

# Meet Illia

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- MA KNU Shevchenka (French, Arabic)
- 7,000 + lessons in 60+ countries
- 10+ years in language education domain
- Microsoft, European Parliament, Erasmus+
- solving the problem of poor language education when learning alone



# Kvanette | Independent Language Learning



# Business model

## Focus:

- French Language
- independent learning



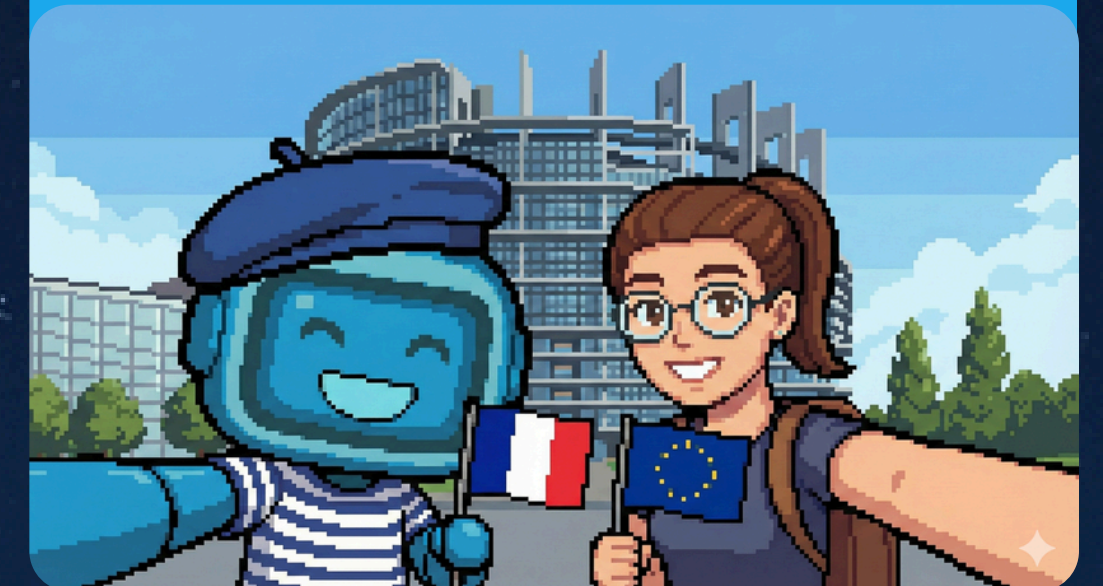
## Functions:

- Vocabulary Sets,
- Grammar Courses
- Socialisation



## Target Audience:

- European Union
- French Enthusiasts
- Language Nerds



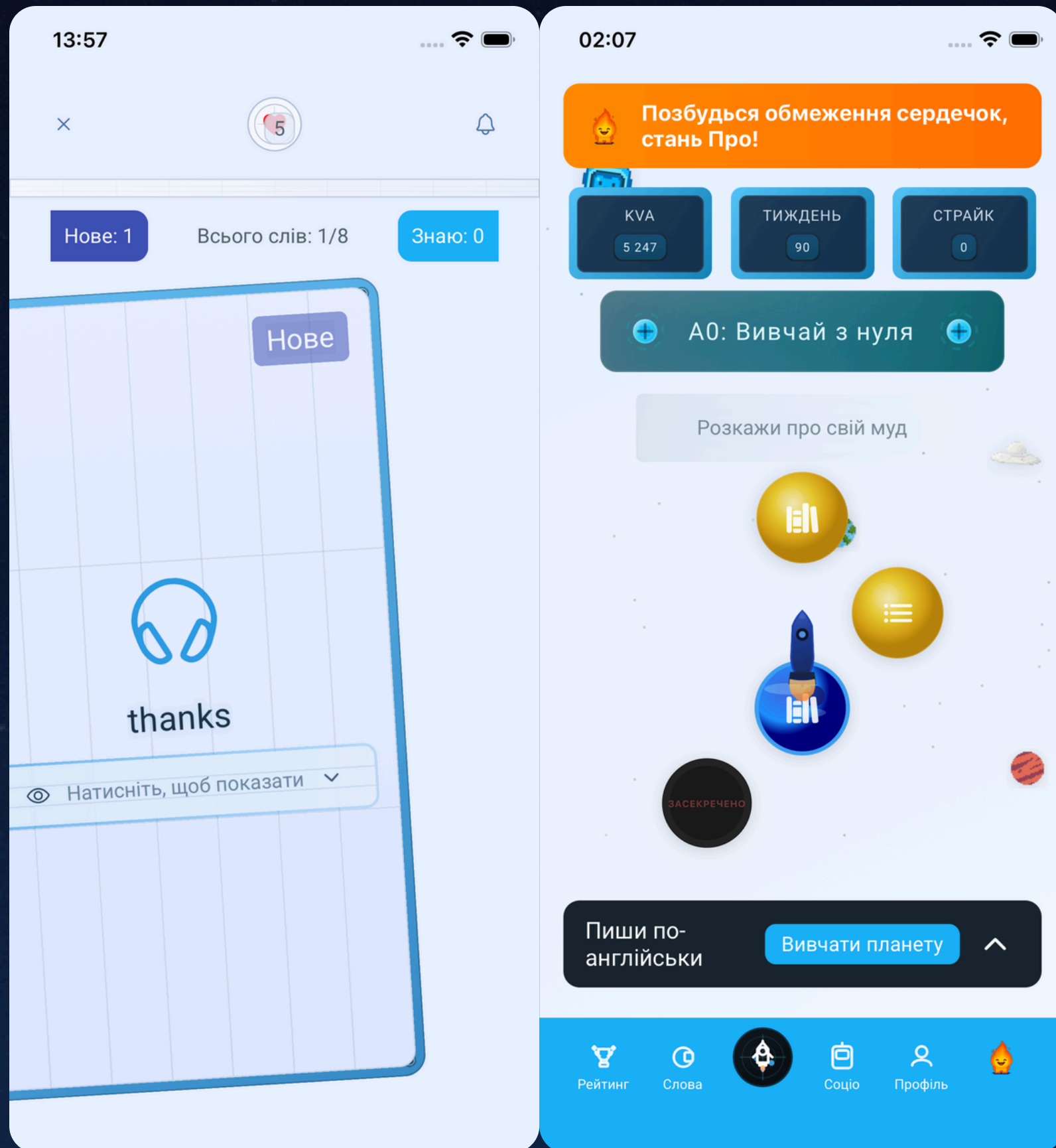
# Cust-dev & Research

Others	Kvanette	Function	Do customers need this function?
✗	✓	Grammar Covered	4.8/5
✗	✓	Vocabulary Sets	4.4/5
✗	In progress	Feedback on errors in exercises	AI Feedback: 4.6/5 Human Feedback: 3.2/5
✗	In progress	Forums with experts	3.2/5 (Experts: 4.2/5)



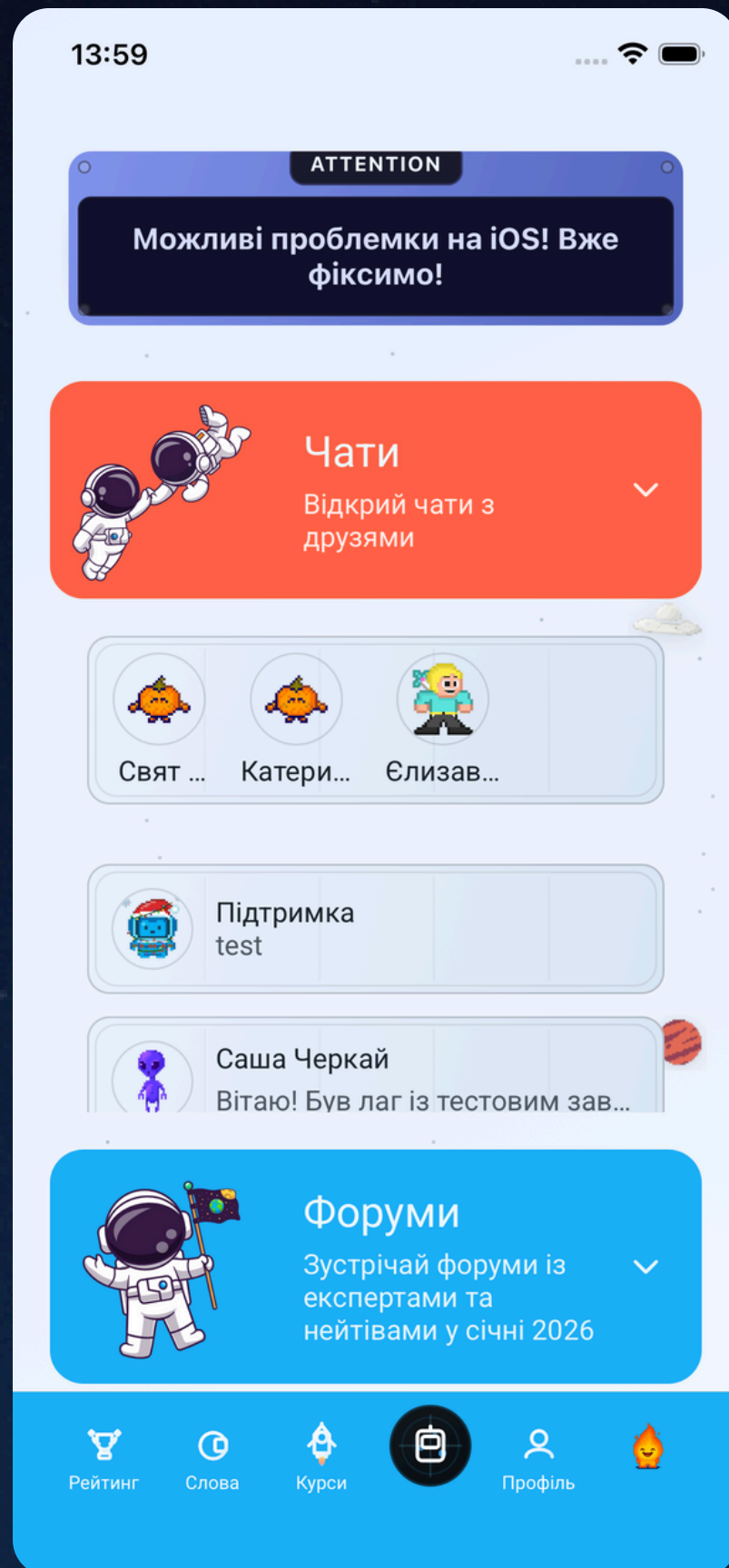
# Vocabulary Sets

- **Functionality benefit**
- Vocabulary sets by level and topics
- Vocabulary progress tracking
- No AI-made sets
- Swipe new words, not exes



# Grammar Courses

- Content benefit
- Grammar topics covered
- Full course for professional learning
- 4 Competences covered:
  - Writing, Listening, Speaking & Reading



# Social

- Exists:
  - Chat with friends and natives
  - Direct support
- In development:
  - Forum with experts
  - Short grammar articles

# Target Audience - European Region

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TAM



SAM



SOM

\$250,000 in first year

# Business Model - Subscription

	Monthly Subscription	Quarterly
<b>Gross ARPU (Monthly)</b>	<b>\$5.99</b>	<b>\$14.99</b>
Store Commission	\$0.99	\$2.25
Tax (FOP 3, 5% + 1% military)	\$0.35	\$0.90
Net ARPU	\$4.65	\$11.84
CAC	\$8.33 (350 UAH)	\$8.33 (350 UAH)
<b>Payback Period</b>	1.8 months	0.5 quarter

# Break-even

	Month 1	Month 3+
Server Month	\$2.59	\$2.59
Salary CEO/Tech	\$0.00	\$1,000.00
Salary French Course Creator	\$500.00	\$500.00
Salary English Course Creator	\$500.00	\$500.00
Salary German Course Creator	\$0.00	\$500.00
Salary Marketing	\$0.00	\$500.00
Marketing (Target Ads)	\$0.00	\$1,000.00
Platforms Year Fee by month	\$10.33	\$10.33
Total Costs	\$1,012.92	\$4,012.92
Net ARPU	4.65	4.65
<b>Subscribers</b>	<b>218</b>	<b>863</b>

# MVP proves pre-revenue market fit

910

Current User Pool (+620)



Кvanette | Твій  
Мовний Всесвіт

Вивчи Англійську та...



1 ОЦІНКА

5,0



ВІК

4+

Р

ГРАФІК

#29

Освіта

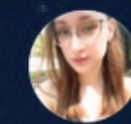
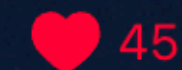
РОЗ

Illia K



modig\_lilla\_my 2 дн.

З такою мотивацією я що завгодно вчитиму 😊



\_.sweet.\_.mint.\_ 2 дн.

Божечки, як же це буде супер 🥰 чекатиму з нетерпінням 🥰

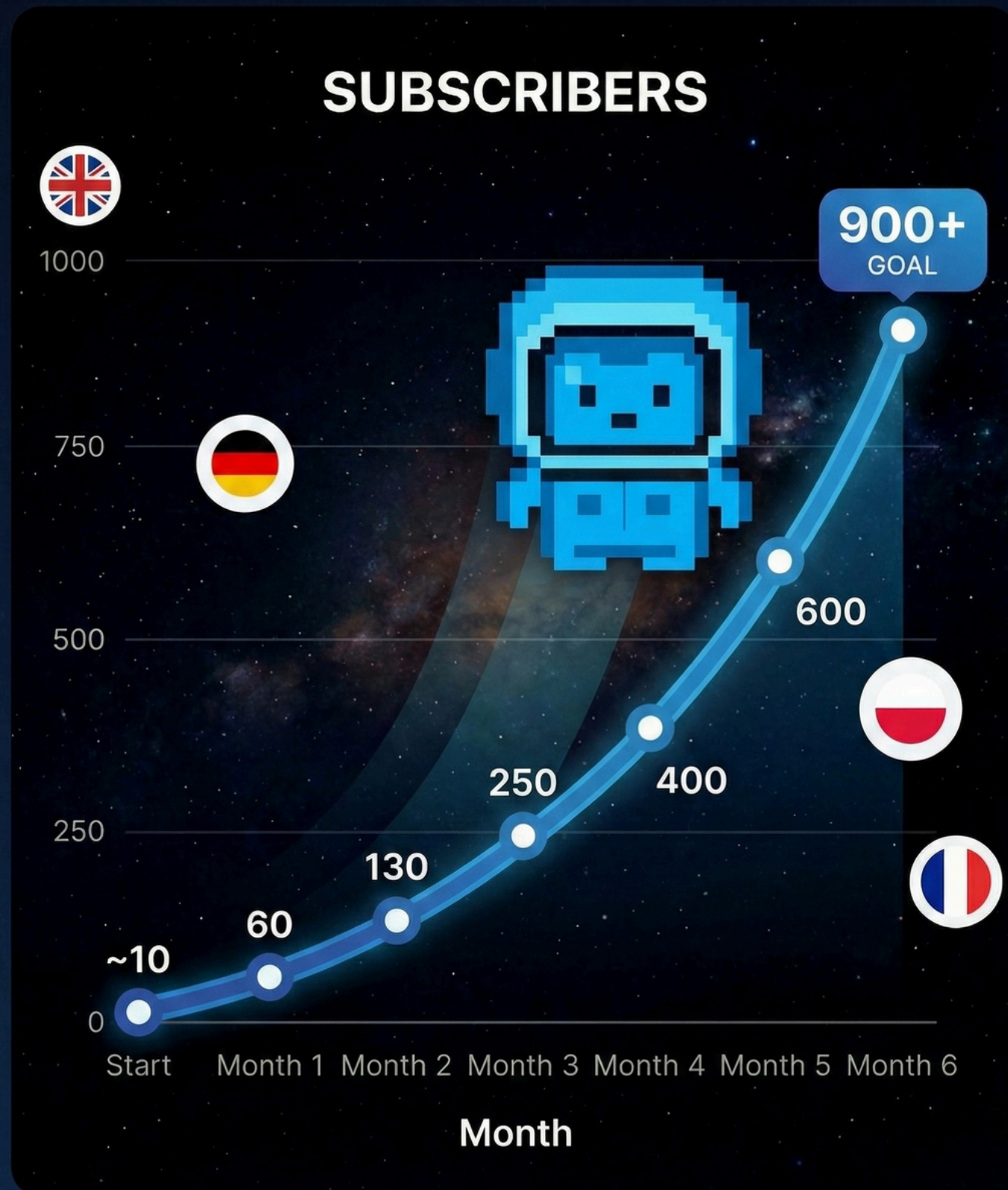


privet\_andre 1 дн.

Німецька наприклад, думаю ще було б актуально польська та **чеська**.  
Дякую за відповідь. 🍷 Перекласти



# Roadmap 6 months



- **Phase 1: Marketing (Jan-Feb)**
  - Increasing number of paid customers
  - Enriching Pro vocabularies
- **Phase 2: Scaling (Mar-Apr)**
  - Building basic Courses EN, FR, GE
- **Phase 3: Scale (May-Jun)**
  - Marketing Push & Core Team