

BULBUL



The first Saudi platform of its kind to practice and learn the language in an advanced intelligent way.

Our Vision



- our goal is Use advanced technologies to make learning enjoyable and exciting.
- Aim to keep learners excited and motivated throughout their educational journey.
- Empower learners to achieve their language acquisition goals.
- Contribute to learners' personal and professional development.



Bulbul Team:



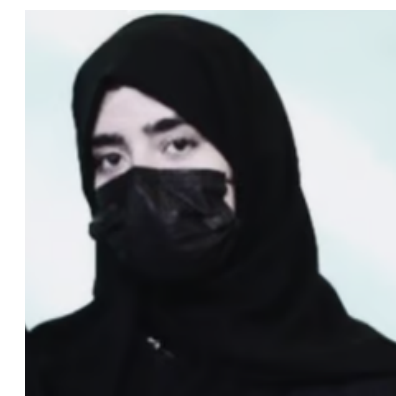
Yara Al-Harthy

CO-FOUNDER OF BULBUL
PLATFORM, FRONT-END
DEVELOPER INTERESTED IN WEB
APPLICATIONS, GRAPHIC DESIGN,
AND UX/UI



Nada At Talhi

CO-FOUNDER OF BULBUL
PLATFORM, BACK-END
DEVELOPER INTERESTED IN
PROJECT MANAGEMENT,
APPLICATION DEVELOPMENT,
AND PROGRAMMING.



Maryam Saif

CO-FOUNDER OF BULBUL, LLM
GDP AT SDAIA, SOFTWARE
DEVELOPER PASSIONATE ABOUT
ARTIFICIAL INTELLIGENCE AND
ENTREPRENEURSHIP.

Publishing a research
paper in the field of
Generative AI



Sixth place in the
spirit of volunteering
competition



Second Place at
Entrepreneurial
Projects
Exhibition



First Place at The
Smart Makkah
Hackathon



جمعية مراكز الأحياء
بمنطقة مكة المكرمة



جمعية مراكز الأحياء - مكة المكرمة



الهيئة الملكية لمدينة مكة
المكرمة والمشاعر المقدسة
ROYAL COMMISSION FOR
MAKKAH CITY AND HOLY SITES



SDAIA
الهيئة السعودية للبيانات
والذكاء الاصطناعي
Saudi Data & AI Authority

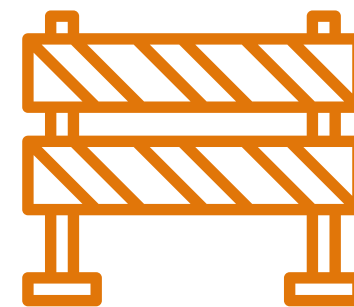


King Abdullah University
of Science and Technology

The Problem



Growing need to learn English for academic, professional, and travel reasons



Challenges include psychological barriers (fear of making mistakes) and lack of qualified teachers.



63% of Saudis face significant obstacles to learning languages, according to target group survey results.

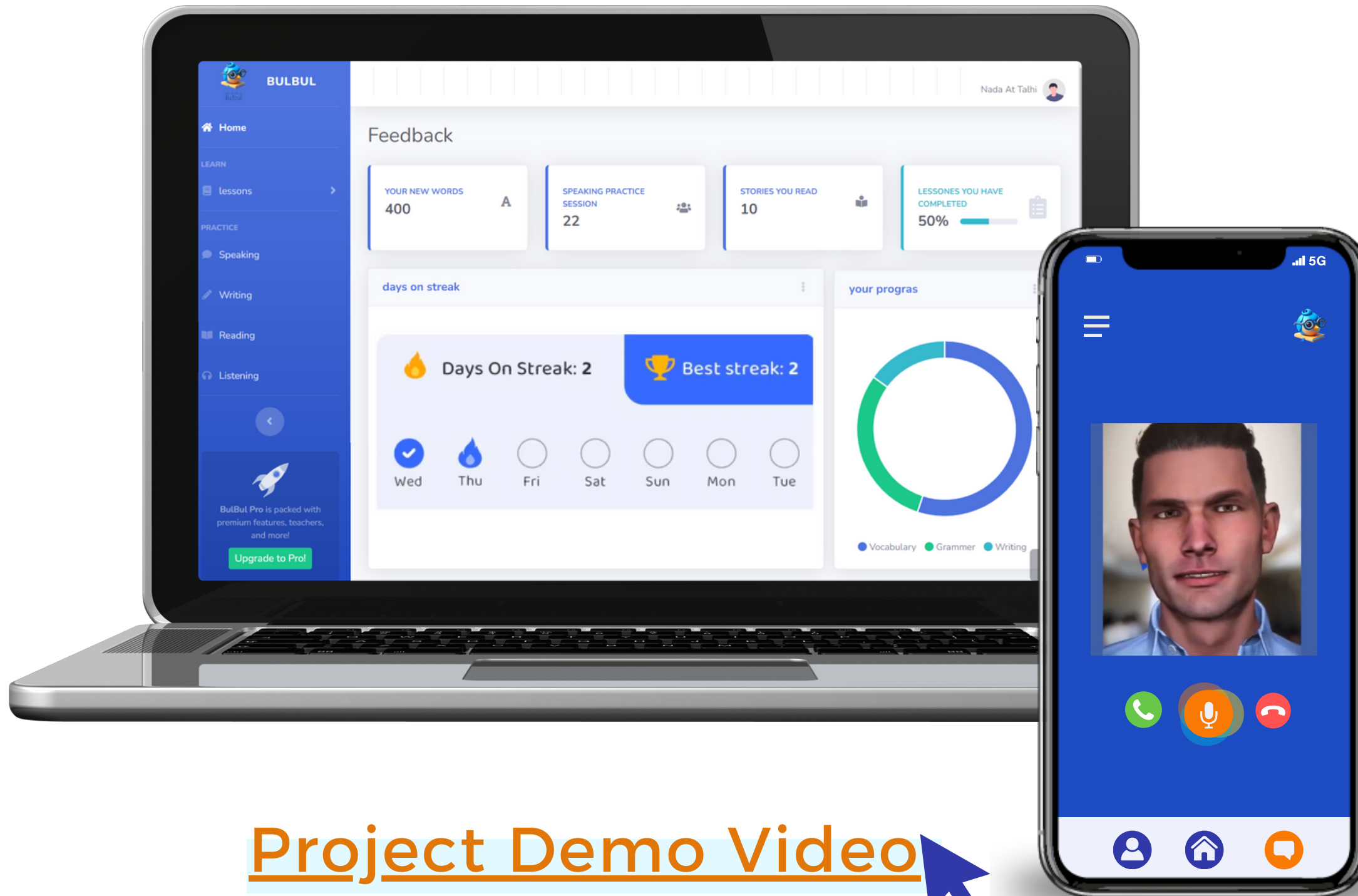
The Solution



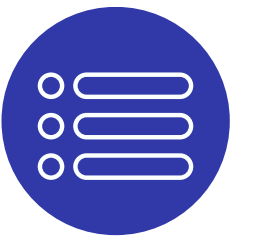
A comprehensive platform for smart language learning, featuring an engaging virtual teacher and a personalized learning plan that covers conversation, writing, reading, and listening skills.



Prototype



Libraries and resources for practicing reading, writing, and listening equipped with artificial intelligence technologies.



An integrated and flexible plan for the learner



Learner progress and language acquisition growth tracking.



Instant conversation with the virtual teacher.



[Project Demo Video](#)

Click here

Value Added



- Practice speaking and writing with a virtual teacher.
- Provides a comprehensive and flexible plan to achieve the student's educational goals.
- Track progress and language acquisition.
- Libraries and resources for listening and reading that cover language skills.
- A personalized, fun, and interactive learning journey tailored to the learner's level.
- The first Saudi Arabian platform in this field and with this modern technology.

Target group

Individuals (who want to develop their English language)

who are looking to gain a language and improve their language skills. in order to advance their careers, travel, or for personal enrichment.

36% of the total population, estimated at around 34.8 million people.



Competitors



Language practice apps with traditional teachers

Subscription prices vary based on the number of lessons. ❌

Restricted availability due to limited lesson slots with teachers. ❌

Psychological barrier in interacting with teachers for language practice. ❌

Lack of motivation and enjoyment to continue learning. ❌

Restriction to one skill. ❌

Bulbul

Instant access upon subscription ✓

Customized learning experience based on learner preferences ✓

Practice language skills with a virtual teacher ✓

Provide a fun and motivating educational journey to track progress ✓

Language development applications

A unified experience for all users ❌

Unlimited availability once you subscribe ✓

The need for interactive practice in communication skills ❌

Lack of motivation and enjoyment to continue learning ❌

Limit yourself to one skill ❌

Competitors



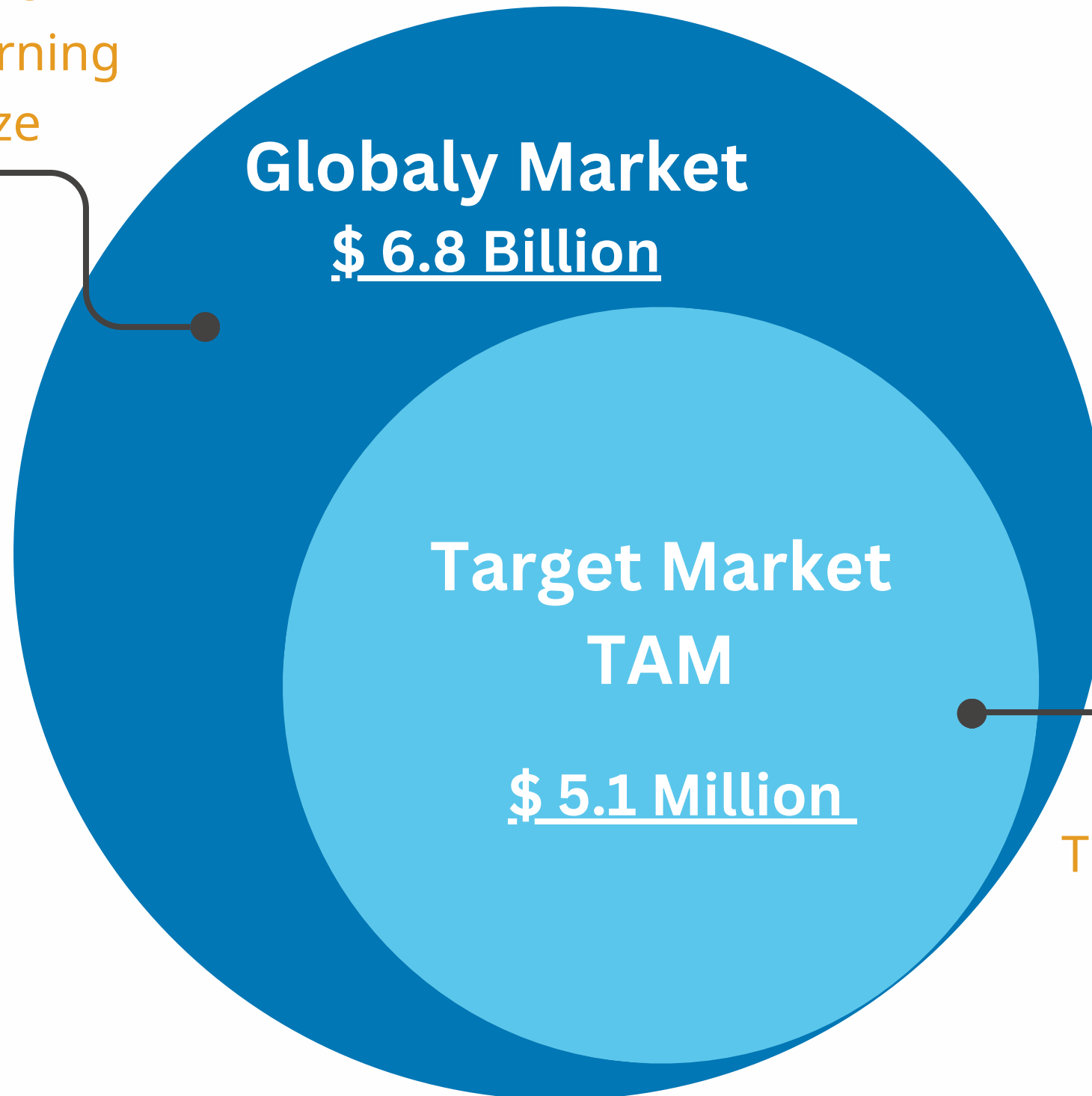
BuddyTalk 	EF HELLO 	Flalingo 	preply 	Praktika 	Astoria 	Duolingo 	Elsa 	Cambly 	Bulbul 	Features/Applications
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Providing an educational plan
				<input checked="" type="checkbox"/>					<input checked="" type="checkbox"/>	Chat with a virtual teacher
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Learning based on preferences
						<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	Instant feedback to the student
									<input checked="" type="checkbox"/>	Comprehensiveness in including other language skills
	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	Interactive learning



Market size



Digital English
language learning
market size



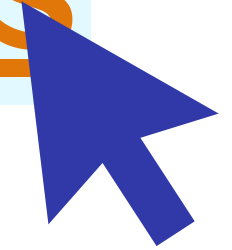
$$6 * 73 * \underline{6 \text{ million students in KSA}}$$

The size of the local
targeted digital
English learning
market



بلبل
Bulbul

Lean Canvas



Click it 

Contact Information



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<https://bullbull.online/>





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Stay tune to use it soon!