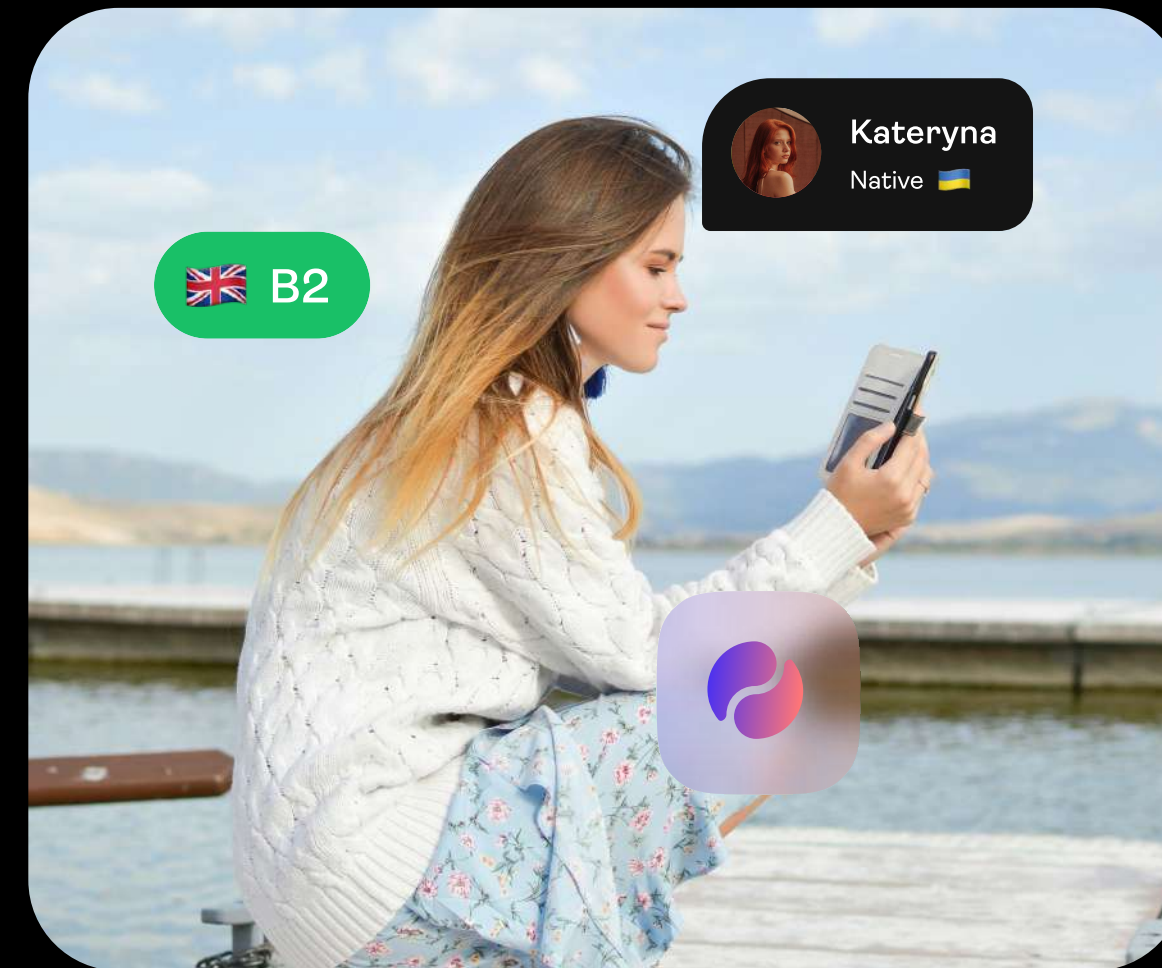
We launched the MVP and achieved over 300,000 downloads, confirming demand. Based on feedback and metrics, we refined DEF. The full version is now ready to set new records





Problems we solve

We provide a convenient language practice platform, serving the needs of over a billion people

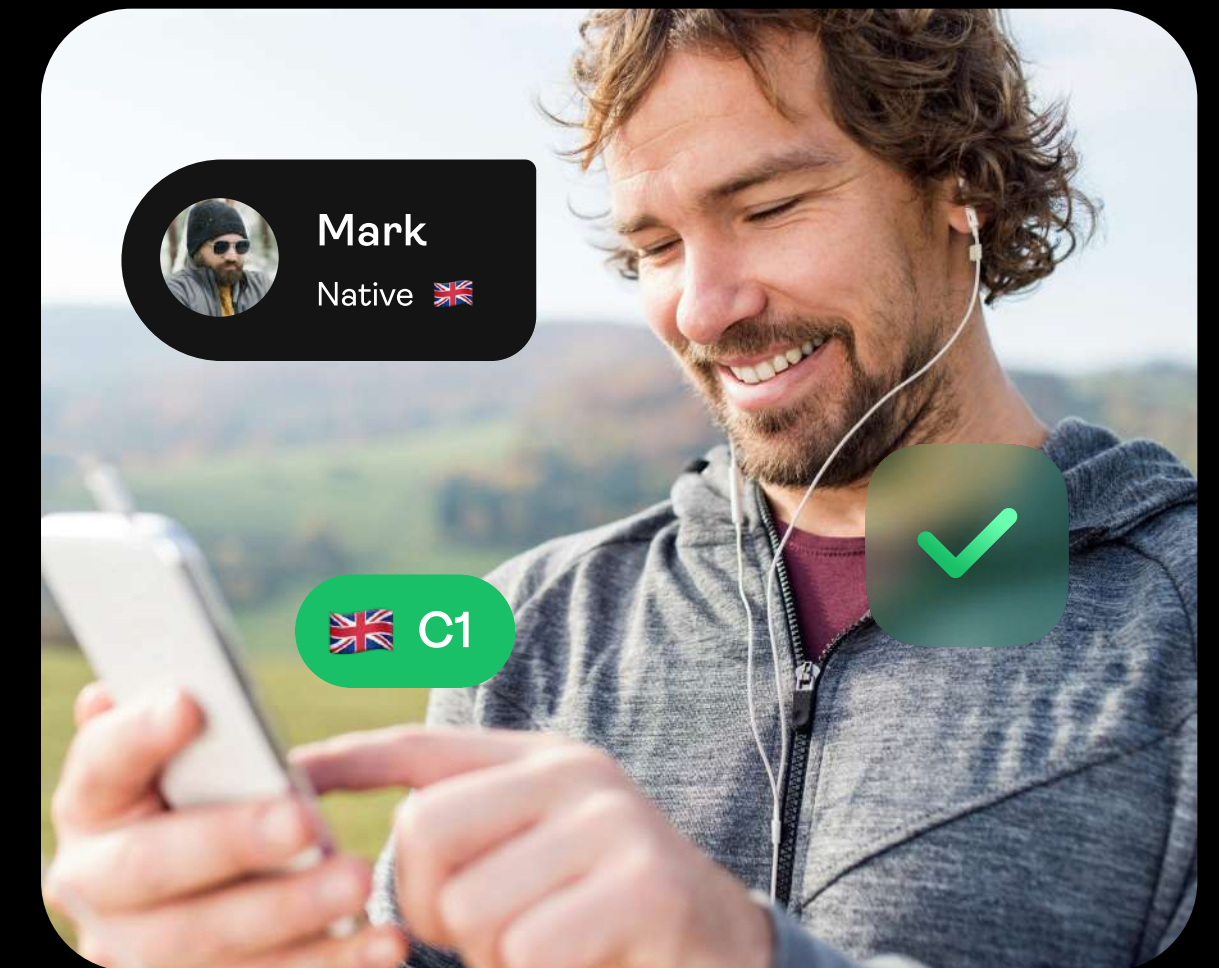


3. Finding new acquaintances

4. Community for searching students

1. Lack of real-time language practice

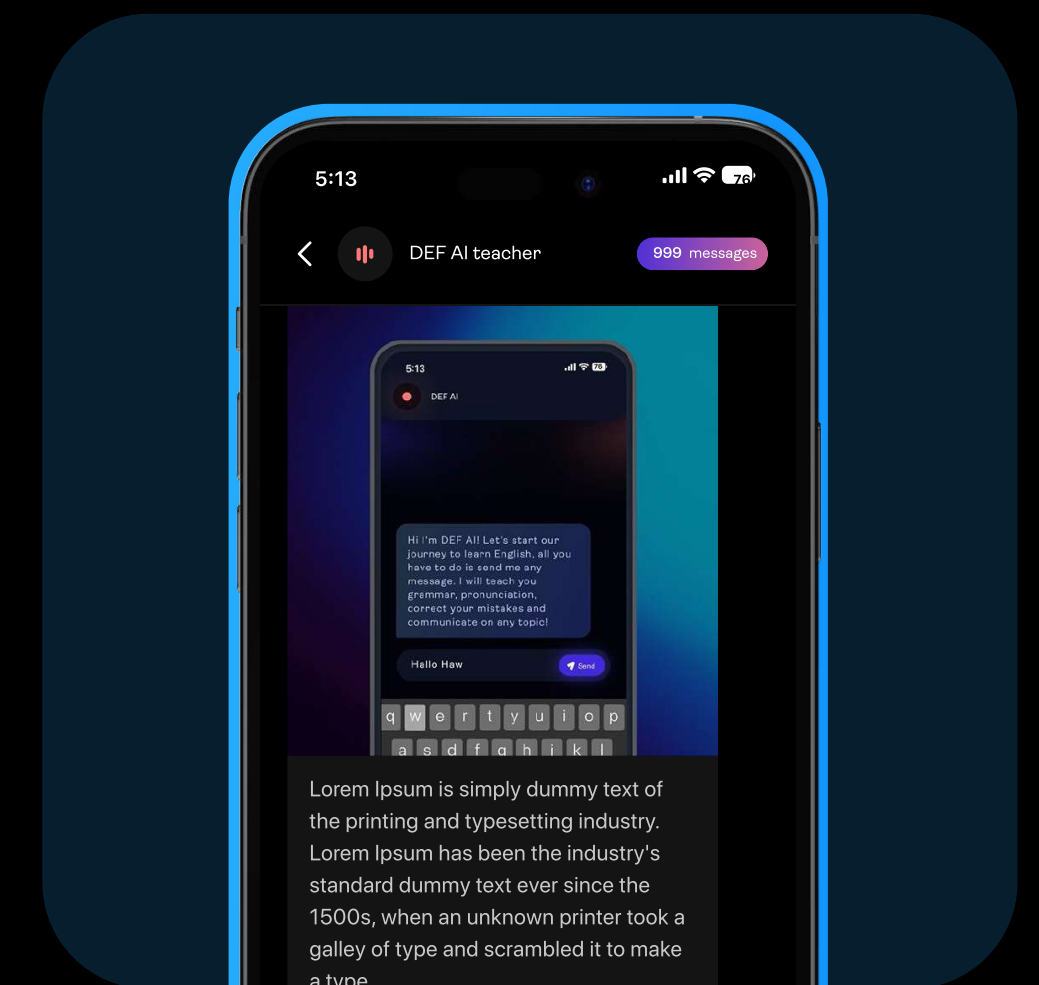
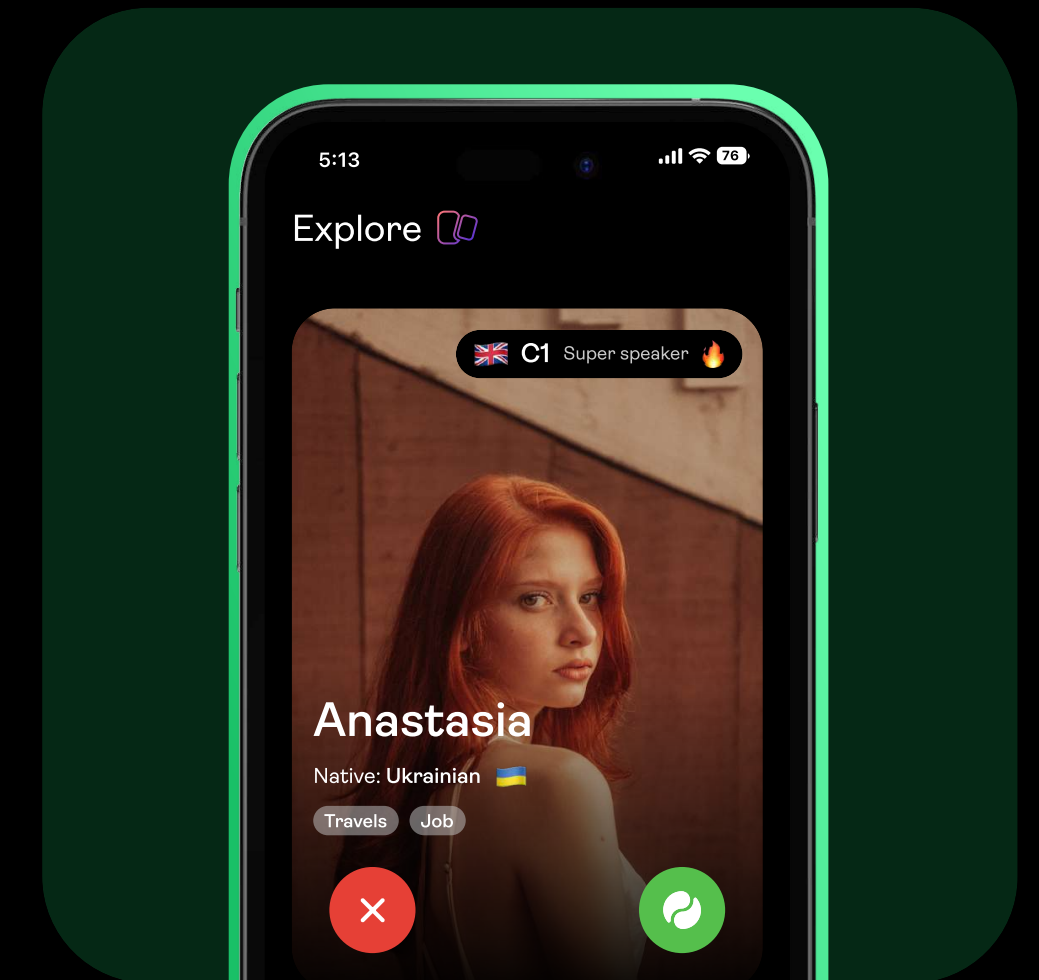
2. Limited access to native speakers





DEF – Platform for Practicing English

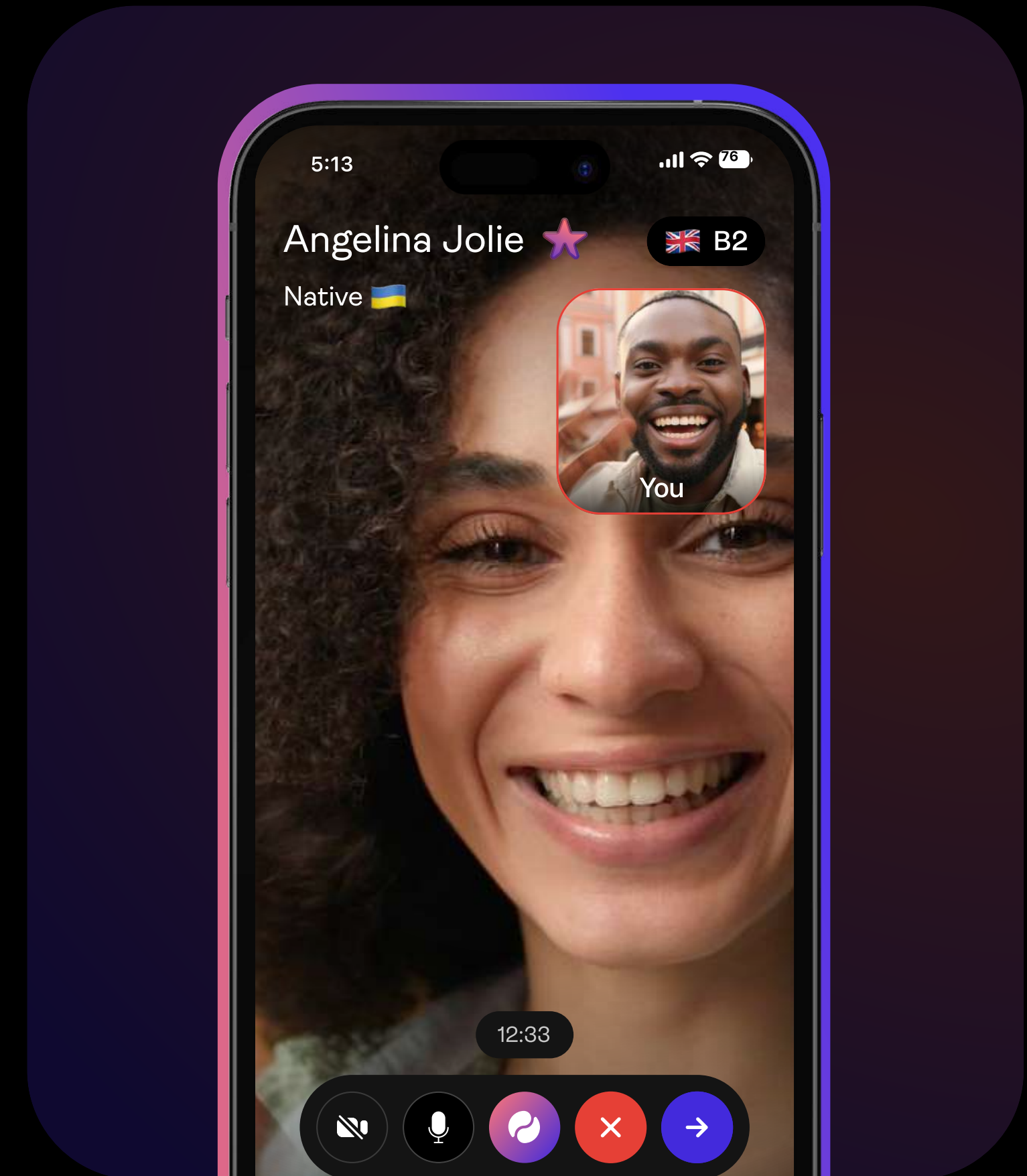
This is an educational platform with dating app mechanics, making us unique on the market





1. Practice

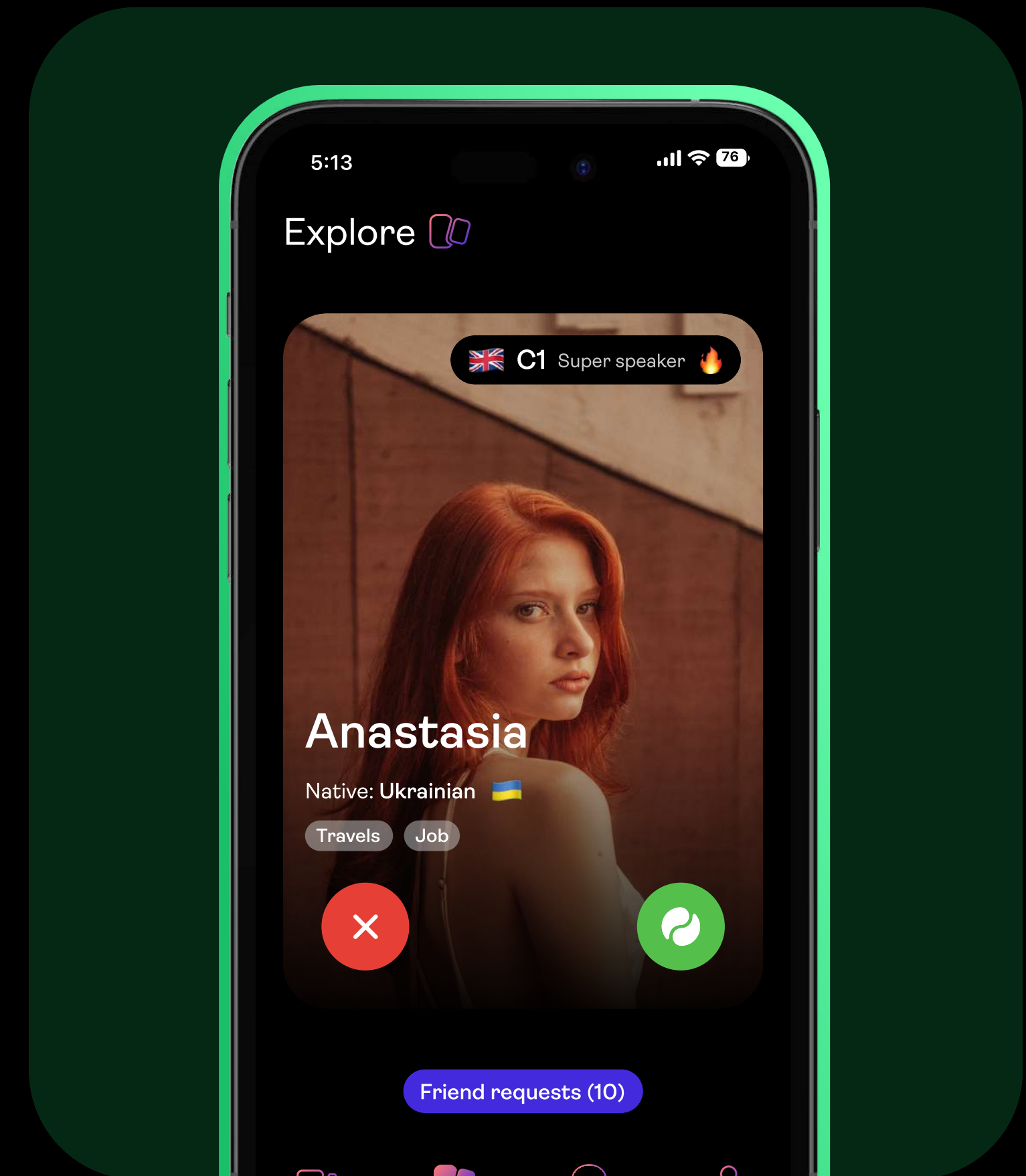
Join random video calls to practice English. Our app matches you by English level and native language





2. Matching system

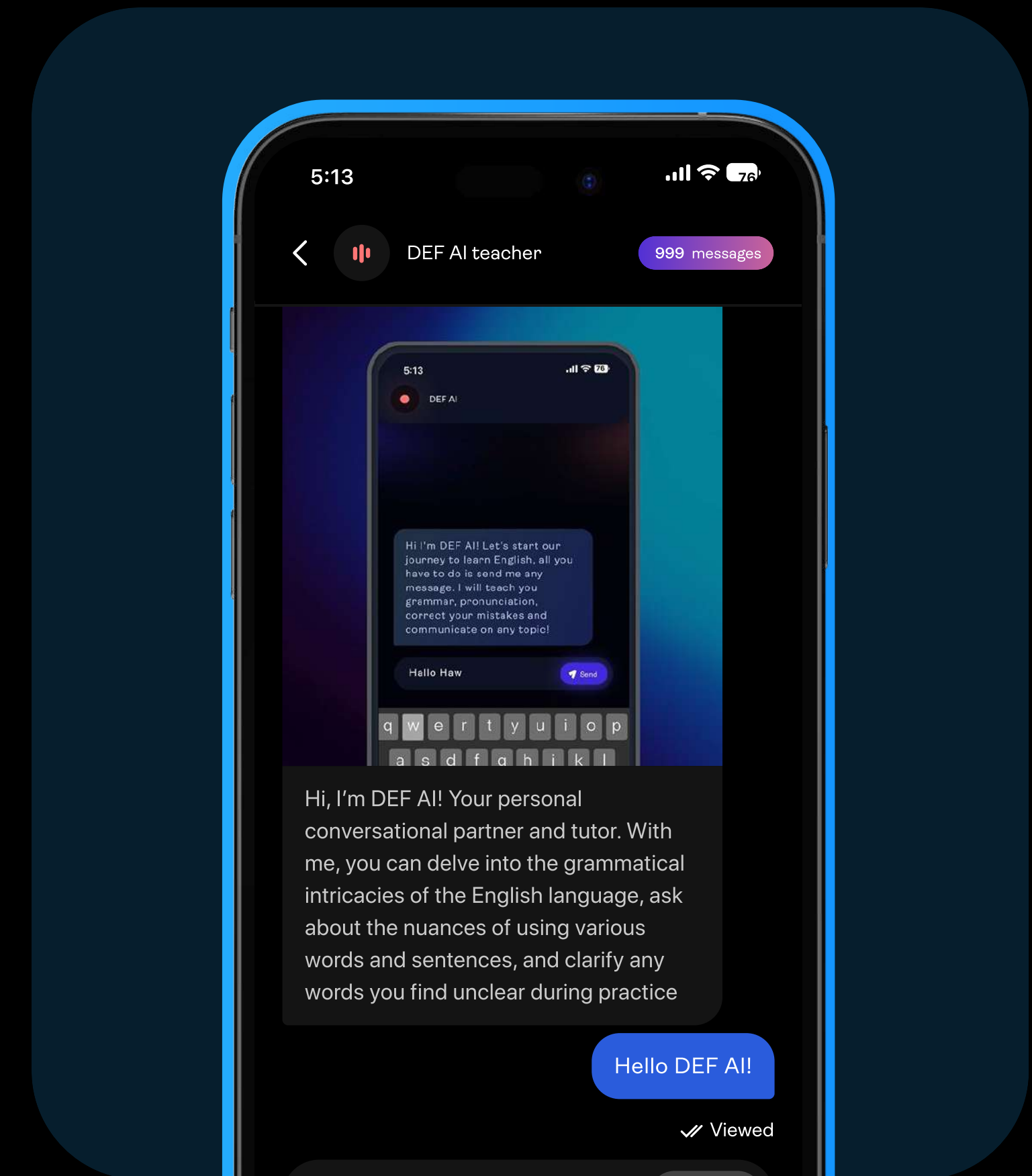
Match with users for video call competitions and English practice. Soon, swipe to find other speakers and blend learning with social interaction





3. AI learning

Learn grammar and chat with AI. Soon, AI will enhance most app features, greatly improving user experience





Monetization

Our product focuses on **subscriptions**, with a lesser emphasis on internal ads

What adds **value** to our subscription

impact

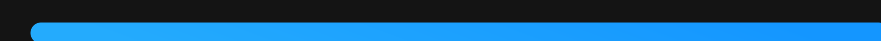
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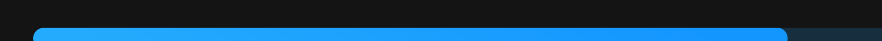
Unlimited Matches

Match limits are the top reason users buy, according to research and reviews



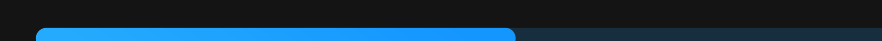
Paid Features

Unlimited access to features that enhance the user experience



No Ads

The ability to use the app without ads is often a strong motivator for purchasing



Visual differences

Users can stand out with premium badges and other visual indicators

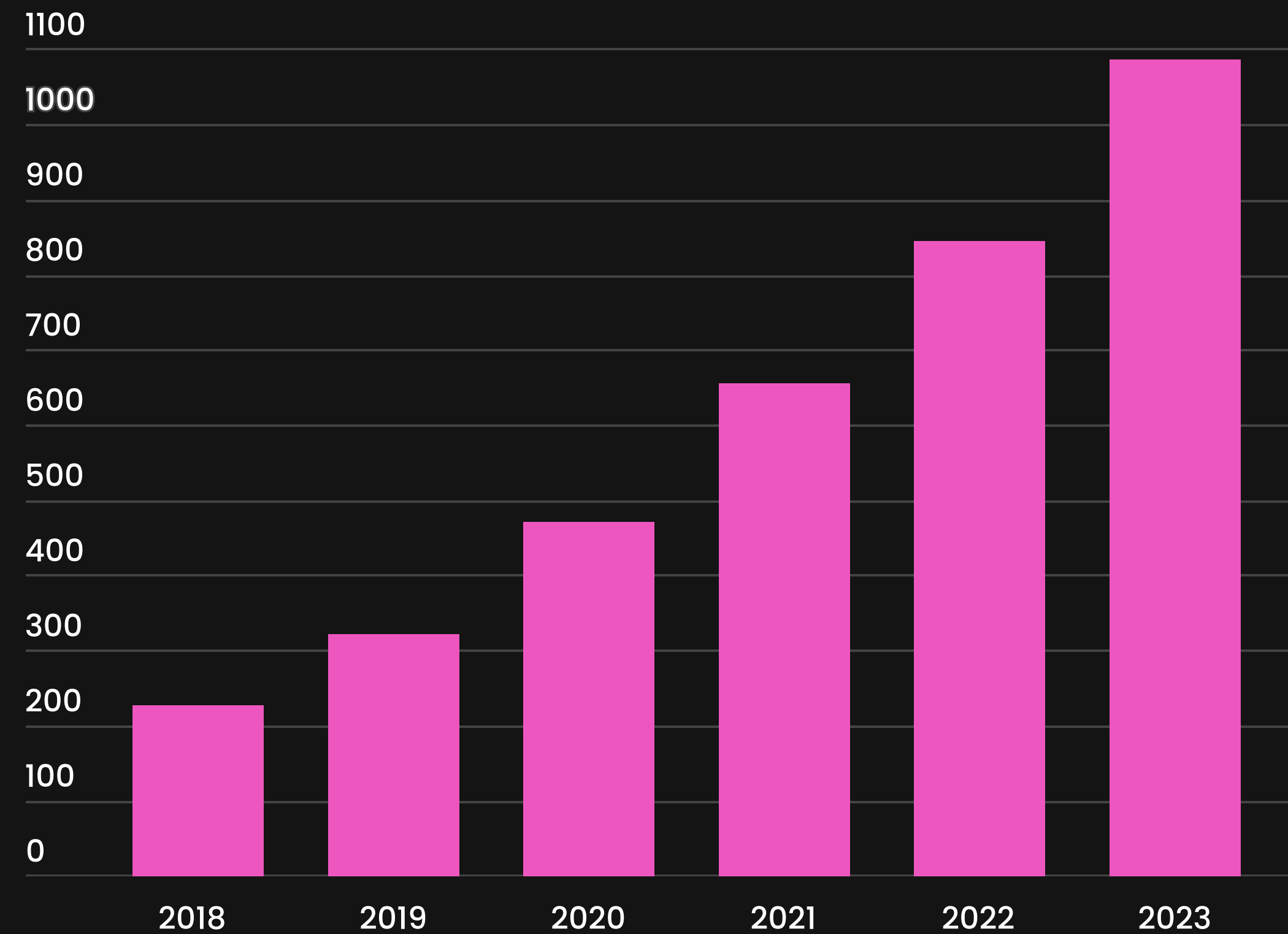




Market of EdTech Apps

The market of EdTech applications has been **growing exponentially** for several years in a row and is not going to slow down

Language Learning Apps Market Revenue, 2018-2023 (\$mm)



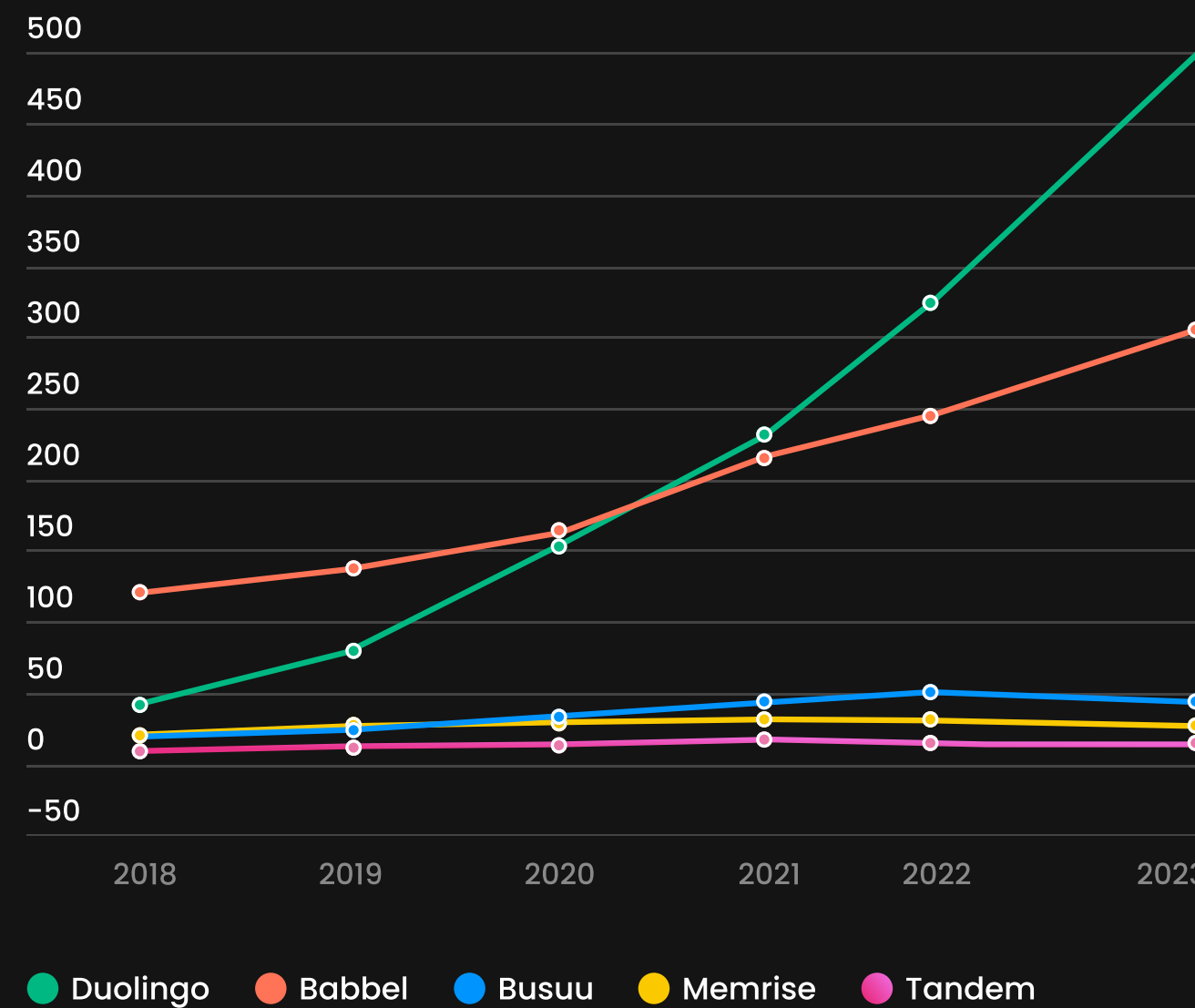
<https://www.businessofapps.com/data/language-learning-app-market/>



Our market competitors

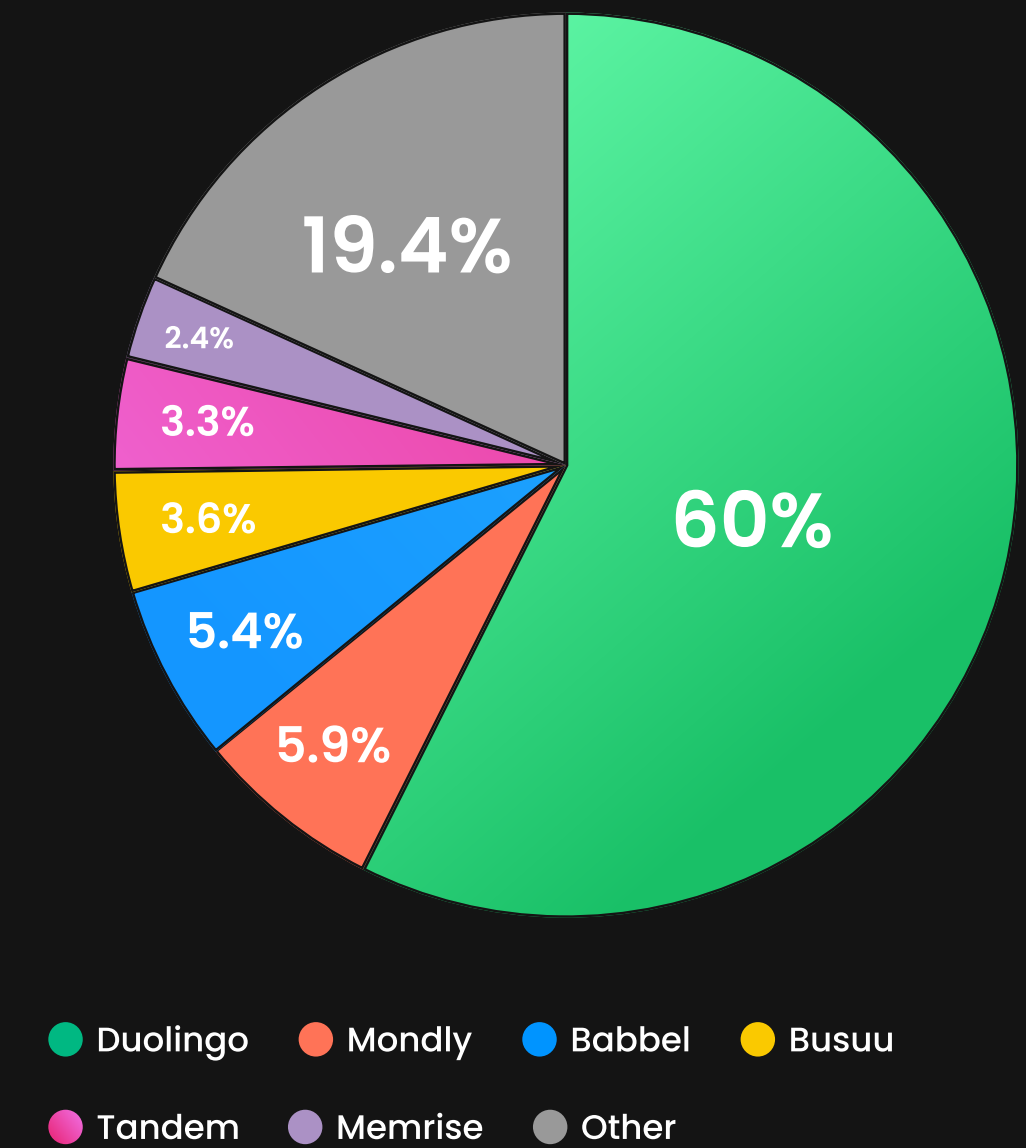
Our main competitor, **Tandem**, offers similar features and targets the same audience. We aim to overtake them within a year.

Language learning revenues by app 2018 to 2023 (\$mm)



<https://www.businessofapps.com/data/language-learning-app-market/>

Language learning app usage market share 2023 (%)



Tandem metrics

Monthly Active Users (MAU): **1M**

Per month revenue: **\$500K**



Our old Ver 1.0 MVP metrics

We achieved these indicators with almost no investment of money and with minimal functionality on the old version of our application

300K+

Downloads

100K

MAU

2.5%

Retention 30d

15K

DAU

11 min

Session time

Ver. 1.0 (MVP)



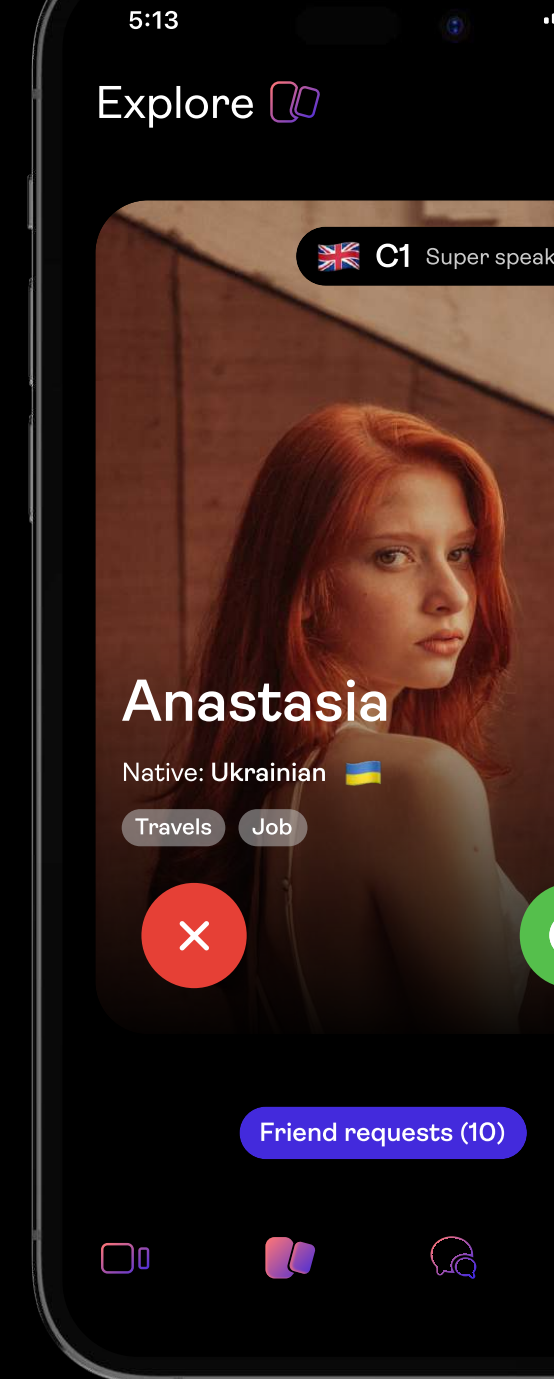
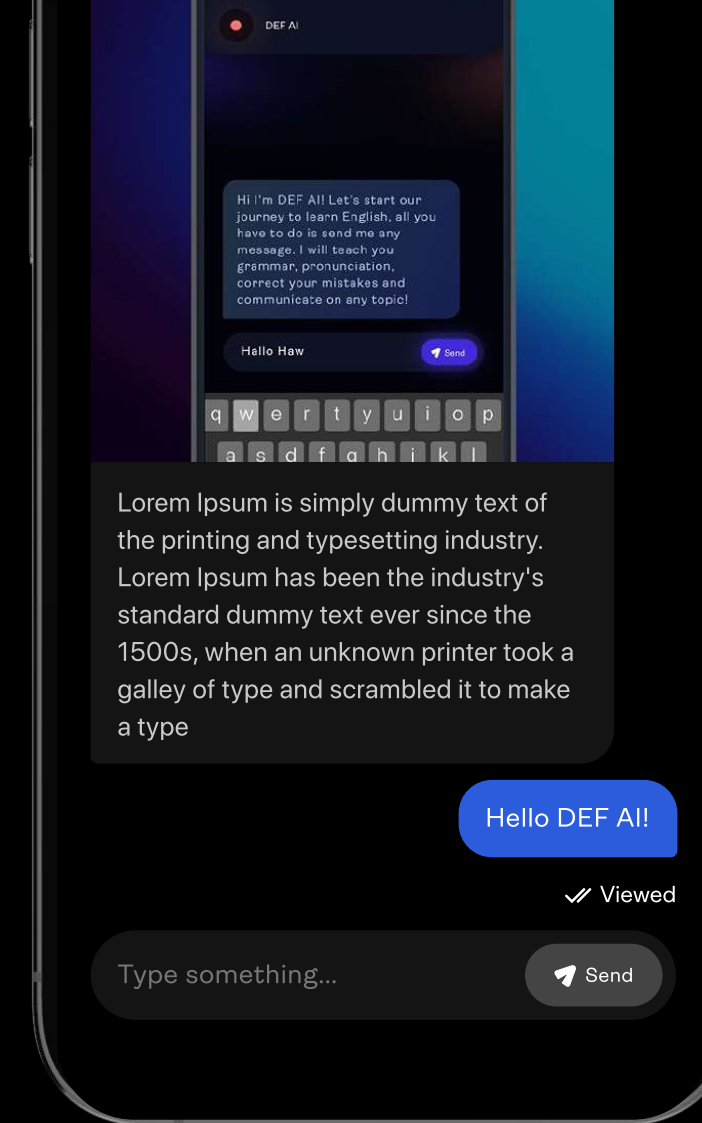
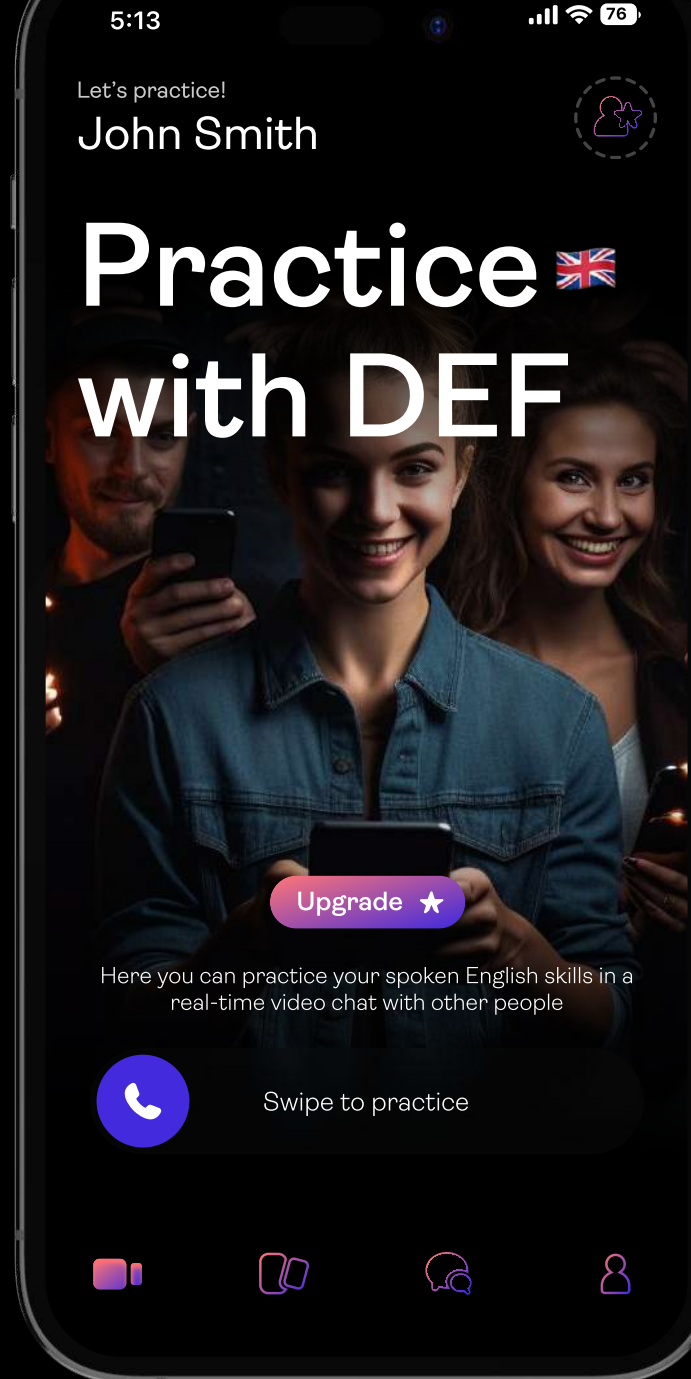
We built it in just 4 months

Ver 2.0



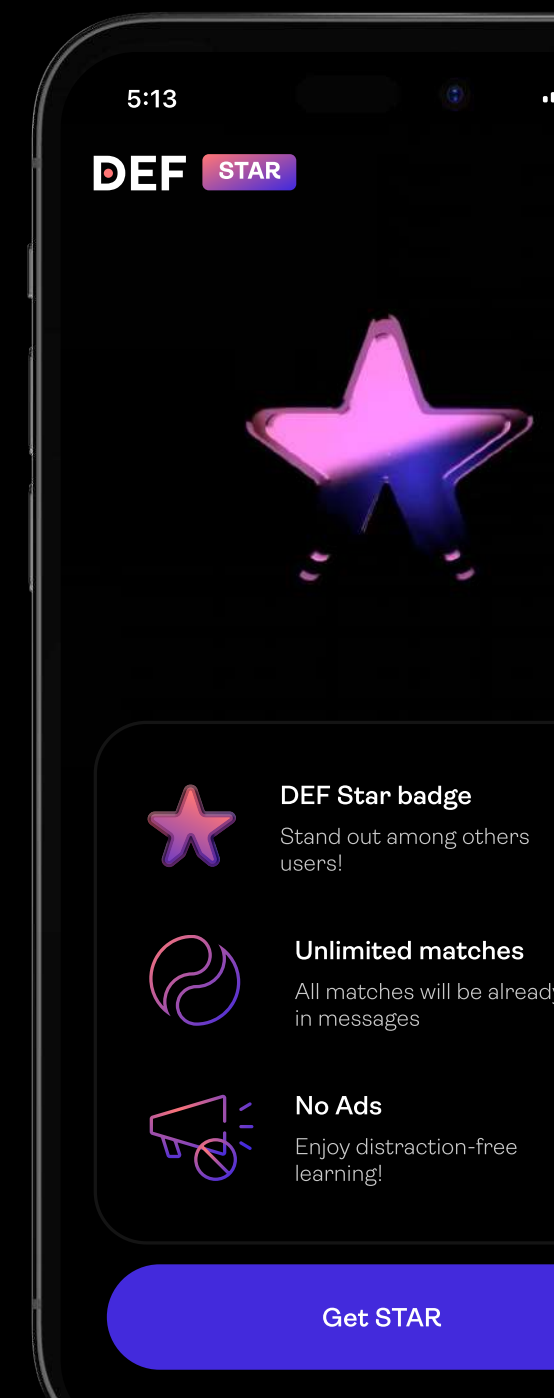
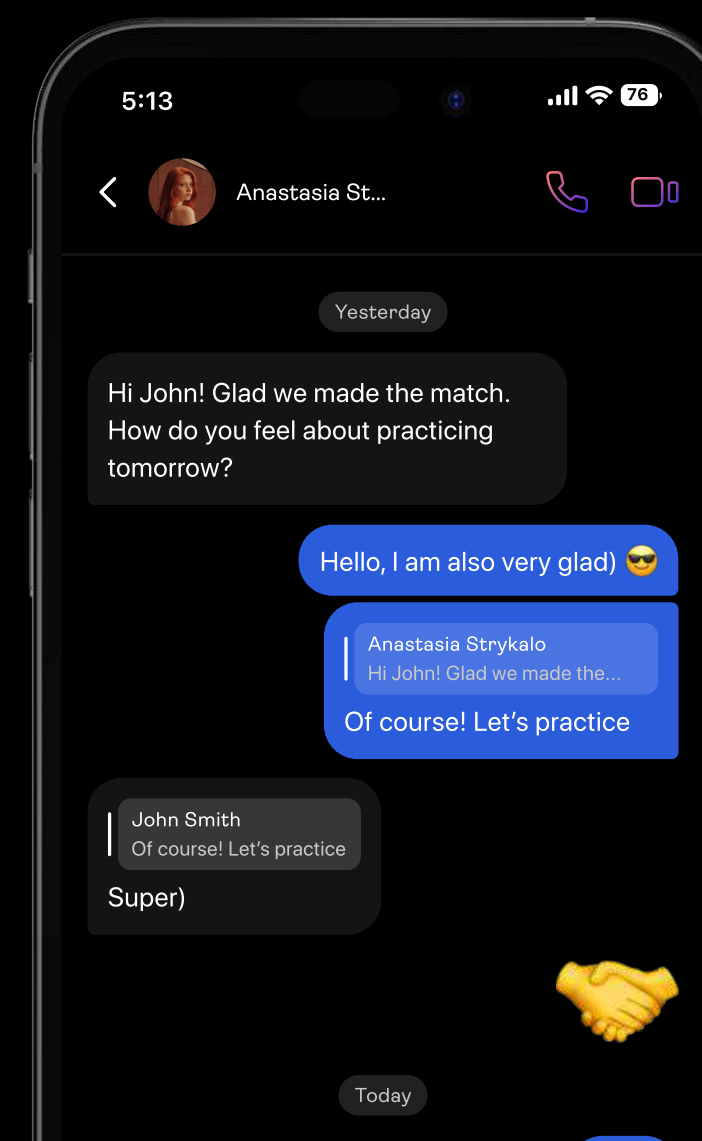
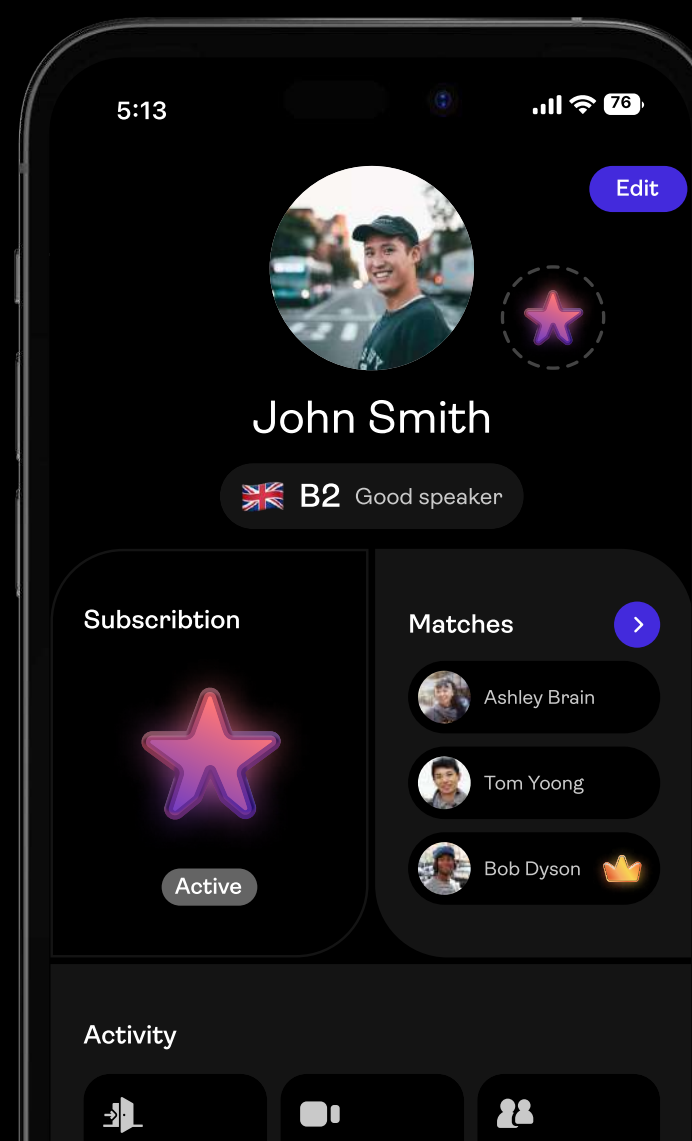
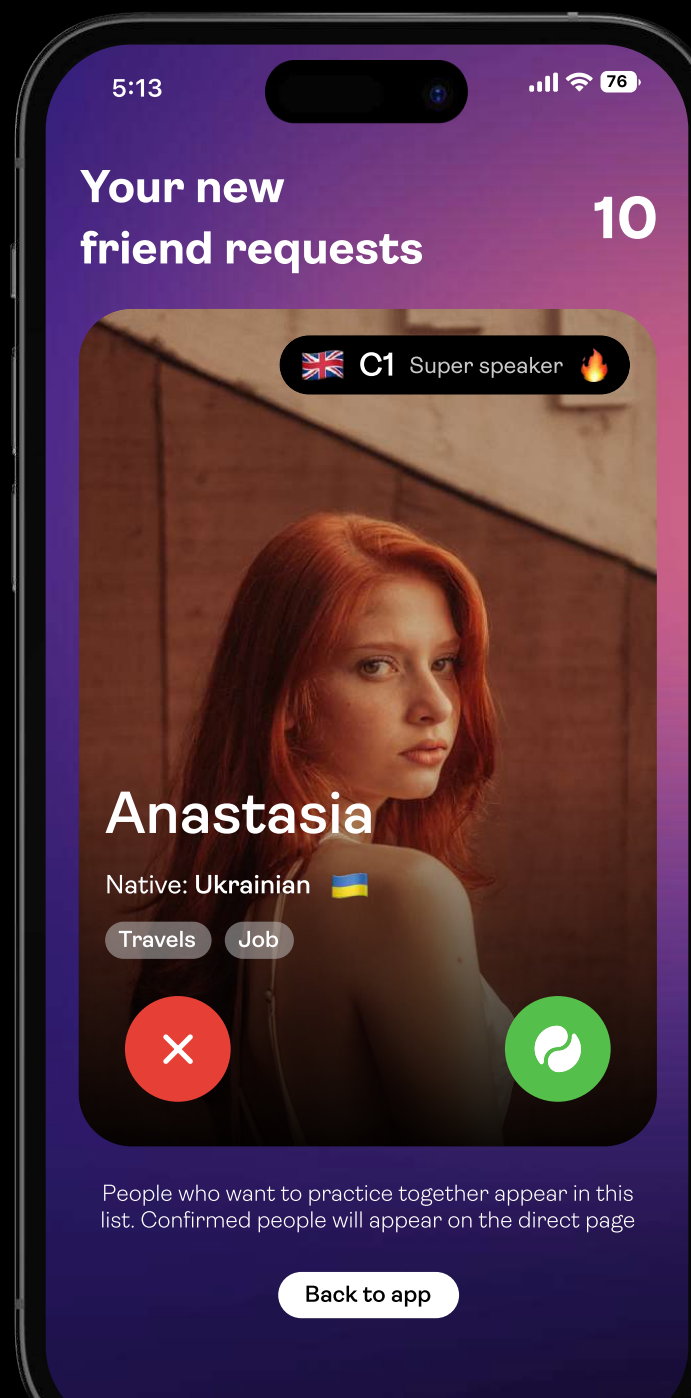
GET IT ON
Google Play

Download on the
App Store



Ver. 2.0 full functionally ready

However, we have not yet started to attract traffic, so there are currently few users there



Competitor

DEF

🕒 Peak indicators

🕒 5 months

🕒 1 year

● Tandem

● DEF

● DEF

10M

Downloads

1M

Downloads

12M

Downloads

1M

MAU

100K

MAU

1.2M

MAU

9%

30d retention

10%

30d retention

10,5%

30d retention

\$500K

Monthly revenue

\$50K

Monthly revenue

\$540K

Monthly revenue



What can we do with your money

Our MVP research shows that investing in the new version will significantly boost key metrics





Why We Need Funding

Invest in our growth and
grow your capital



Retention

In our new product version, we've improved user retention. However, we need funding to stabilize the product and finalize unit economics, which requires significant traffic and advertising budgets



Engagement

We need funds to analyze user behavior and requests, and to improve our product. This includes supporting our team and covering operating expenses



Expansion

One of our key priorities is expansion. We aim to launch multiple advertising campaigns targeting diverse national groups worldwide to build a platform reaching hundreds of millions of users. However, our current budget does not support this initiative



Revenue



Our potential

We have a clear vision for
our product's growth



English practice app

DEF is a modern, user-friendly platform for practicing English and connecting with others. It's designed to help users improve their language skills through communication, with plans for steady growth and market expansion.



Worldwide Language practice platform

Over time, DEF aims to become a comprehensive platform for learning and practicing various languages, connecting specialists, and offering services. Our goal is to create a unique social network where users can even monetize their skills, offering something unparalleled in the market.



Win Win strategy

Why investing in us is a good idea



x1000 Capital Growth Potential

During the first launch of our MVP, we confirmed that demand in our sector of the education market is incredibly high.

We achieved all our targets with minimal capital. With investment and our new improvements, the product will grow exponentially, offering a substantial return on your investment



Unlimited Product growth

The market for language practice between speakers is not yet dominated by any major player.

The demand and market size are colossal. With the right investments, we can quickly become the market leader and achieve unicorn status with hundreds of millions of users



Transparency and openness

At this stage, we are an active, legally registered company in Estonia.

We keep all our investors informed about the company and product, accounting for all expenses.

Our product is an active app in production



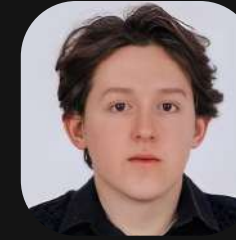
Our Team

We have a dedicated team of professionals committed to creating a unicorn product



M. Landau
Founder

Business, quality control, management, consulting



I. Lototskyi
Co-Founder

Business, creativity, design, communication with the team



I. Kabar
CTO

Architectural solutions, optimization, development



N. Starov
Full Stack dev

Development



I. Lutaienko
Mobile Dev

Development



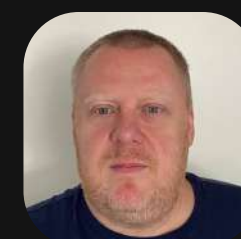
Yurii Gryshyn
Backend dev

Development



O. Lemeshynskyi
Full Stack Dev

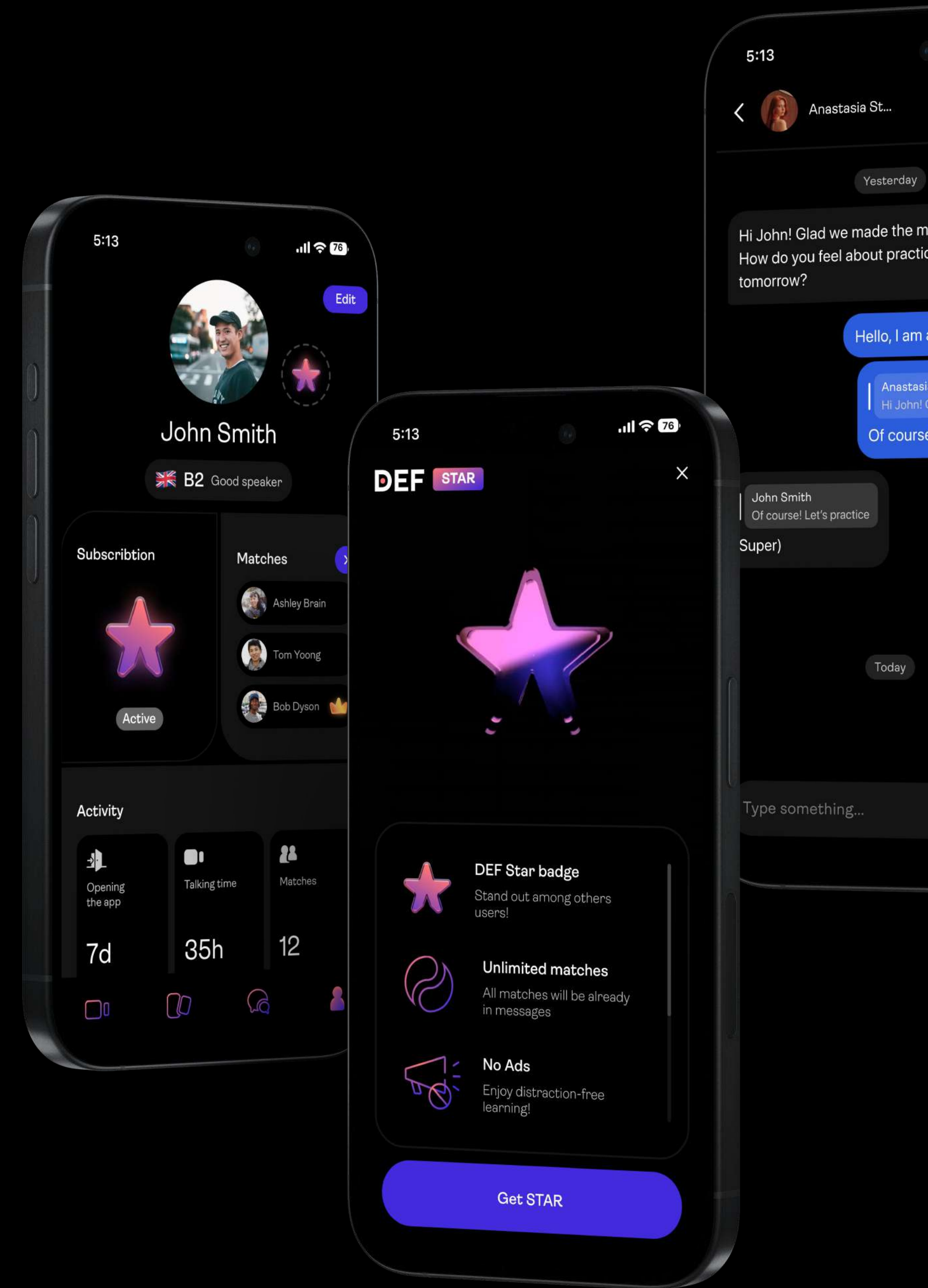
Development



Oleksii Altabaiev
Partner

Representation in Canada

We need **3 months** to deliver initial **results**, and it will take a year for our exit strategy to become profitable for you. If you choose to exit, the **return** on your investment **will be substantial**





M. Landau

CEO

I would like to outline the inception of DEF. First and foremost, DEF is envisioned as an ark for talent. We assemble ambitious individuals to undertake highly complex and profitable projects.

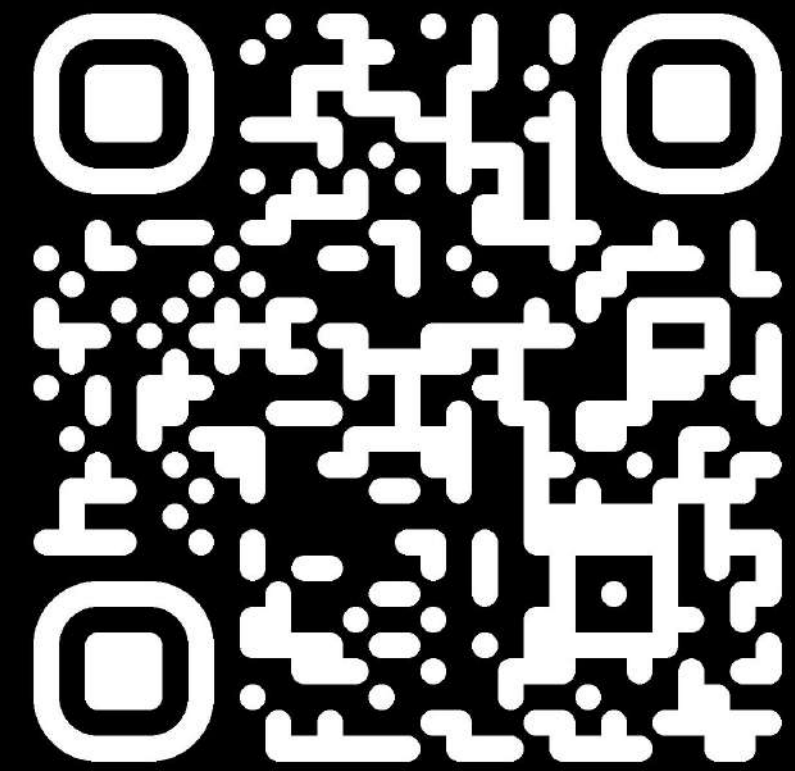
Our team at DEF consists of competent and principled professionals who joined us based on their belief in our values. During the project's initial phase, we lacked the resources to offer salaries, but this was inconsequential as the determination of passionate individuals is unstoppable.

We are now seeking professional investors who recognize the substantial potential of this venture. We offer not only profit sharing but also our expertise.

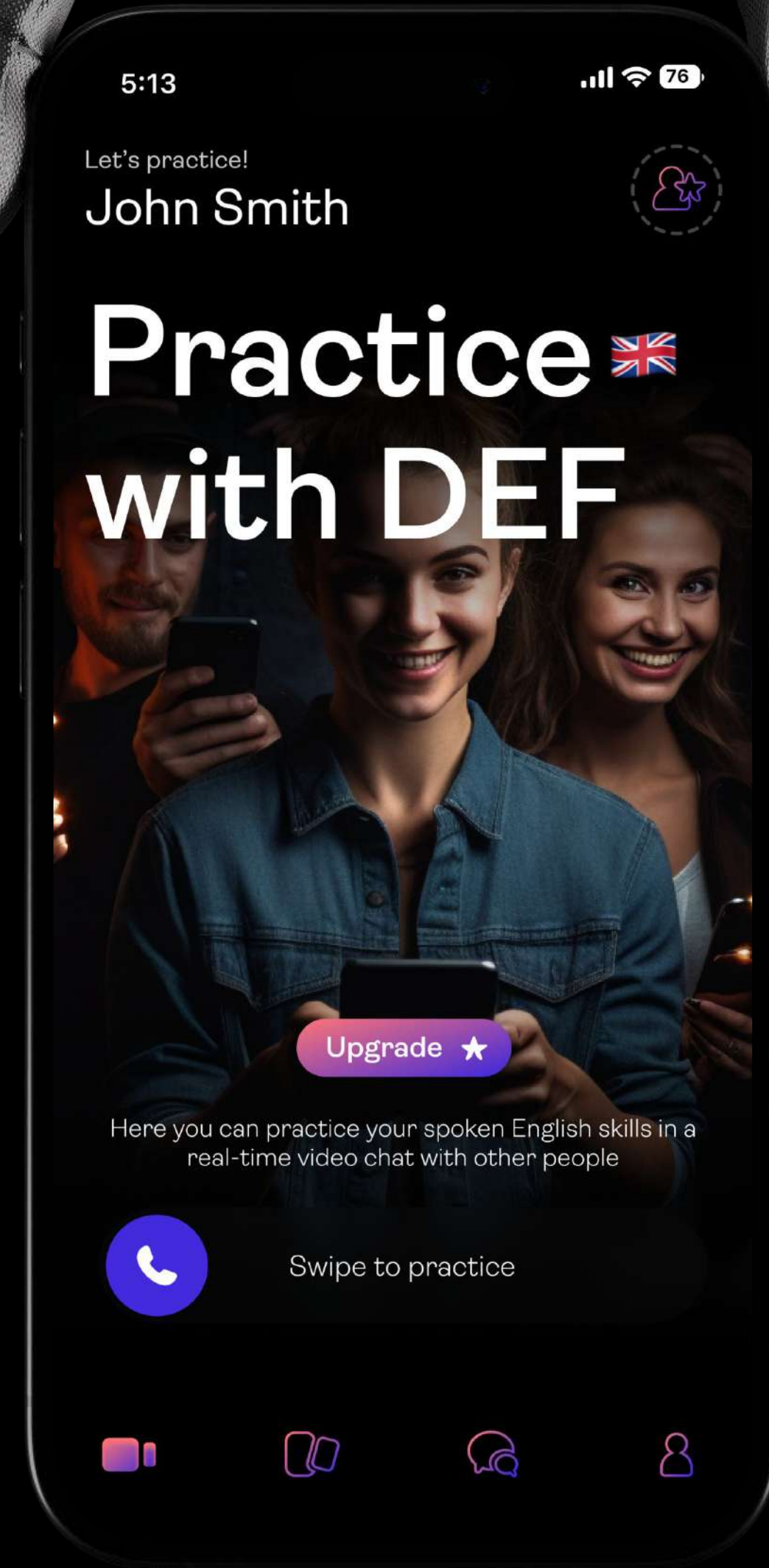
Investing in DEF means growing with us, gaining access to exclusive reports, market analysis, and advanced technologies. In return, we pledge to transform the EdTech sector fundamentally.

The DEF era has just begun!





Visit our **WEB Pitch**
and **App pages**





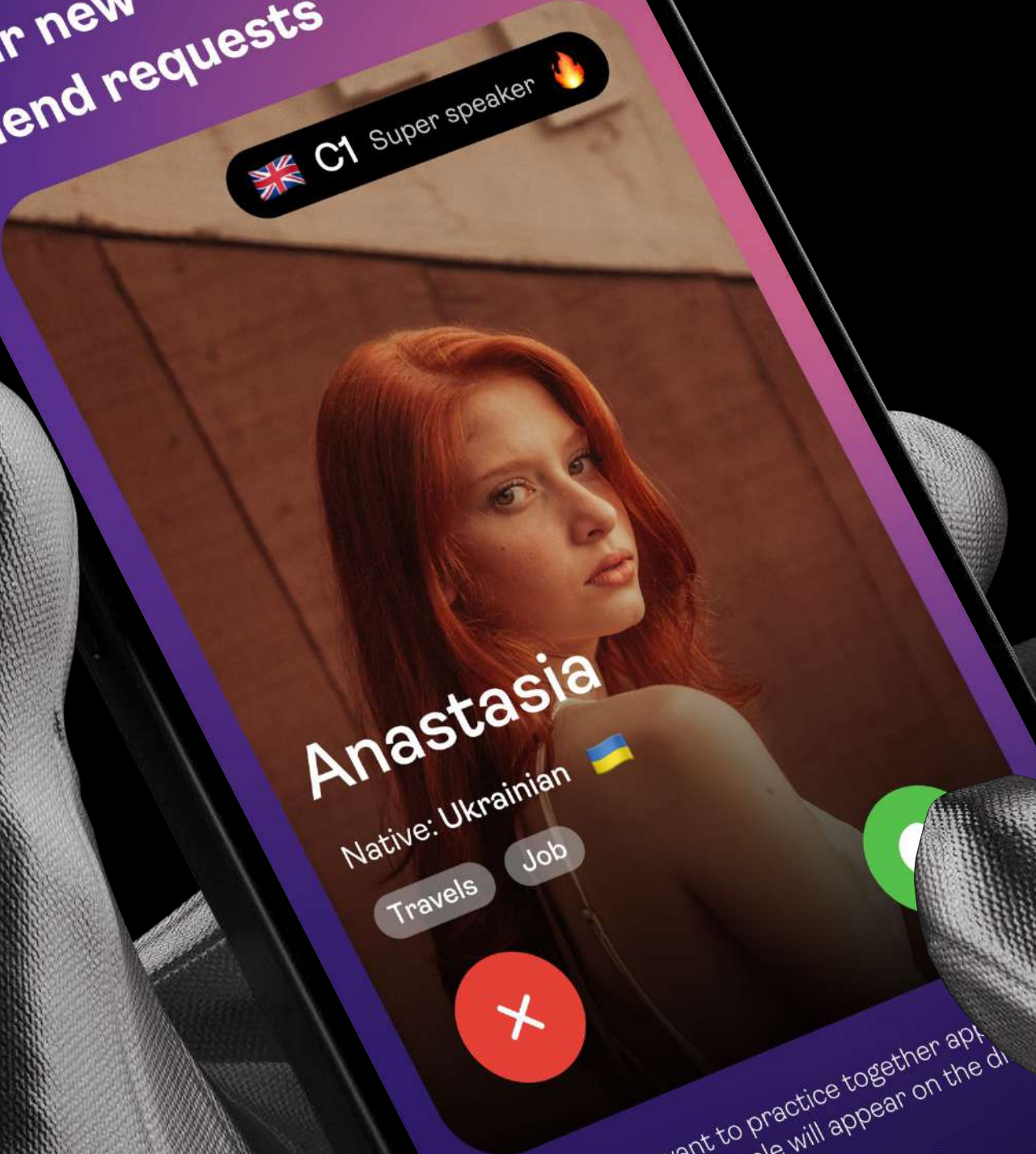
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Your new friend requests

C1 Super speaker 



Anastasia

Native: Ukrainian 

Travels Job



People who want to practice together appear on the list. Confirmed people will appear on the d

Back to app