Abrody *Lightweight Language Learning — From Your Everyday Moments*

Problem & Solution

Problem

Many learners want to practice every day but hit three walls:

No context.
Generic lessons feel unrelated to real life.

Too heavy.
20–40 minute lessons are hard to sustain.

Poor transfer.
What you study doesn't show up in conversations.

Solution

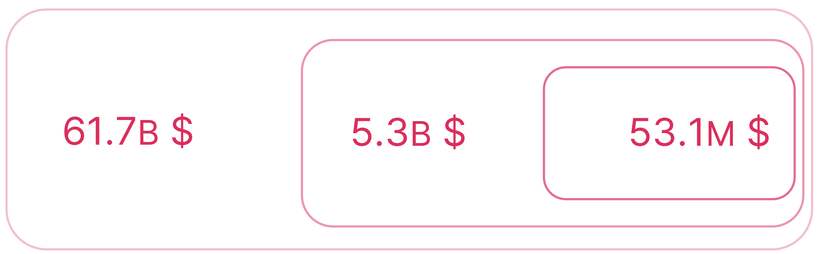
Abrody makes language learning *light and contextual*.

Snap a photo and Abrody *auto-cuts irregular edges* to create a *sticker wordbook*—crisp, shareable vocabulary stickers made from your own moments.

Upload a place photo (café, station, office, market) and Abrody builds *situation-based practice* for that location—useful lines, voice drills, and quick quizzes.

Every line you speak is saved as a note so you can review anytime.

Market Size



TAM Global online language learning market — *$61.7B*

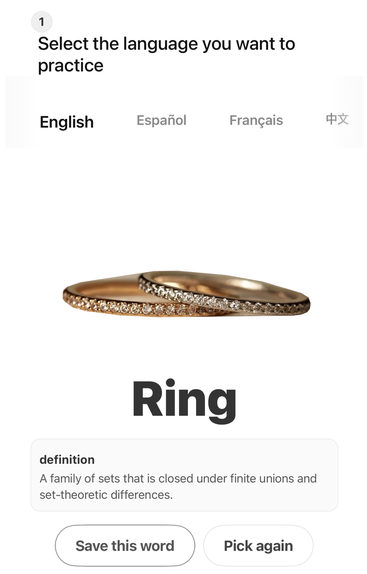
SAM Korea, Canada, Australia, UK — *$5.3B*

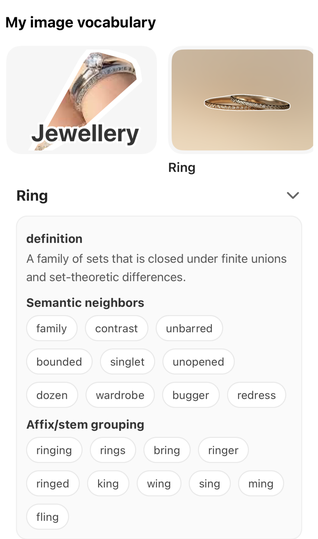
SOM Initial launch target (1% share) — *$53.1M*

(Source: Verified Market Research, Global Language Learning Market Size By Mode Of Learning)

Product

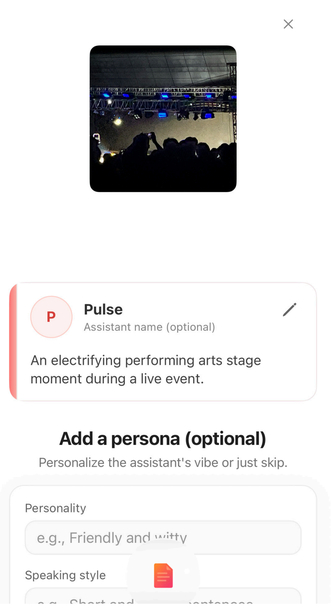
Upload Image ▶ Image Vocab

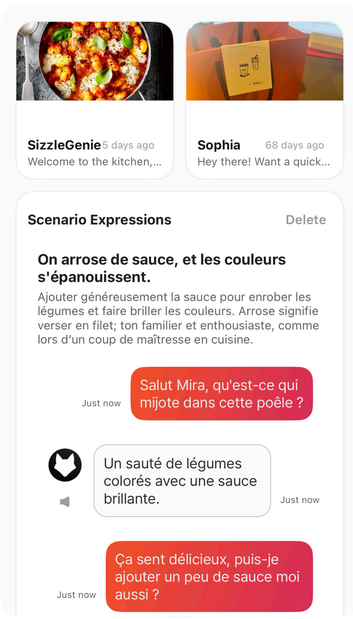




Upload a photo and the app auto-cuts its irregular edges into a sticker-style wordbook.

Upload Image ▶ Situation Practice





Upload a place photo to get situation-specific phrases and a quick drill for that scene.

Marketing & Business Model

Go-to-Market

Paid acquisition across Google, Meta, and TikTok, plus always-on social (TikTok, Instagram, Threads, YouTube).

Current CPI: **₩1,254 (~$0.90)** achieved through creative testing and audience refinement.

Content, Community, and Next Steps

Short videos showing the flow from photo to sticker to quick drill, paired with creator collaborations and UGC from real places (cafés, stations, offices).

Monetization

Free: Daily sticker sets, basic drills, limited exports.

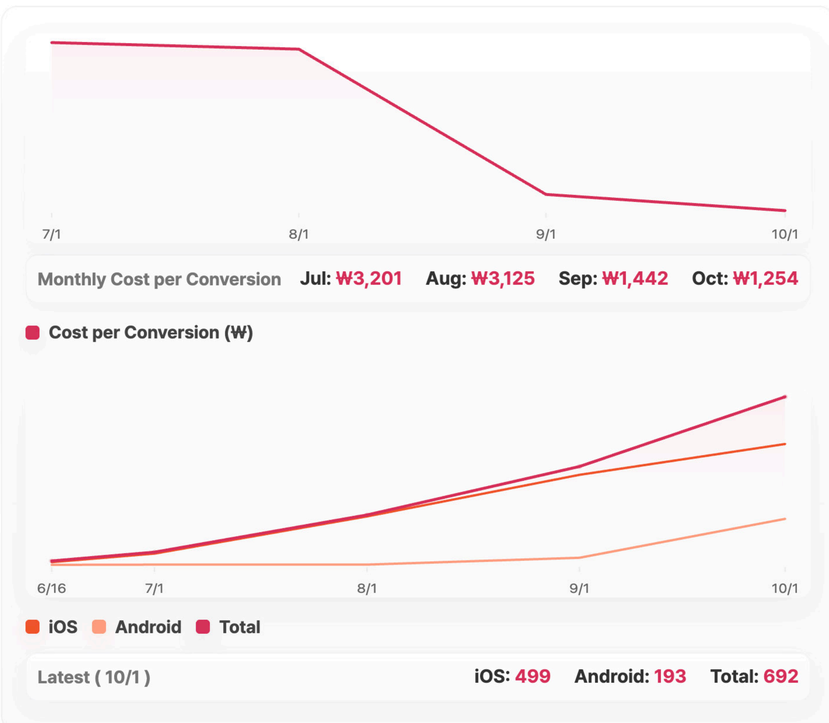
Subscription: Monthly **~$14.60** or annual **~$105.20** (40% off).

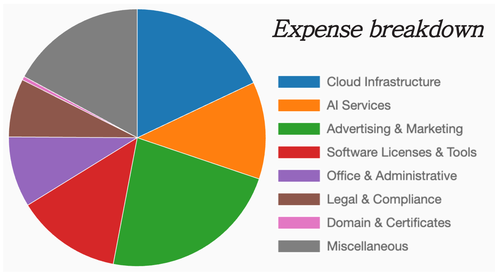
Subscribers get unlimited exports, richer AI conversations, natural voices, deeper context drills, quizzes, and an ad-free experience.

Focus Metrics

CPI/CAC, 7- and 30-day retention,
(daily completed drills, and free to paid conversion).

Financials & KPI





Users 807 total as of Oct 16.
Acquisition
CPI 1,254 KRW per install (about 0.90 USD) on Google Ads.
Monetization
Subscriptions at 14.60 USD monthly or 105.20 USD annual at 40 percent off; ads are secondary.

KPI targets for Q4 2025
7 day retention 30 percent,
30 day retention 15 percent,
free to paid conversion 4 percent,
daily completed drills per active user 3.

Milestones

'25 Q4	*'26 Q1*	*'26 Q2–Q3*	*'26 Q4*
Launch paid subscriptions	Speed up image boundary segmentation	Lower CAC by 10%	Increase marketing budget
Upgrade scenario-based learning		Advance AI (context memory, natural voices, smarter drills)	Polish UX

Team

CEO Jungmin Doh

B.Arch, College of Engineering, Seoul National University

CFO Taeyeon Kim

Interdisciplinary Studies, SNU (double major in Computer Science and Business)

CMO Chaewon Kim

B.A. in English Language and Literature, Seoul National University

Programming
React Native (TS), Node.js, HCL, MongoDB, AWS EC2, CodeDeploy, S3, Route53, VPC, GitHub Actions CI/CD, Unity

Design
Adobe Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Rhino, Blender, V-Ray, Enscape, Figma

Business/Marketing
Intern at Samil PwC, UNESCO, Segmentation · Social & influencer campaigns · Data analytics (GAIQ)

Impact

Make it light.
Frictionless 1–3 minute practices tied to real photos.

Make it stick.
Personal images anchor memory
review cards build automatically.

Make it transfer.
Place-based lines show up
in the next café, meeting, or train ride.

Contact & Ask

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