

LingBuddy

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الهيئة السعودية للبيانات
والذكاء الاصطناعي
Saudi Data & AI Authority



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What is the Problem?

IELTS students face significant challenges that need to be addressed. Let's understand the obstacles they encounter.



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Challenges

Lack of Feedback

Weak consistency

No Customized
Experience

Challenge

After LingByddy

***Lack of Feedback
For writing and speaking skill.***

***Will have fast and easy to read,
feedback***

***Weak consistency
(no clear roadmap,
no engaging learning way)***

***Interactive interface and clear roadmap
based on user DATA***

No customized experience

***Gradually ascending to the difficulty of the
level based on user DATA***

What the MVP provide?

In the MVP we focused on making solutions for

- the first Challenge ("Lack of Feedback for writing & speaking sections.")
- generating clear roadmap

The final product will apply solutions to fix the rest of challenges.

How will this application make Money?

Subscription Model: Offer a monthly subscription to access to the paid platform's features. Generate recurring revenue from subscriptions.

Free trials for subscriptions for 7 days



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The Market

- We are targeting who wants to practice on IELTS test.
- The number of students who entered IELTS test in 2018 only was 3.5M
- Our goal is to have 2% of this market



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