BINGE
YOUR WAY
TO FLUENCY.



FLIXFLUENT

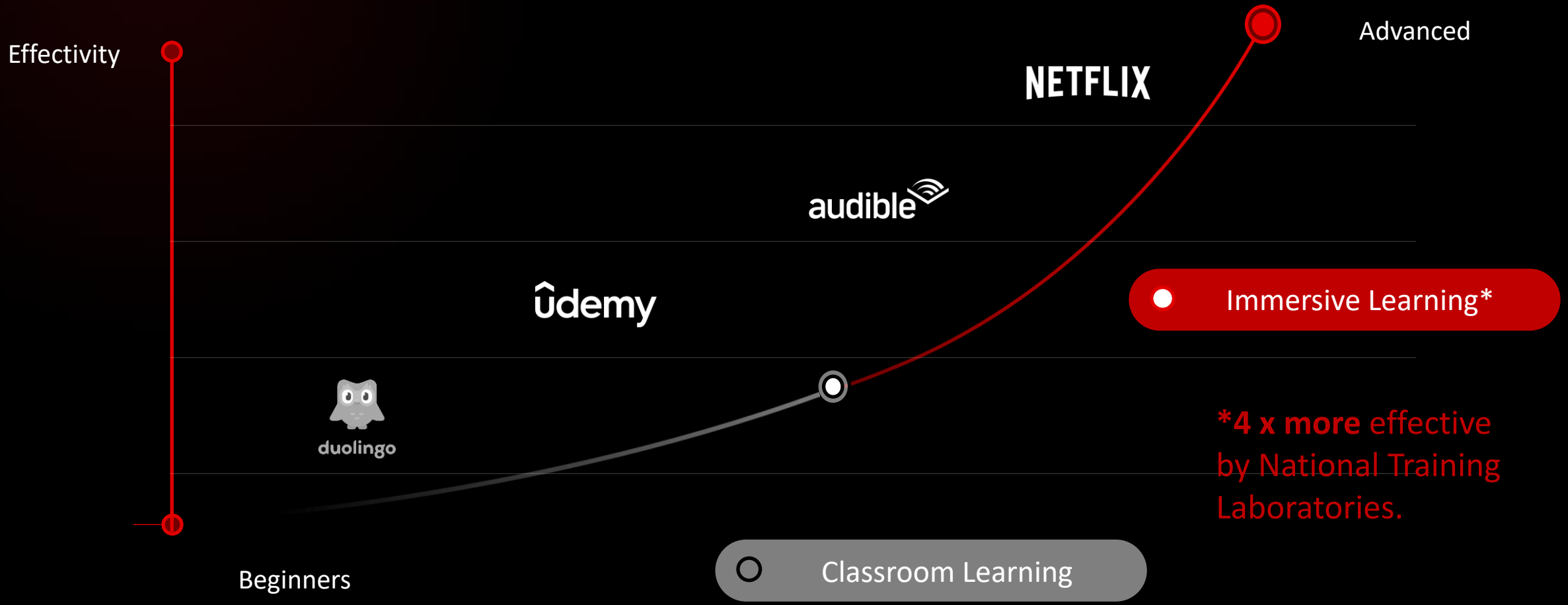

Deutsch
언냥하세요?
어립다!
왜 이랑에 족립제?!
한국어
사쳡 = Love
서건 = Time

THE FUTURE OF LANGUAGE LEARNING

FLIXFLUENT

World's first language learning application that enables every beginner to learn a language while watching TV shows by deconstructing the subtitles.

LANGUAGE LEARNING



***4 x more** effective by National Training Laboratories.

ACQUISITION GAP

Beginners are stuck between **boring textbooks** and **unreachable native content**.

- **Textbooks:** Boring & repetitive.
- **Native Media:** Too fast for beginners.
- **The Wall:** 85% quit before reaching immersion.

CLASSROOM LEARNING

20%

Retention

duolingo

udemy

IMMERSIVE LEARNING

80%

Retention

audible

NETFLIX

THE CAREER CLIMBER



Min-jun K., 32

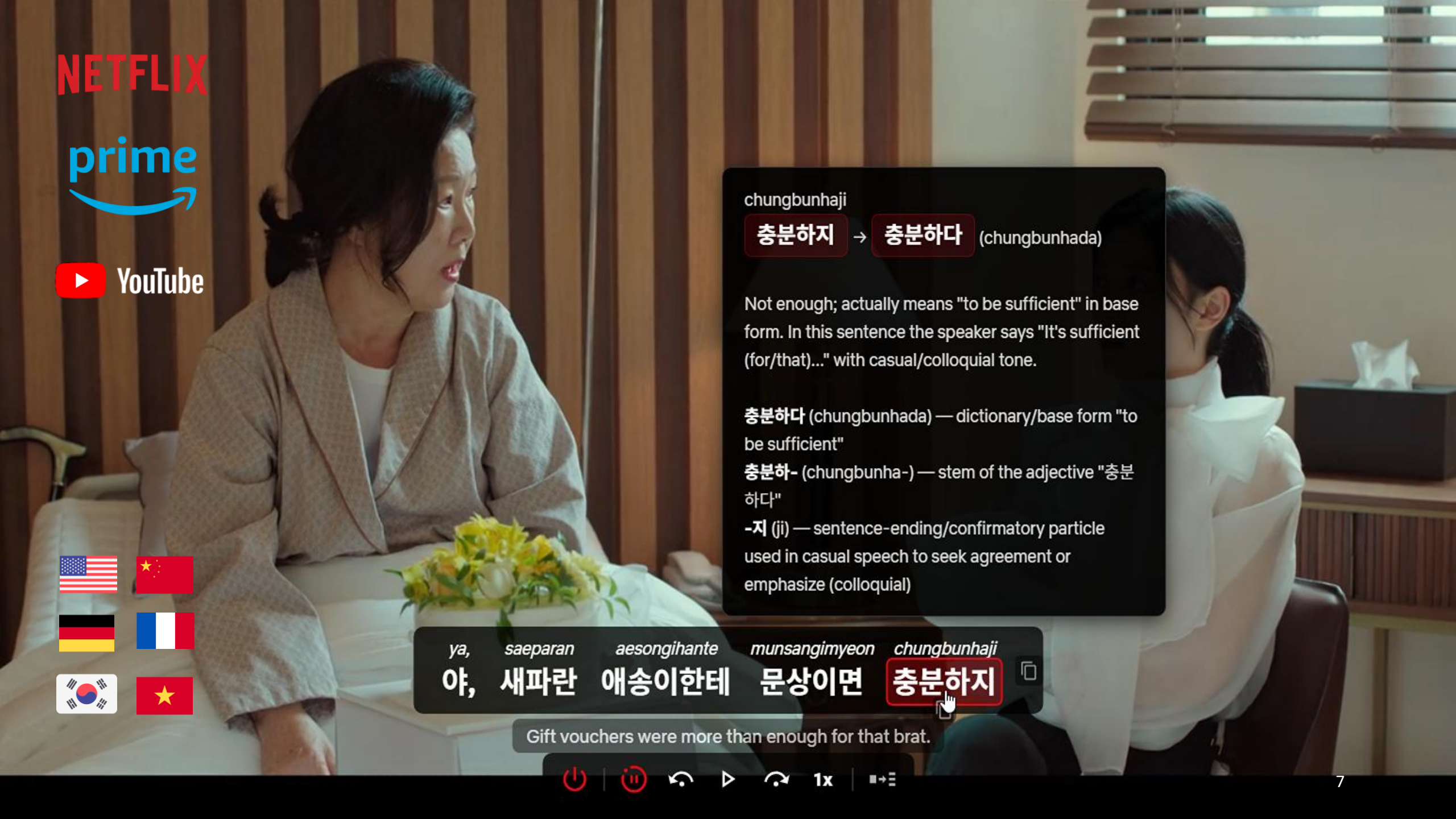
Seoul, South Korea

“Flixfluent … just tried it a bit …… Genius 👏👏”

PROFILE: Marketing manager in Seoul and needs English fluency to get promoted. Watches American TV shows daily and is technical enough to use a browser extension.

PROBLEM: Textbooks are too boring and repetitive. Characters in *The Bear* speak too fast and use slang he has never seen in a lesson.

GOAL: Natural conversations in English. Already watching the content; just needs the language layer on top.


NETFLIX
prime
YouTube
chungbunhaji
충분하지 → 충분하다 (chungbunhada)
Not enough; actually means "to be sufficient" in base form. In this sentence the speaker says "It's sufficient (for/that)..." with casual/colloquial tone.
충분하다 (chungbunhada) — dictionary/base form "to be sufficient"
충분하- (chungbunha-) — stem of the adjective "충분하다"
-지 (ji) — sentence-ending/confirmatory particle used in casual speech to seek agreement or emphasize (colloquial)
ya, saeparan aesongihante munsangimyeon chungbunhaji
야, 새파란 애송이한테 문상이면 충분하지
Gift vouchers were more than enough for that brat.
1x

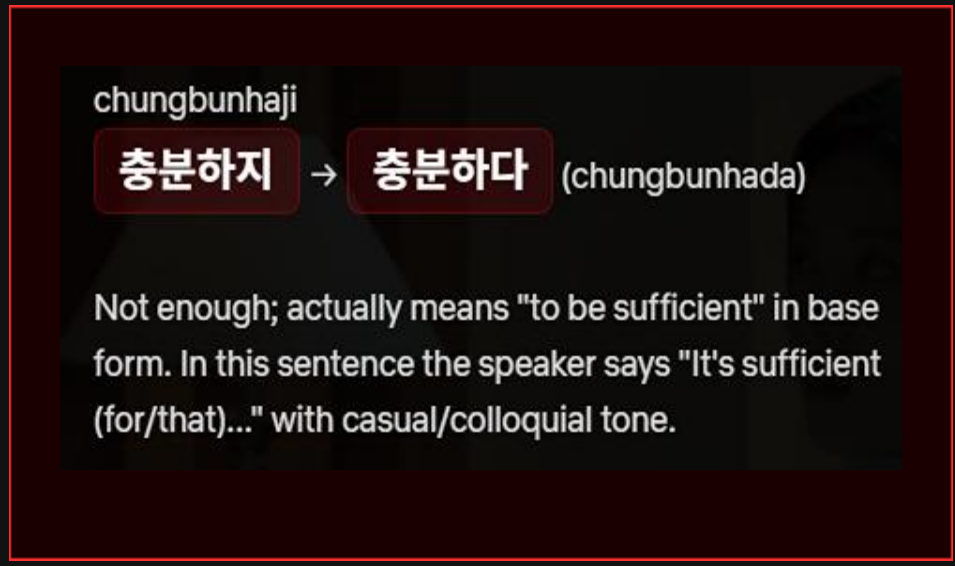
ADVANTAGE

Lingopie. MIGAKU Language REACTOR



✕ Only translate vocabulary

flixfluent

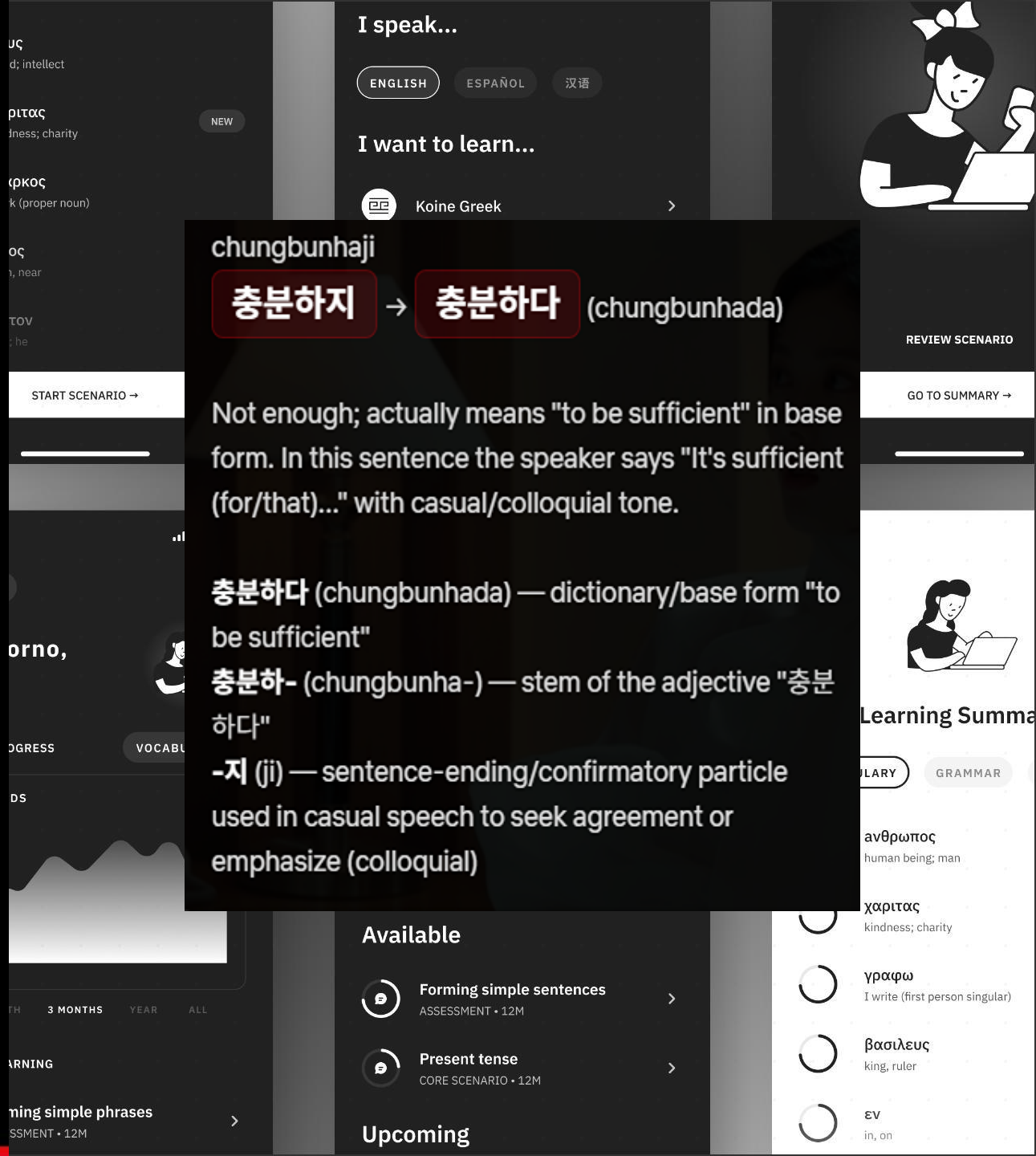


✓ Explains grammar

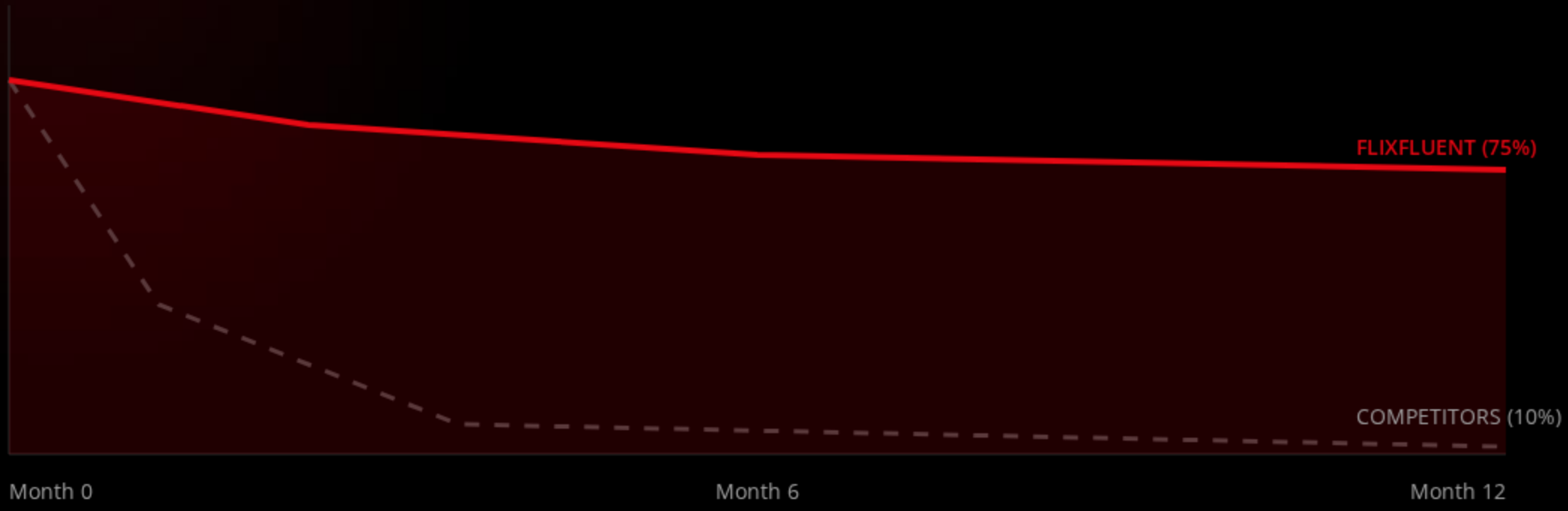
USP

The Deconstructor is an AI engine that maps grammar patterns directly onto streaming content in real-time.

> *“For the first time ever beginners can learn a language from TV shows."*



USER RETENTION



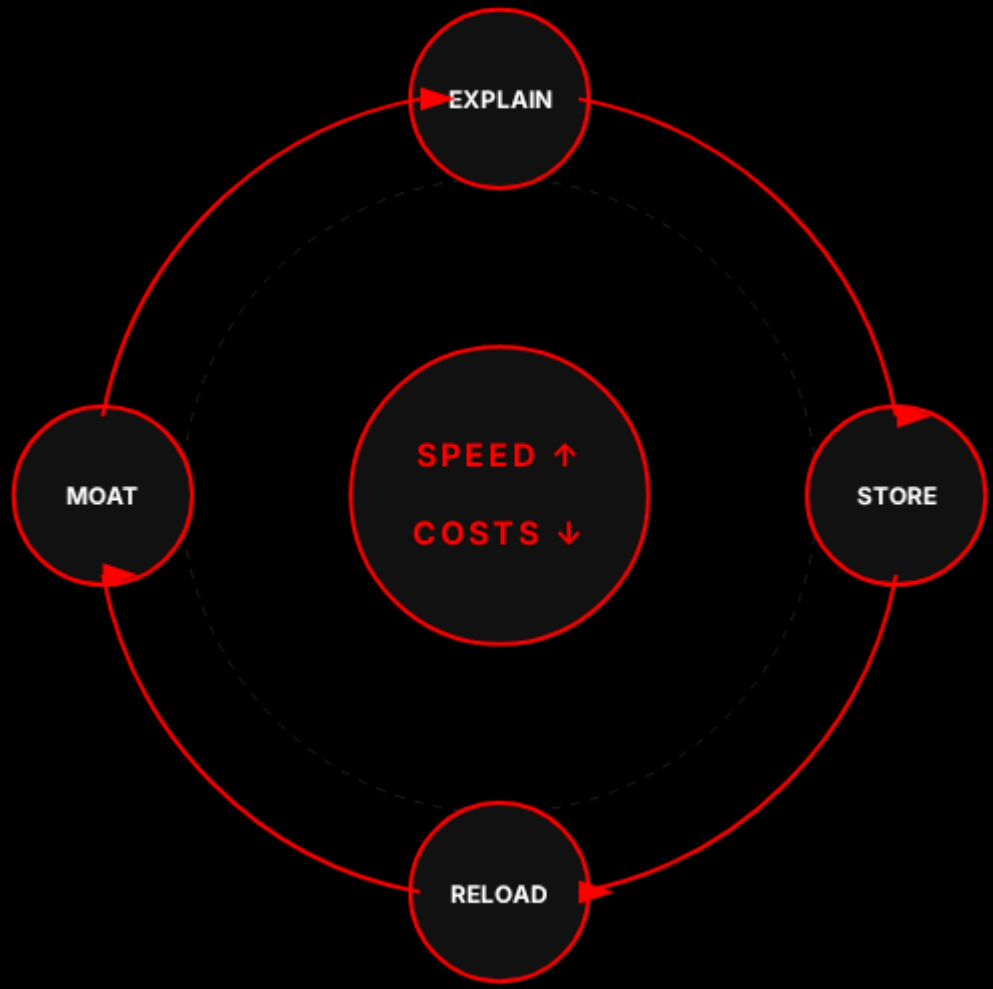
Our integrated vocabulary trainer (SRS) saves vocabulary directly connected with scenes.

MOAT

DATA FLYWHEEL

Stores explanations inside a database.

Reloads in real time without extra costs.



MARKET

TAM

$100B

Global Language Learning Market

$5B Duolingo

SAM

$19B

Online/Video Segment

+13% CAGR

SOM

$100M

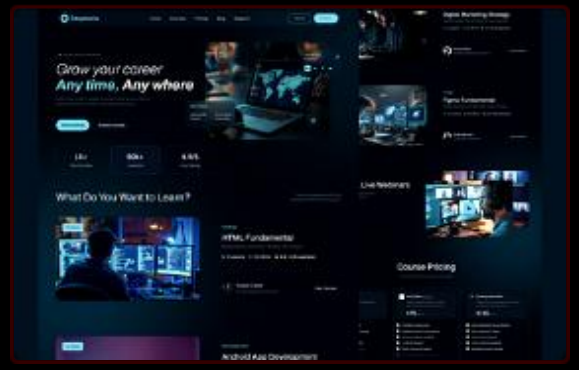
Target Share by Year 5

500.000 Users

GTM

1. Paid Ads (Meta)
2. Language Exchanges
3. LinkedIn Outreach
4. Social Media (Organic)
5. Language Schools (B2B)
6. Influencer Collabs





STEP 01: Different Sources
Traffic Channels

STEP 02: Landing Page
7-Day Free Trial + $17/m

STEP 03: Free Webinar
Upsell Online Course

TEAM



John Heinemann

CEO & Founder

- Entrepreneurship (Bachelor)
- 9+ years experience in Marketing
- Language Coach (realkoreanconversations.com)
- Scaled 6-figure business (webky.de)



Cyril Boyer

CTO & Co-Founder

- Computing Science (Bachelor)
- Full-stack Developer (12+ years)
- Built 8 SaaS products (Incl. language learning app)
- 3 x Founder from 0 to 100k

TRACTION


Questionnaires
257 Language Learners
Interviews
60 Potential Customers
Paying Customers
20 Users

SEED CAPITAL ASK (SAFE)

We are raising

$500K

to achieve **$1M ARR** in 18 months.

PRODUCT DEVELOPMENT — **$300,000 (60%)**

AI Core autonomy & 99.9% grammar parsing accuracy.

MARKETING & GROWTH — **$100,000 (20%)**

B2B relocation agency pilots & viral growth loops.

OPERATIONAL COSTS — **$100,000 (20%)**

Legal, admin, and institutional partnership overhead.

ROADMAP

Q1 2026

LAUNCH

MVP Development.

Capture 20 Customers.

Q2 2026

SCALE

Paid advertising.

Achieve $1k MRR.

Q3 2026

PARTNER

Influencer collabs.

Get 5 Partners.

Q4 2026

DOMINATE

Global expansion.

Reach 1k Active Subs.