



Lingvist is building an innovative language learning platform that uses statistical analysis and machine learning algorithms to make language learning faster and more efficient.

### Product summary

Lingvist applies mathematical optimization and statistics to make the language-learning process as fast as it can theoretically be.

Learners are introduced to vocabulary according to statistical relevance, ensuring that they start by learning the most widely used words. The program keeps track of a user's mistakes and progress, and it adapts the course to each and every user with machine learning algorithms. Altogether, this helps Lingvist achieve its goal: to make learning ten times faster and ensure that time spent on the app is as efficient as possible.

Lingvist works on all computers, smartphones, and tablets, and it is free to use while in beta.

### Target market and competition

The global language-learning market is estimated at \$58 billion, and the digital share is currently around \$3 billion. This is projected to grow at the rate of 22% annually.

The market is highly fragmented and has no clear leaders. The biggest player holds less than 7% of the digital market.

### Competitive advantage

Traditional classroom based learning is expensive and time consuming. With Lingvist learners can study anytime, anywhere.

Competing digital language learning solutions employ different methods, including gamification, social learning, and audiovisual tools. Lingvist concentrates on making the language-learning process faster. The ultimate speed and the depth of its language learning materials give Lingvist its competitive edge.

### Milestones

- In March 2015 Lingvist received €2M in EU funding from the Horizon 2020 program.
- In October 2015 Lingvist closed a Series-A financing deal which includes Rakuten, one of the world's leading Internet services companies as a strategic investor.
- Lingvist teaches English to French, Spanish, Russian, German, Arabic, Japanese, Portuguese and Estonian speakers and French to English, Russian and Estonian speakers.
- Spanish, German and Russian courses were launched in late 2016.
- Lingvist reached a milestone of 450 000 users in Nov 2016.

## COMPANY PROFILE

Team: 30+ employees

## CONTACT DETAILS

Ott Jalakas, COO  
ott@lingvist.io

## CORE TEAM

### Mait Müntel

CEO and co-founder, background in nuclear physics and CERN

### Ott Jalakas

COO and co-founder, background in banking and financial markets

### Tanel Hiir

CTO and co-founder, previously the core team leader at Skype for 9 years

### Scott Dodson

CPO, background in gaming, motivation and product (Digipen, GoalCard, Virgin Poker, The Spoils)

### Hanna-Leana Taoubi

CLO, background in language instruction and the translation industry

## INVESTORS & ADVISERS

### Rakuten

One of the world's leading Internet services companies

### Jaan Tallinn

Tech co-founder of Skype, early investor in DeepMind

### SmartCap

An investment arm of the Estonian Development Fund

### Inventure

A leading early-stage VC in the Nordics

### TechStars

A world-leading startup accelerator and seed-stage investor