ProductGO!

Powered by Harvard Alumni Association

duolingo



Our Team



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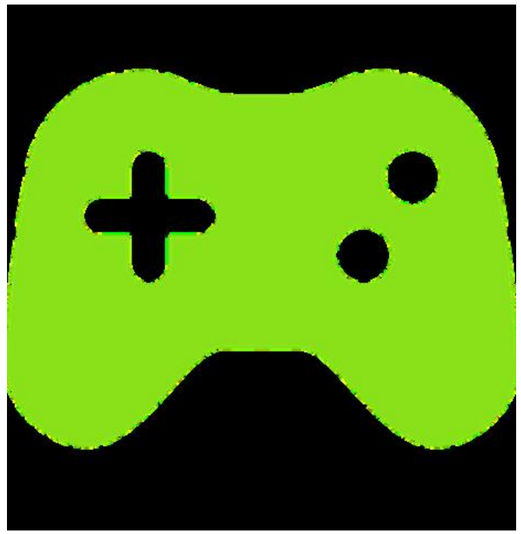


Barak Elitzur



Rotem Zamir

Gamification





Free

Majority of users

Subscribed

80% of revenue

The
largest
language
learning app
in the world



550M

All users

110M

Monthly active users

The
largest
~~language~~
learning app
in the world



30%

eLearning
app market
share


duolingo math


duolingo music

Duolingo wants to offer soft skills development courses

Soft Skills

Soft skills are intangible qualities that shape our performance and interactions in the **workplace**







Source: “Har

Job Interview



Presentation

Employer Side



7 of 10

Most required skills by
89 million employers

Source: America Succeeds



Soft Skills

How Are They Related?

34% = Use Duolingo for **career or academic** growth

Source: Usesign House - Duolingo Users 2024

Our Market



TAM/SAM/SOM estimate (Bottom Up)

Meet Barney



29

Age

New York

487

Streak

Company

Manager

Based on: Market target, users research



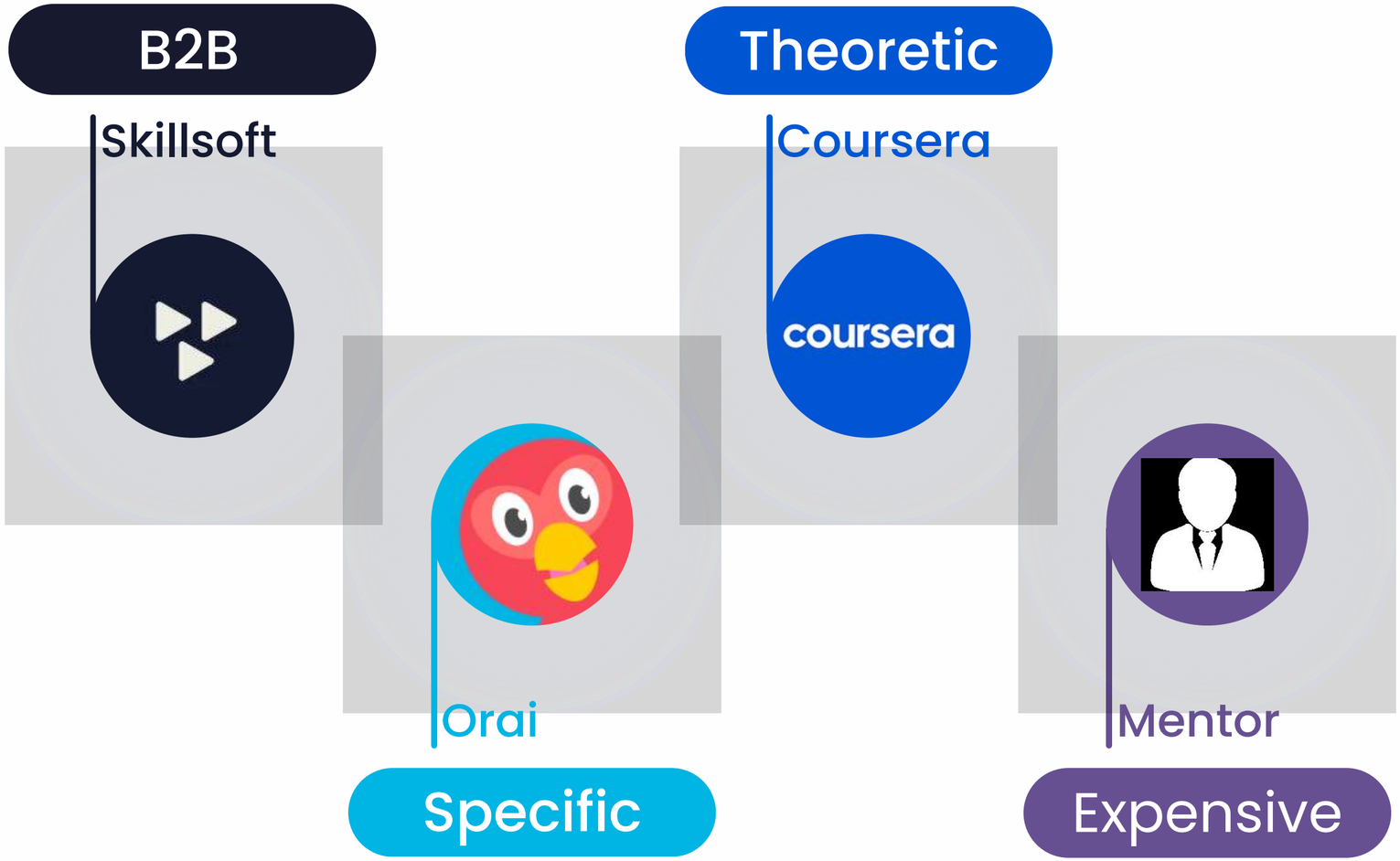
Problem

Learning soft skills is **difficult to sustain**

and the progress it’s **hard to measure.**

Source: Barb Opyt (2019)

Alternatives

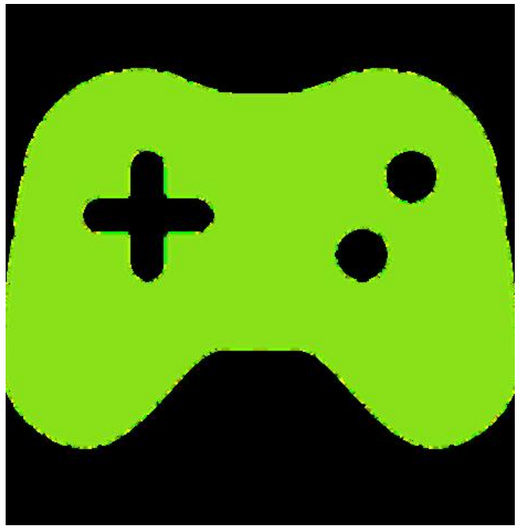


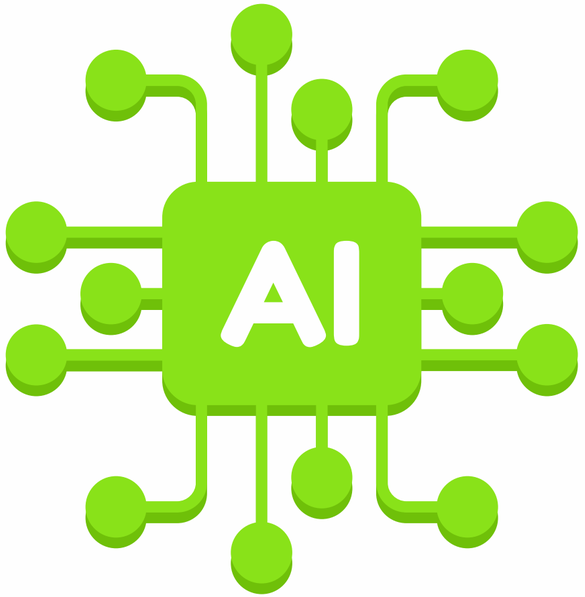
Based on: Competition research

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Secret Sauce





Based on: Competition research, Duolingo research

Existing Capabilities

2000+

Studies



Time Saving



Interface



Professionals

Based on: Duolingo research, Interviews

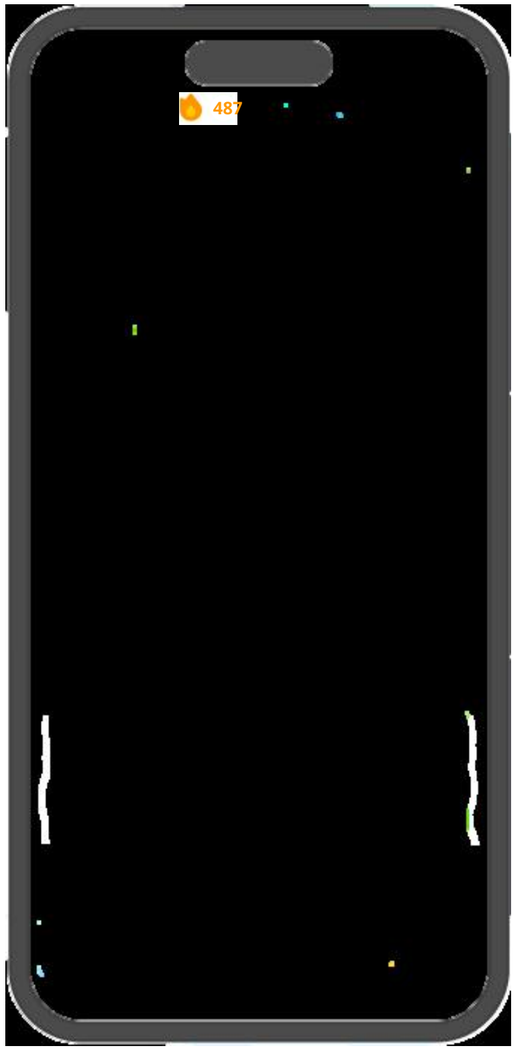


Spanish Course

Pop-up message

Onboarding

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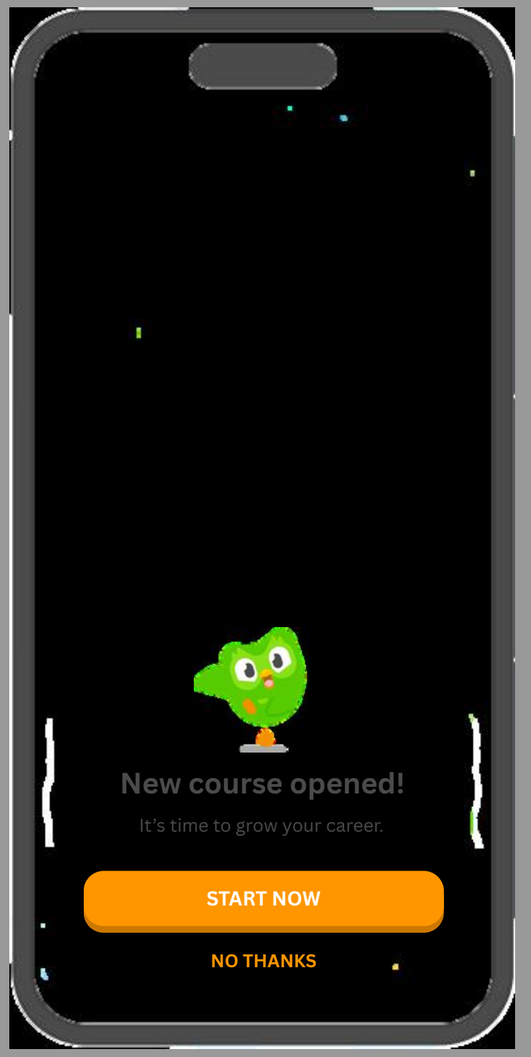
Spanish Course



Pop-up message

Onboarding

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Spanish Course

Pop-up message



Onboarding

Meetup With Oscar

Meetup With Oscar



Why?

- Personal content
- Measure his progress

Based on: Market target, users research

Meetup With Oscar

Based on Duolingo's

AI Avatar technology



Meetup With Oscar

Overview:



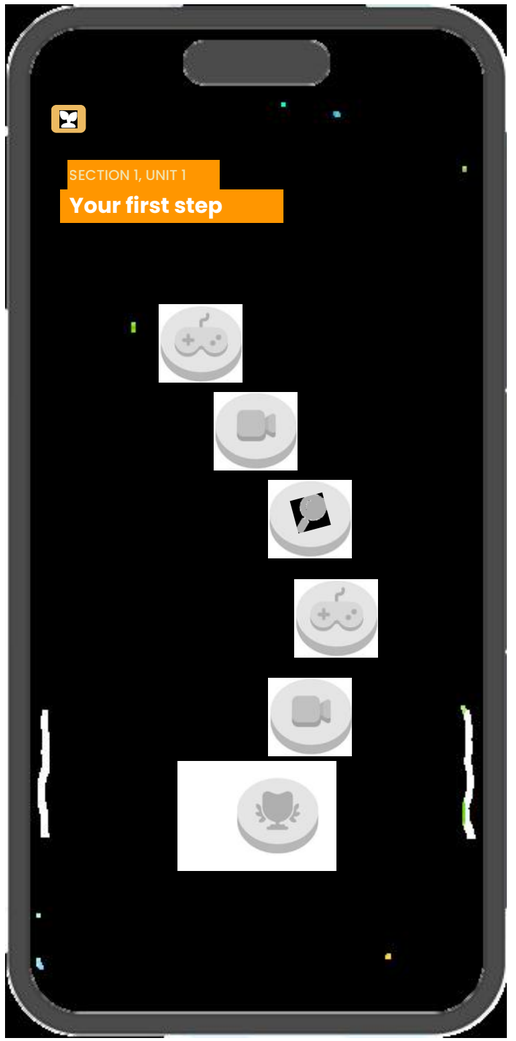
Spanish Course

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Lessons



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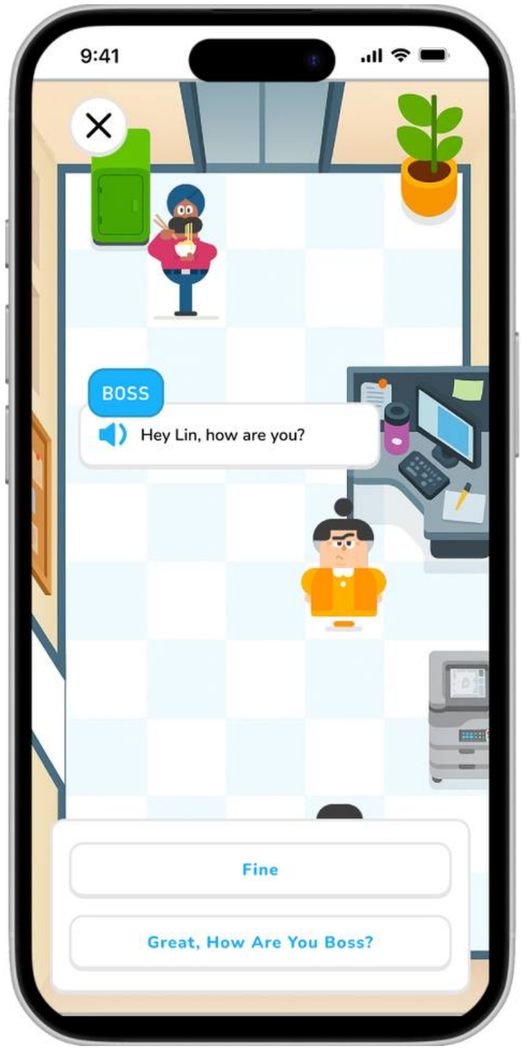


Duolingo Scenarios

Duolingo Scenarios

Why?

- Practice interpersonal scenarios



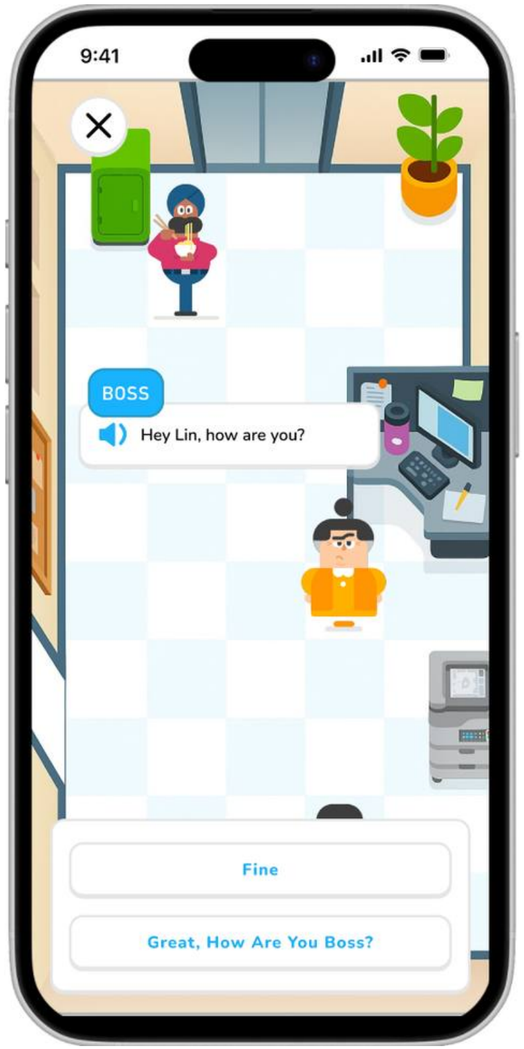
Source: PubMed Central

Duolingo Scenarios

Based on **Duolingo Adventures** interface.

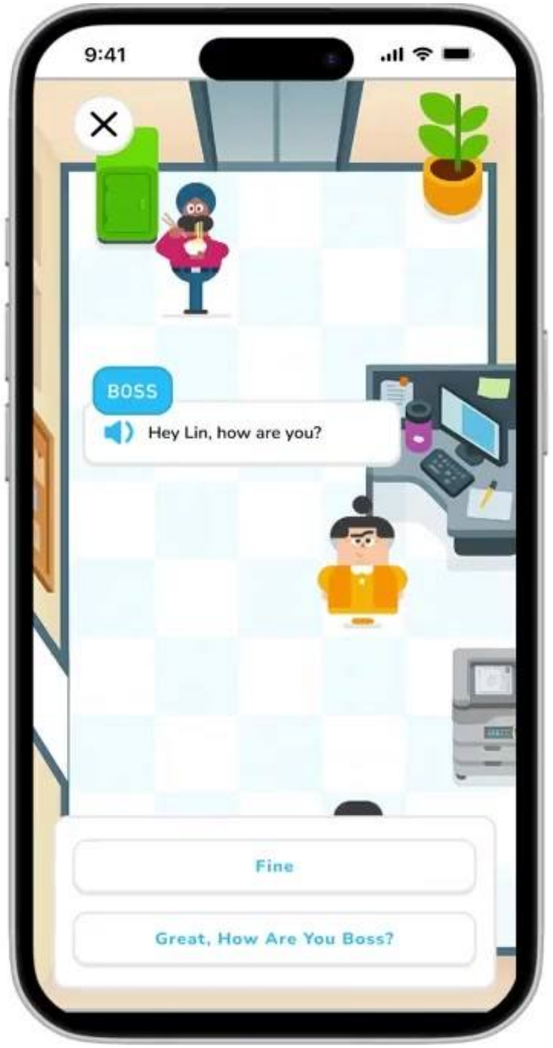
Skills:

- Decision making
- Problem Solving



Duolingo Scenarios

Overview:



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Dialog Detective

Dialog Detective

Why?

- Learn through others mistakes



Source: Social Learning Theory

Dialog Detective

Based on **DuoRadio** lessons.

Skills:

- Active listening
- Critical thinking



Dialog Detective

Overview:











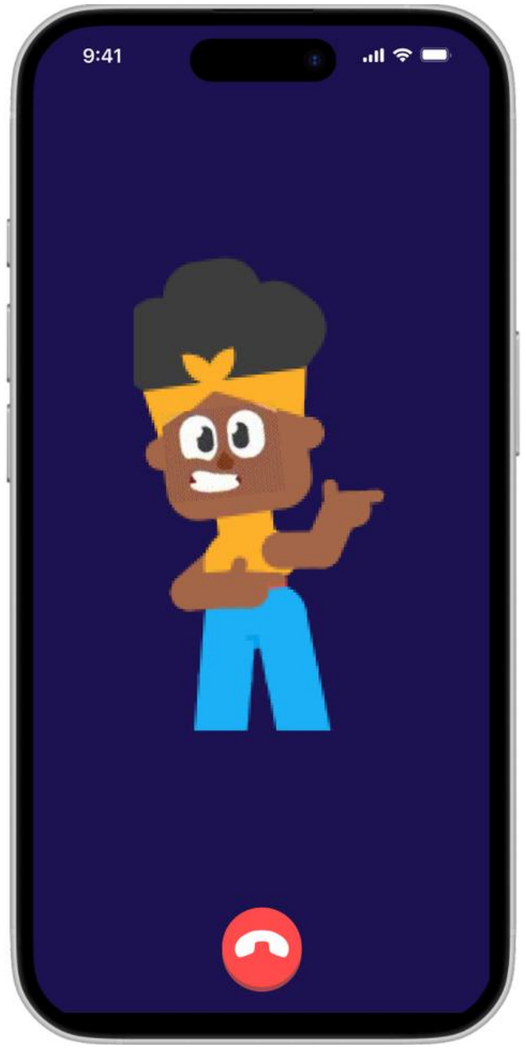


Role Play AI

Role Play AI

Why?

- Real practice
- “Safe” practice

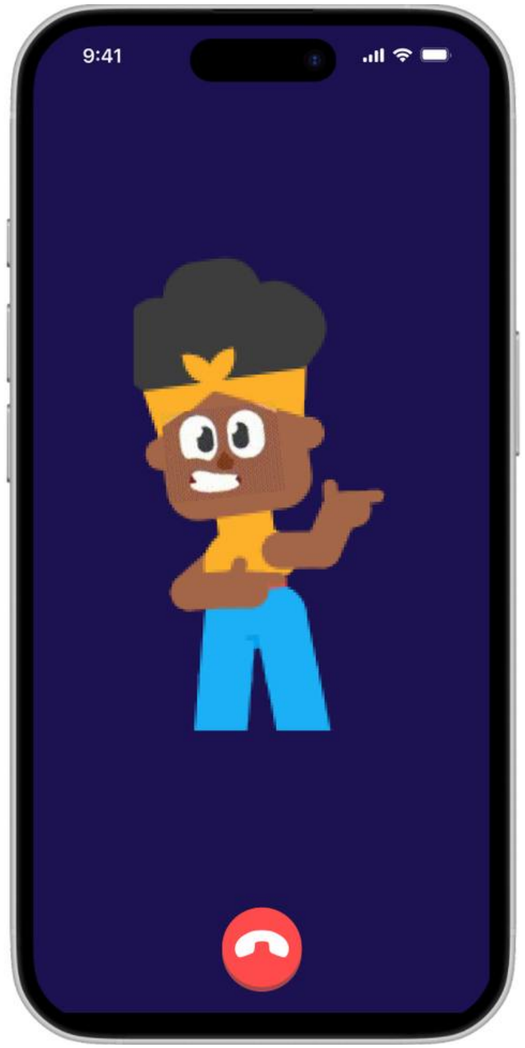


Role Play AI

Based on Duolingo's **AI Avatar** technology & **Role Play**.

Skills:

- Verbal communication
- Body language



Role Play AI

Overview:



north star 

Unique Daily Active Users that complete a Duolingrowth lesson.

Weekly Retention

Completed Lessons

Summary

- ✓ Consistency
- ✓ Practicable
- ✓ Affordable
- ✓ Measurable
- ✓ Personalized




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Thank You!