PROJECT OVERVIEW

English as a Second Language App for Kids

mindojo

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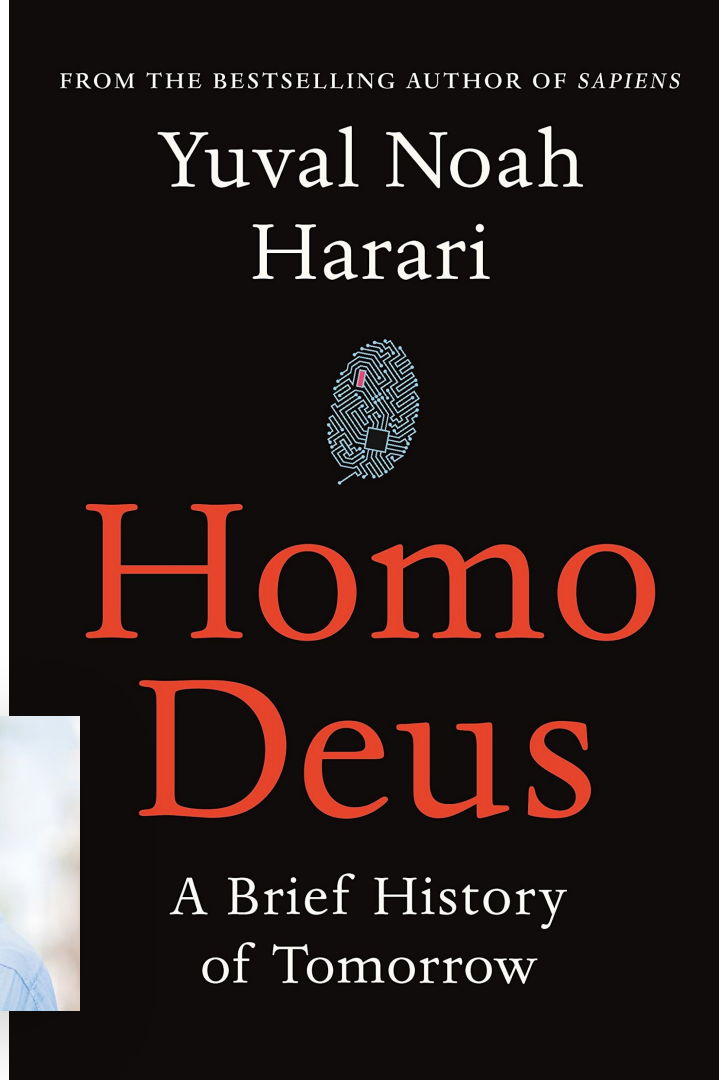
“**Mindojo** [is] developing interactive algorithms that will not only teach me math, physics and history, but will simultaneously study me and get to know exactly who I am.“

Yuval Noah Harari

Homo Deus, #1 global bestseller



Company Background

In EdTech since 2008

Developed a platform for online adaptive courses. Recently began developing a gamified platform for kids' language learning.

Growing organically

Raised a total of ~$2M to date. Last fundraise in 2012.

Proven products

Powering all Bloomberg Exam Prep courses, including GMAT, GRE, and CFA exam prep. More test-prep courses soon, as well as offering the platform as a service for organizations.

Team

We are a team of ~40 professionals, across Eastern/Central Europe, the US, and headquartered in Tel Aviv, Israel

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TRUSTED BY

Bloomberg

And dozens of business schools and universities

London Business School

Johns Hopkins University

University of Oxford

Hult International Business School

INSEAD The Business School for the World®

The University of Chicago

York University

George Mason University

University of London

Babson College

CEIBS 中欧国际工商学院

Drexel University

ie Business School

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1B kids need to learn ESL

ESL = English as a second language

Problem

Private tutoring is expensive and inaccessible to most kids.

Existing English learning apps are for adults (eg Duolingo) or first-language kids (eg LingoKids) or are just not good.

Solution

We are making the first highly effective and affordable **ESL learning app for kids** : a platform of sophisticated educational mini-games.

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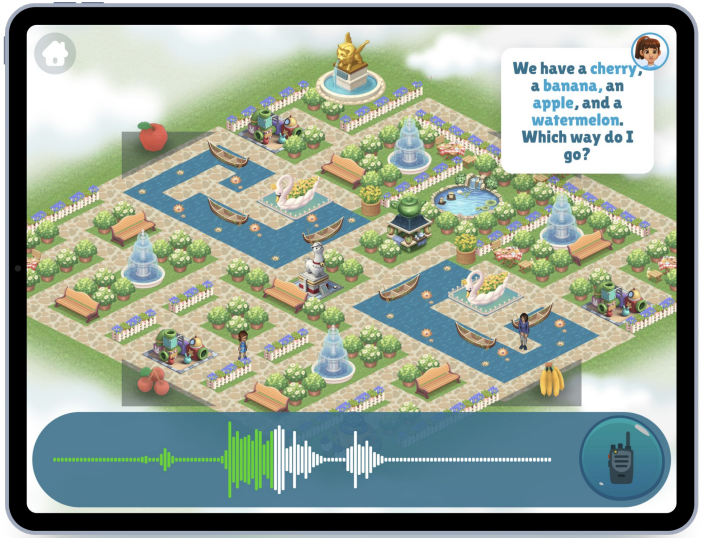
Product

Instead of “gamifying” traditional, boring e-learning,
we take proven game genres and "learnify" them.



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Plingo

Competitive advantages

Deep Gamification

- Immersive games - more and better learning.
- Not superficial gamification (points, badges, etc) - we "learnify" proven casual game genres.

Learning Science

- Peripheral learning is superior to focal learning.
- Young-learner pedagogy.
- Listening and speaking precedes reading and writing.
- Pronunciation mastery as basis for reading skills.

AI-powered Experience

- Likely industry-best speech recognition for ESL kids (utterance validation / classification).
- Computer vision models for immersive games utilizing front/back camera.
- Adaptive learning engine personalizes across ages, aptitude, and prior skill.

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Industry-best ESL speech recognition

We believe we created the industry-best machine learning model for child ESL speech recognition, running locally on the device with superior accuracy.

	OS on-device services iOS, Android	**Leading cloud services** Google, Amazon, Microsoft	**Mindojo Edge ML**
Accuracy[†]	50-70%	80-85%	**~95%**

[†] tested using 1,000s of short utterance validations of child ESL learners (faulty pronunciation, heavy accent, etc)

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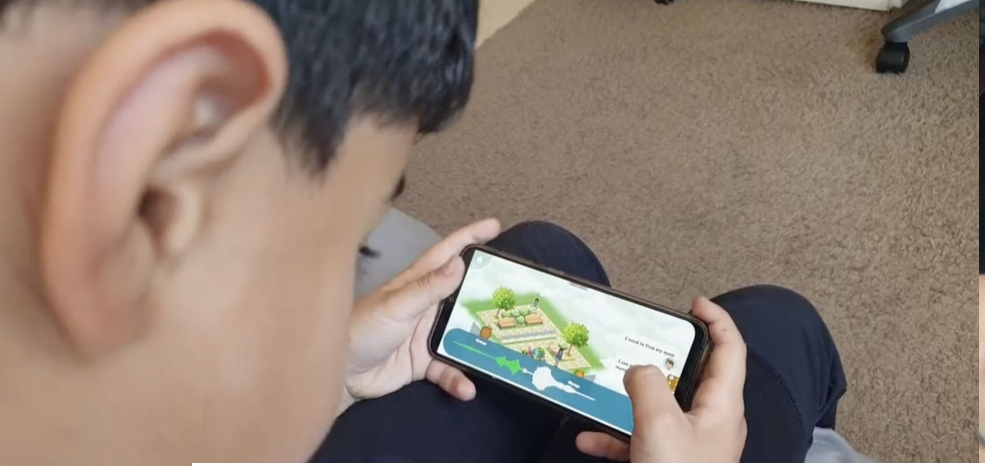
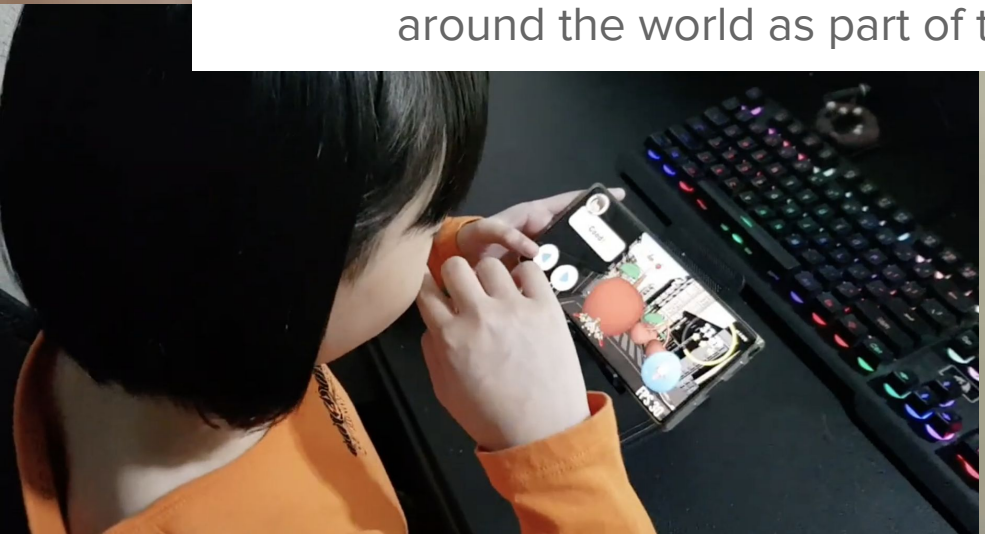


Our games undergo usability tests with actual ESL kids from around the world as part of the development process.



Curriculum coverage

By EOY 2023 we expect to have the market-leading curriculum for beginners

CEFR level *	2022	2023	2024
A0 (complete beginner)	95%	95%	95%
A1 (beginner)	95%	95%	95%
A2 (pre-intermediate)	75%	85%	95%
B1 (intermediate)	25%	50%	50%
B2 (upper-intermediate)	0%	25%	50%

* Common European Framework of Reference for Languages - an international standard of foreign language ability. Coverage projections are for the end of each year.

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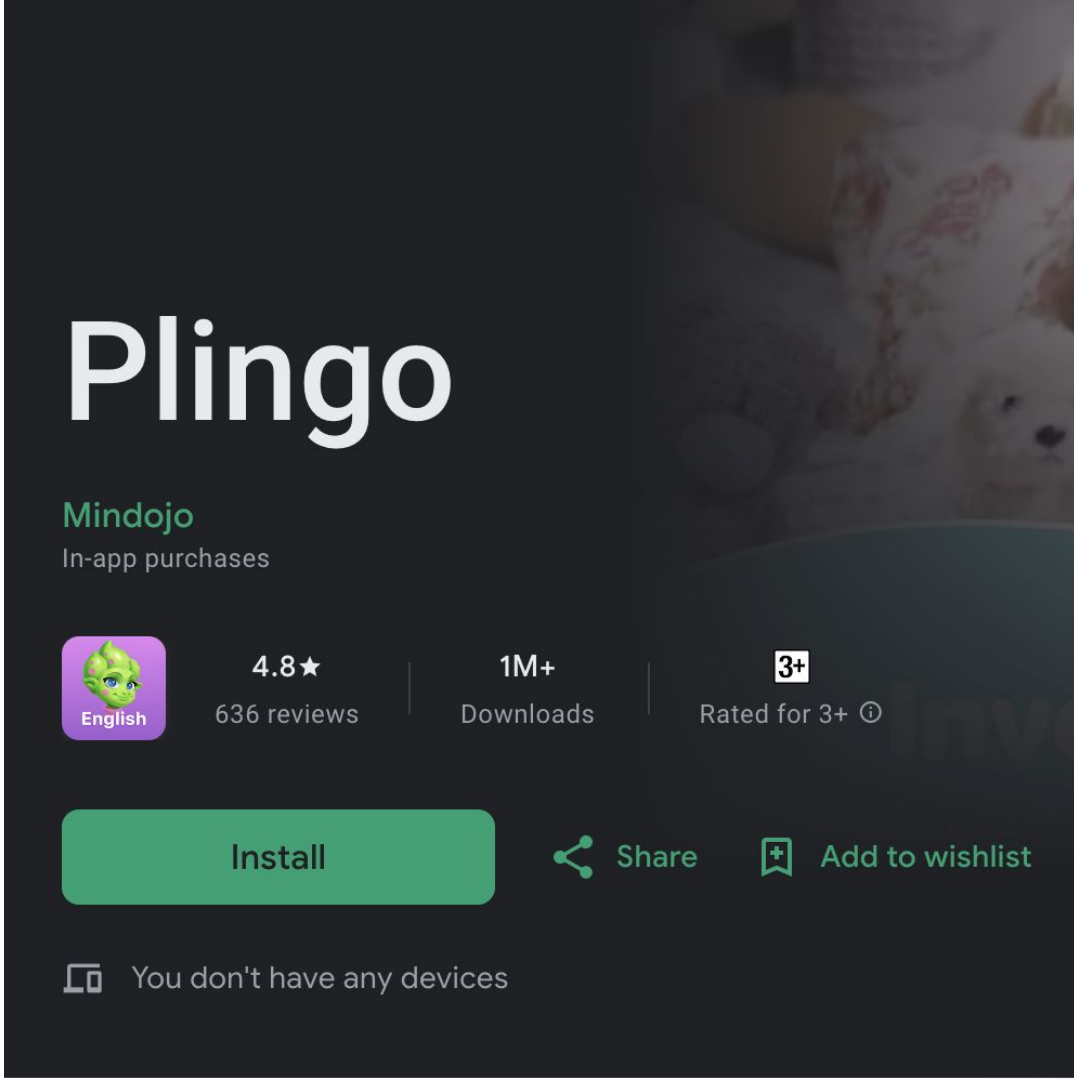
Competition

* For ESL 5-12 year olds. Based on internal assessment.

1M+ downloads on Google Play



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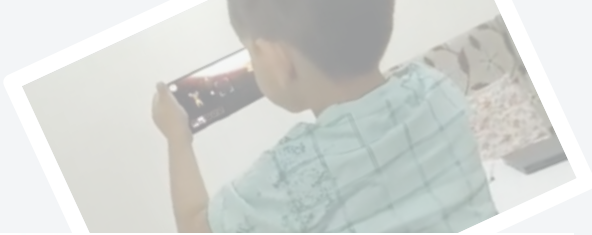
Recognition of English learning app



English

4.8★
438 reviews

1M+
Downloads

BRITISH COUNCIL
ELTons 2022 FINALIST
Award For Innovation In English Language Teaching

Crisday Alison

★★★★★ May 13, 2023

I need this app for my kid to learned how reading English and to pronounce correctly.

Rowena Catarin

★★★★★ May 3, 2023

Good app for my daughter 👌👌

GET IT ON Google Play

Download on the App Store

משרד החדשנות, המדע והטכנולוגיה
Ministry of Innovation, Science & Technology

National challenge winner

amirmohamad esmaeli

★★★★★ April 8, 2023

I'm a native Persian speaker, there are some mistakes in the pronunciations and i can fix it.

Winner of the Israeli government Challenge for innovative English learning tools

משרד החדשנות, המדע והטכנולוגיה
Ministry of Innovation, Science & Technology

National challenge winner

ELTons 2022 Finalist

Our games

We continuously extend and improve existing games
and are building a high-velocity game development operation
via in-house teams and a network of partners.

Our focus has been on creating a strong, modular infrastructure with shared components to facilitate rapid, cost-efficient development of new games and potentially include community-generated games down the road.

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MINI GAME

Runner

An inner-city driving game with a twist, players have to follow English-language instructions to pick up a series of objects.

Through this game players learn and practice a wide range of vocabulary and push towards beginner fluency.

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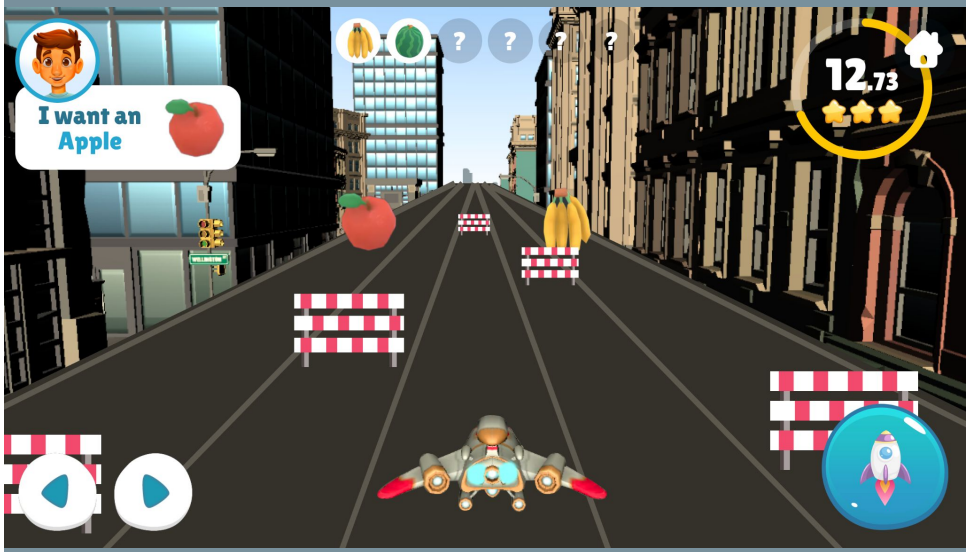
GAME UPDATE

Runner multiple lanes, obstacles

Greatly increasing the depth and robustness of one of the most popular games.



MINI GAME

AR Photo

Players turn into safari photographers, taking photos of a range of animals in their own front room.

As well as vocabulary for animals and other objects, players receive lots of healthy exposure to beginner grammar and key functional language.

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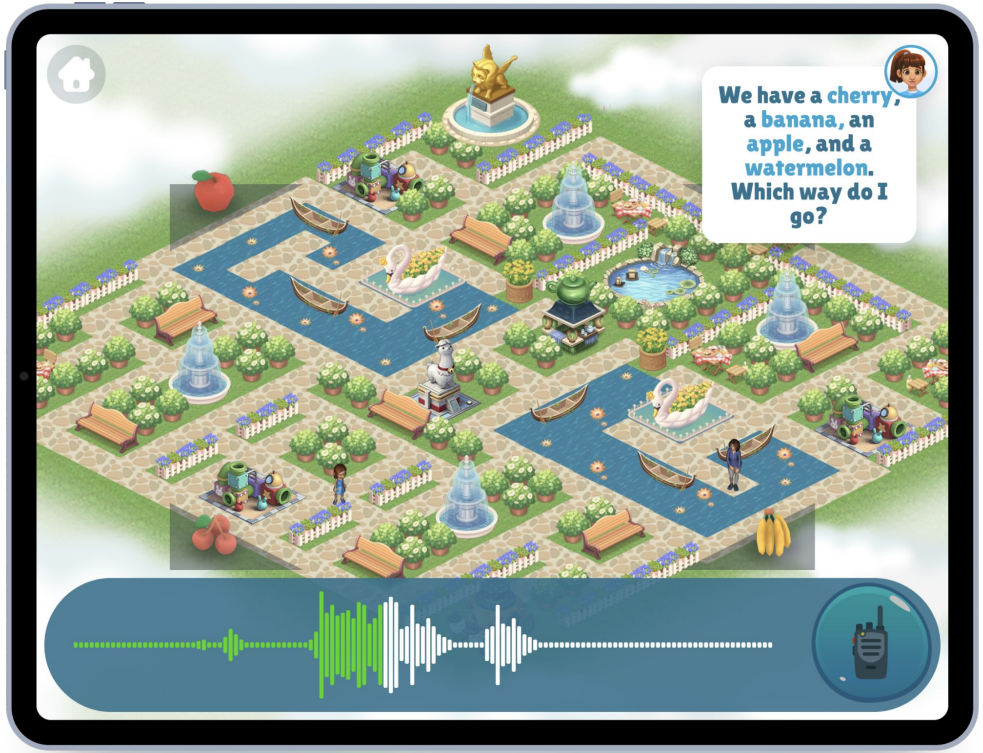
MINI GAME

Maze

A player helps an avatar move through a maze by inputting voice commands that give directions.

Rather than say ‘left’ or ‘right’, players tell the avatar to move in the direction of objects, thereby practicing vocabulary as well as listening, pronunciation and more.



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MINI GAME

Juice bar

In this highly-engaging task-based game players make and serve juices to customers.
As players learn more vocabulary and grammar, they have to respond to increasingly complex challenges to stay ahead of the orders.

This game provides a vivid and meaningful context for learning vocabulary, grammar and more.

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MICRO GAME

Picture Twist

In this fun race-against-time game, players have to decide if a given picture matches an audio prompt

In every round the player receives a blast of exposure to essential beginner grammar and vocabulary.

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MINI GAME

Picture Book

The Picture Book game is a question-and-answer challenge based on rich, complex images.

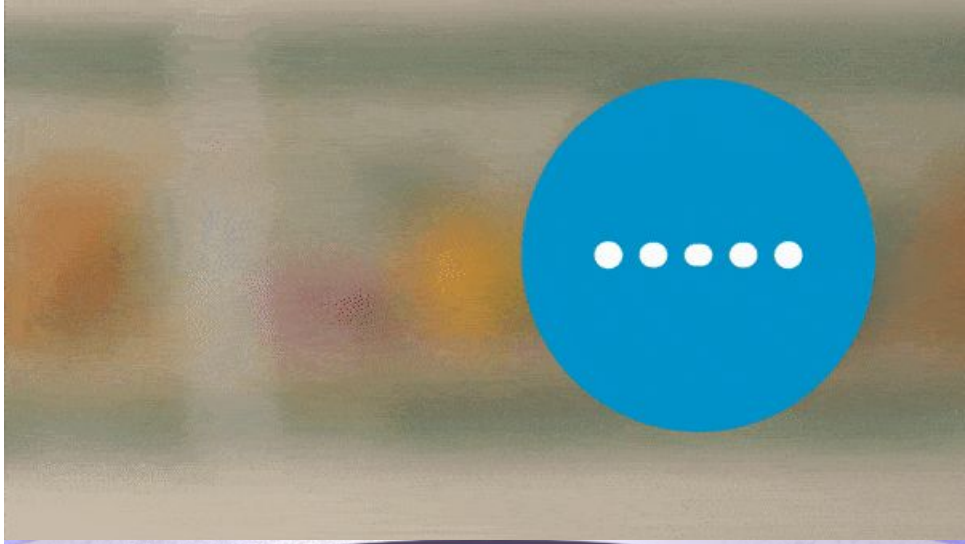
Players use our speech input tool to give their answers, starting with one-word answers and eventually making whole sentences as their language skills develop.

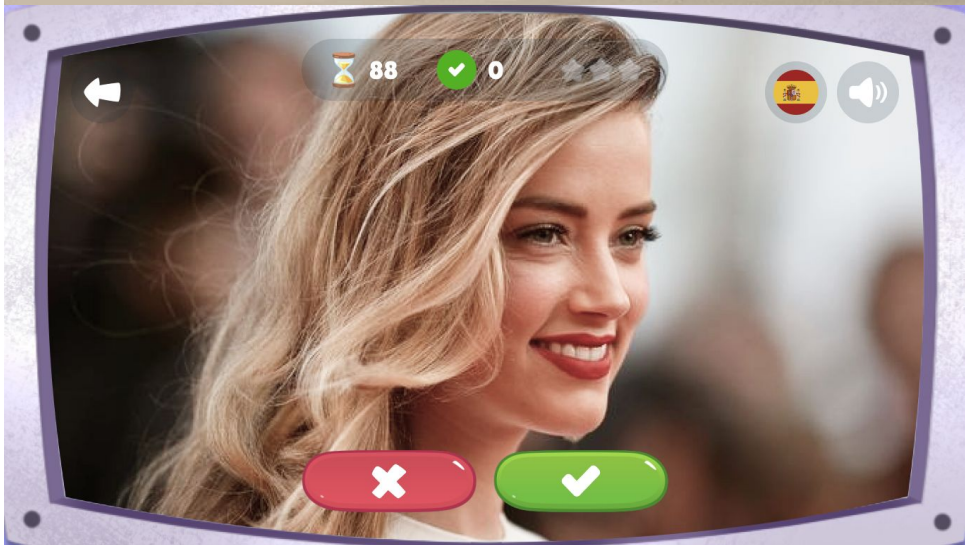
COMPONENT

Localized content

Mechanism for creating and serving content translations (text and voice).

Supports 100+ languages/locales.





MICRO GAME

Phonemes

Players recreate a string of different sounds made by cool monster avatars using an adaptive keyboard.

This game develops razor-sharp listening skills, allowing players to effortlessly distinguish between very similar sounds in English.

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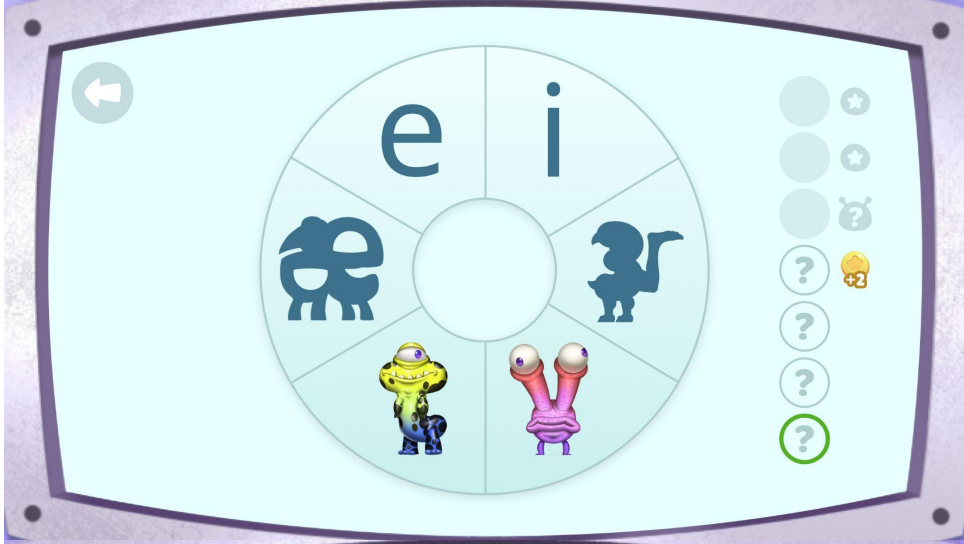
MICRO GAME ENHANCEMENT

Phonemes v2

1. Added tutorial
2. New progress bar
3. UX updates



NEW MICRO GAME

Phonemic spelling

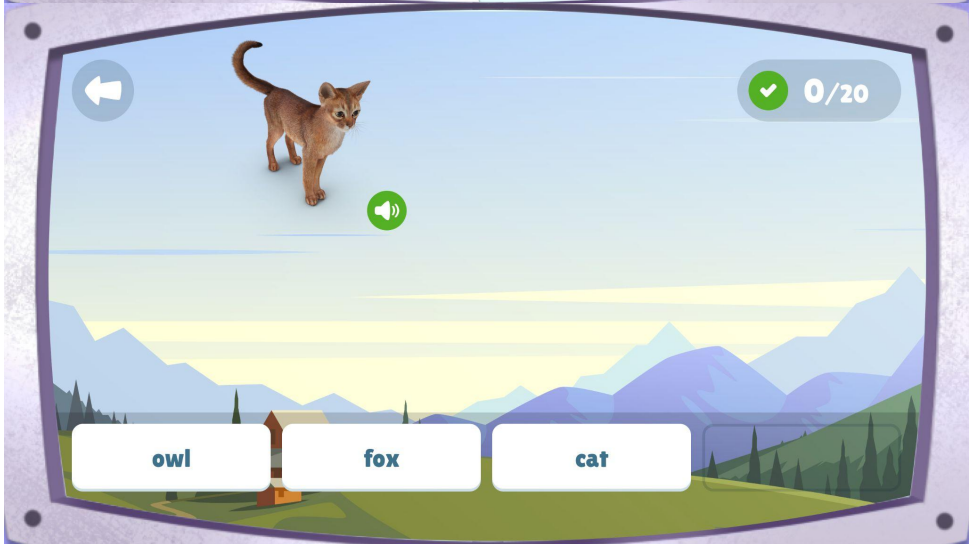
MICRO GAME ENHANCEMENT

Phonemic spelling v2

Drag & drop support, tutorial/intro

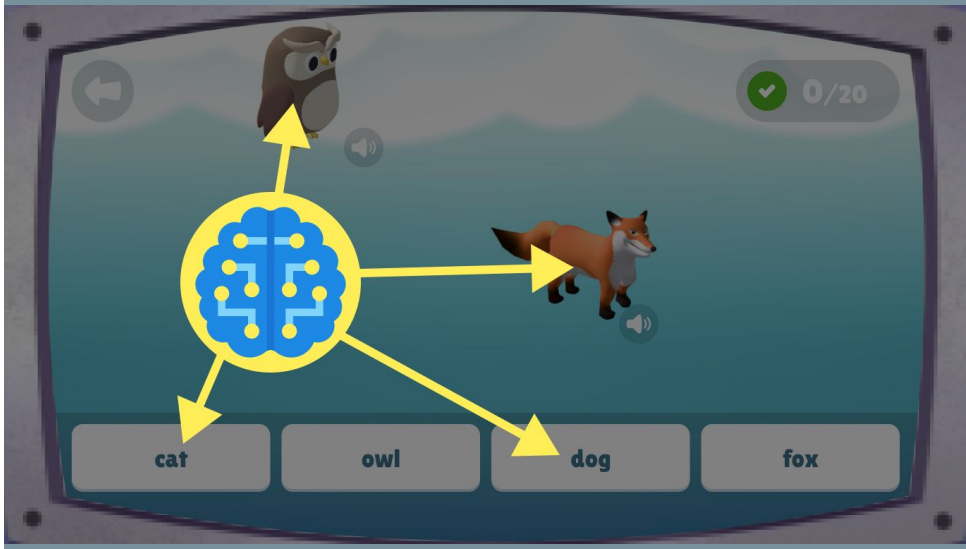
NEW MICRO GAME

Rain drops



GAME UPDATE

Raindrops adaptivity

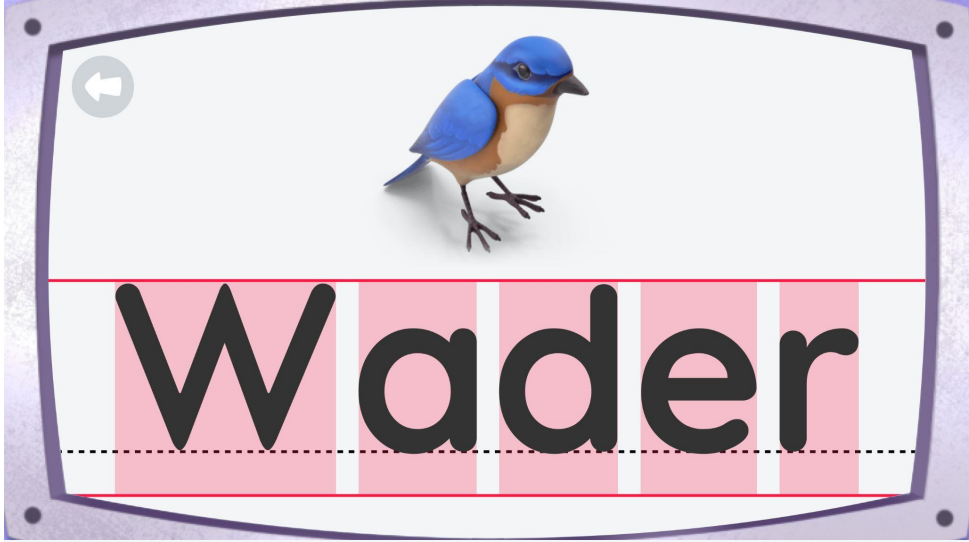


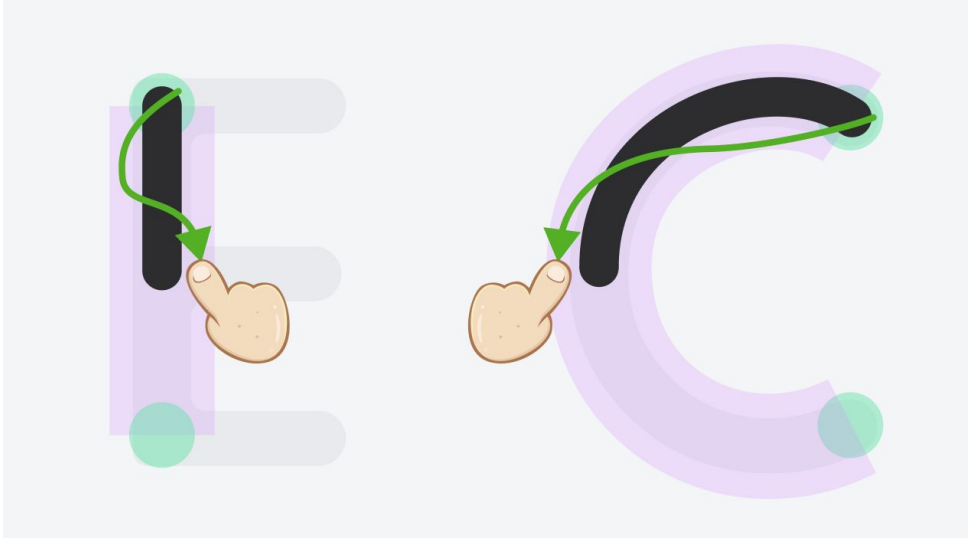
Basic Writing

Players start with individual letter tracing and proceed to spell and trace entire words

Basic Writing v2

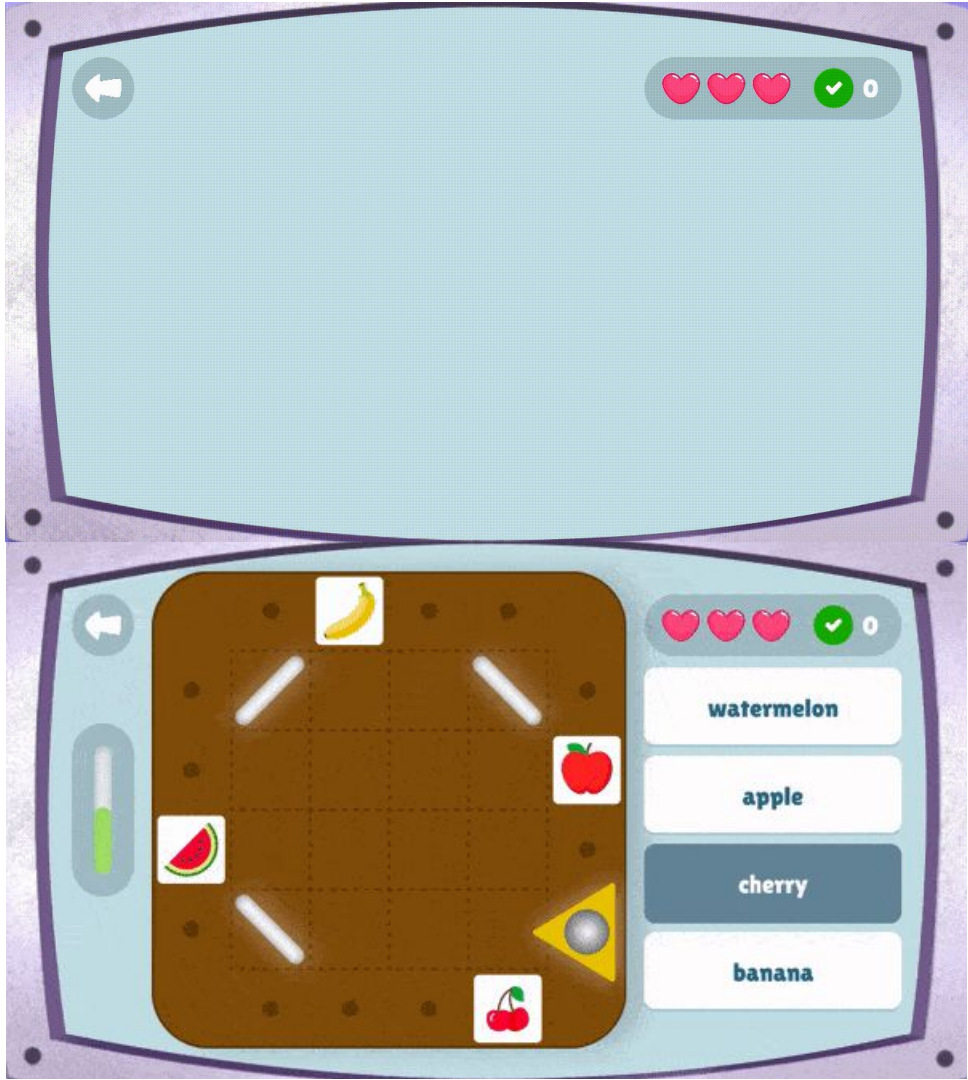
New font, Hints, Configurable stroke completion tolerance, etc.





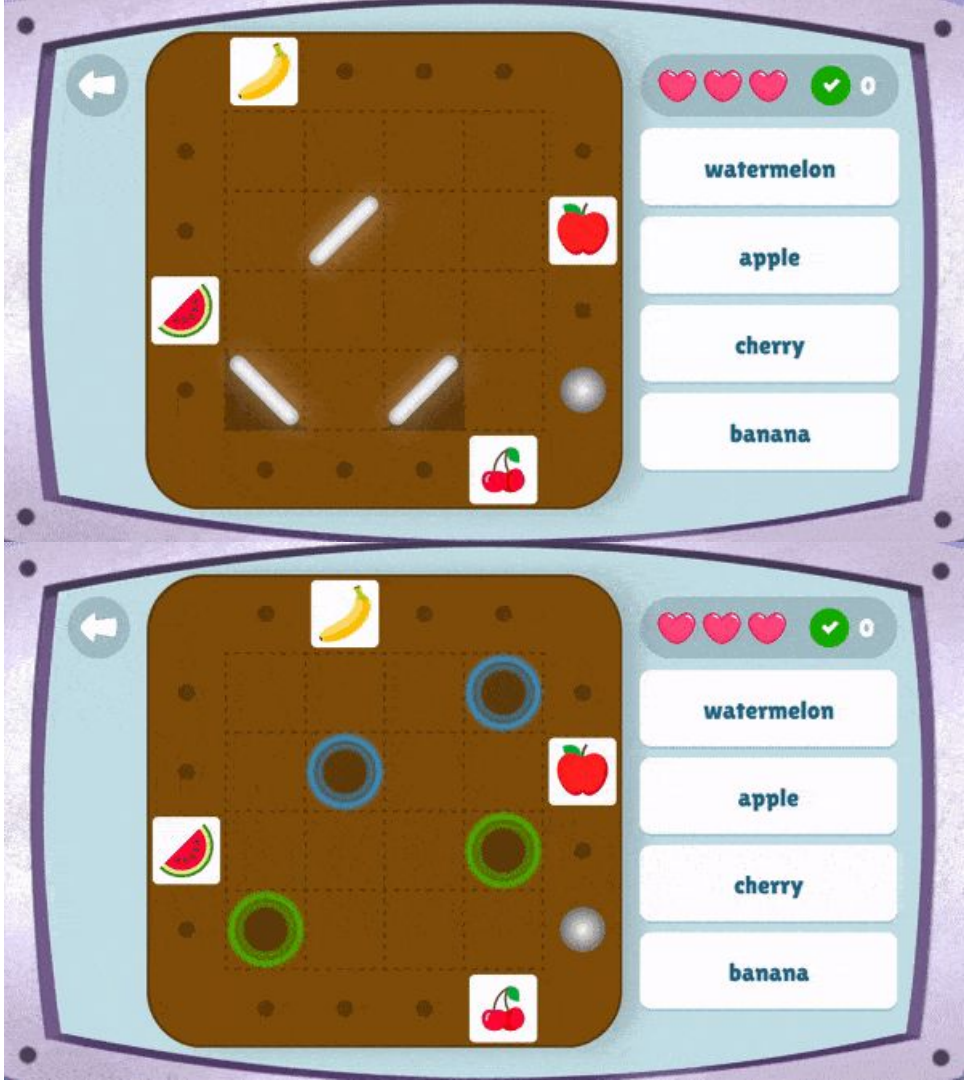
NEW MICRO GAME

Pinball



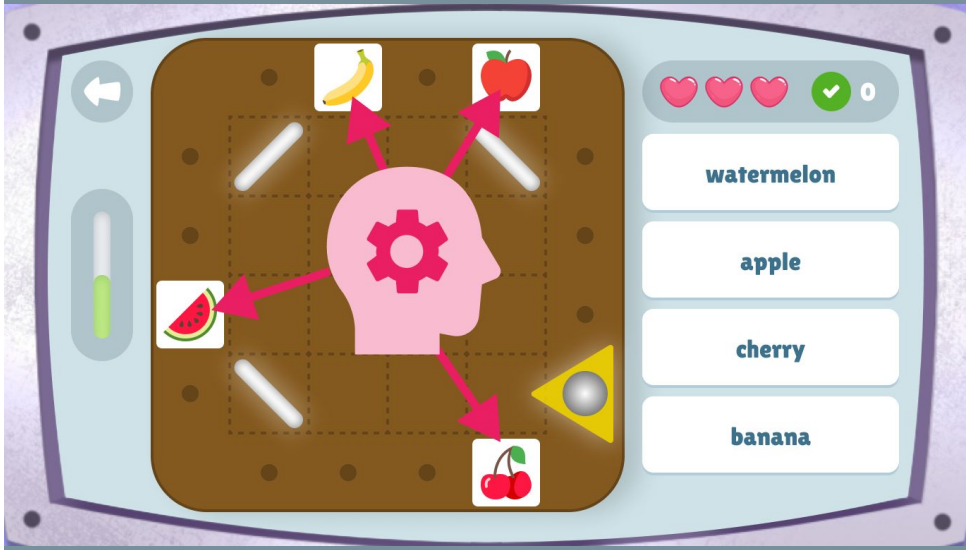
UPDATE

Pinball v2
Teleports and one-way reflectors



GAME UPDATE

Pinball adaptivity



MICRO GAME

Keyhole

Vocabulary, speaking, rhymes, general knowledge

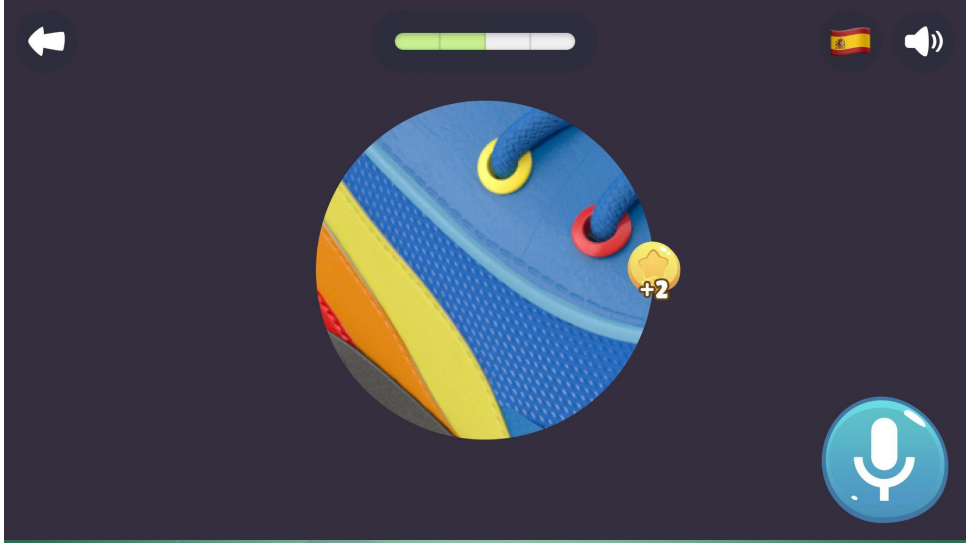
MICRO GAME

SpRead

Speed reading, memory, speaking

GAME UPDATE

Translation in KeyHole and SpRead



NEW MICRO GAME

Conversation simulator

A simulation of a conversation with one or more other characters in addition to the player

CONTENT

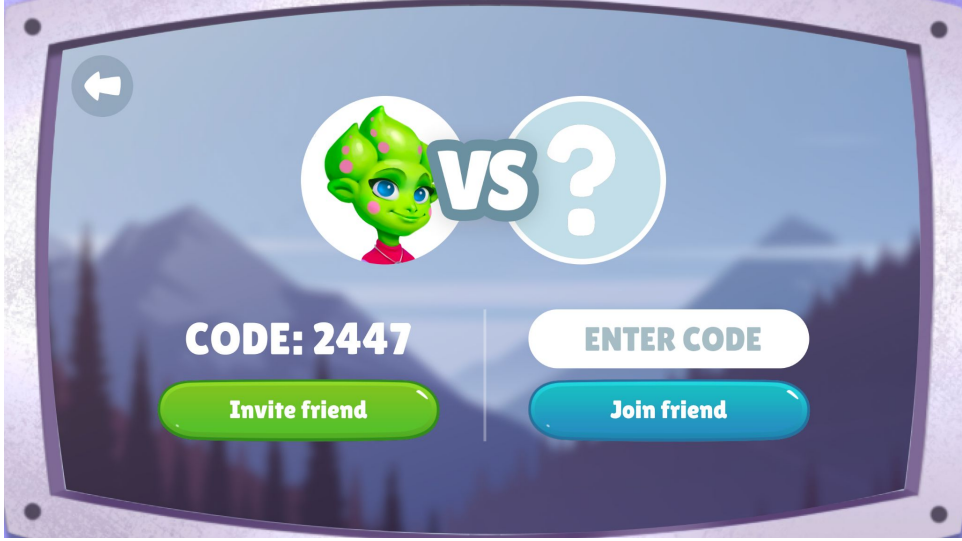
Funny conversations

Experimenting with 2 and 3 ways conversation

NEW MICRO GAME

Bubbles

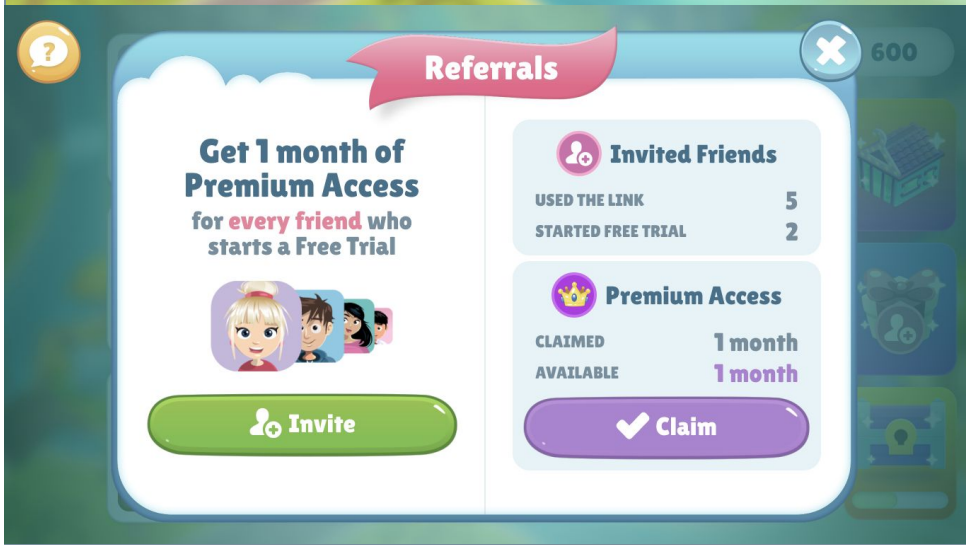
A multiplayer experience based on simple enagening gameplay.



COMPONENT

Referrals

Mechanism for inviting friends and getting rewards.



COMPONENT

Dress up

Players cash in the coins they have earned by purchasing clothes and accessories to customize their avatar.

Dress up is a way of letting kids express themselves by exploring different styles and also an extra source of motivation to make progress in our suite of games.

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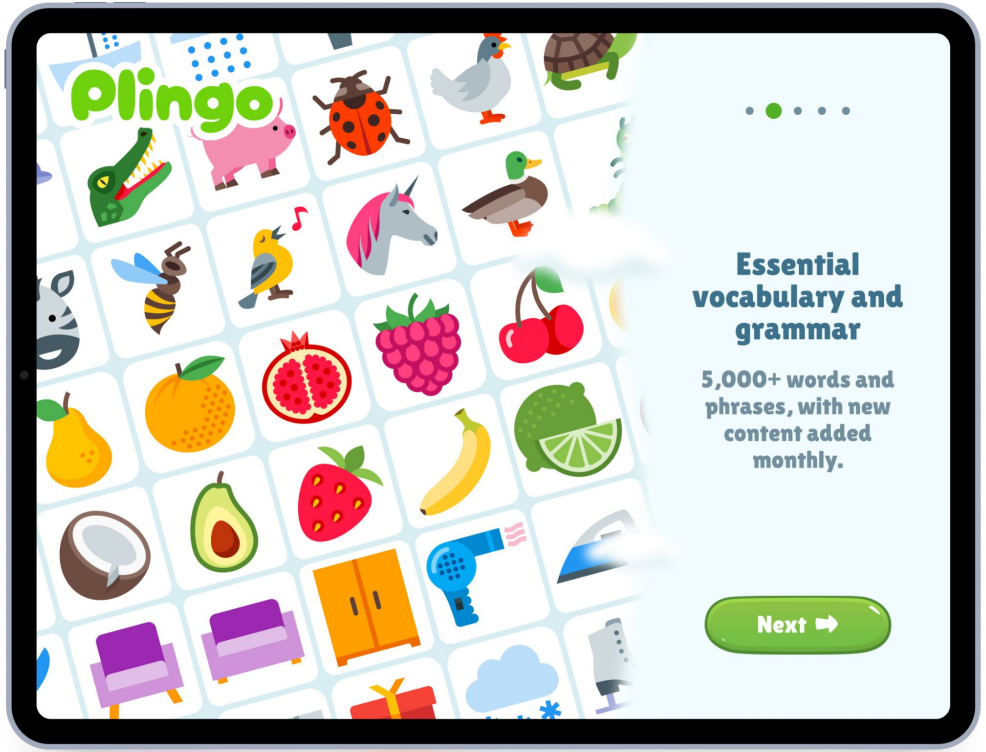
COMPONENT

Onboarding

An onboarding slideshow to showcase our app to first-time users. Our robust, remotely-configurable design allows us to experiment with different elements, identifying those which drive maximum engagement and optimize conversion.



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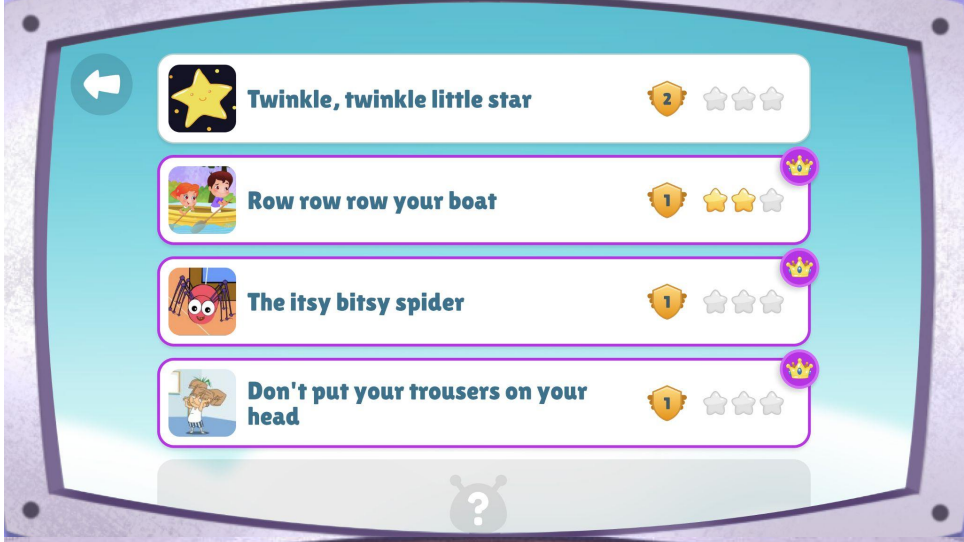
NEW MICRO GAME

Lyrics

In this stimulating game, players have to complete songs by choosing both the correct lyrics and the correct notes. As well as developing their English, they learn the building blocks of music theory.

Research shows that teaching language through music ignites the senses and creates strong associations between the sound and meaning of words.



COMPONENT

Daily quests

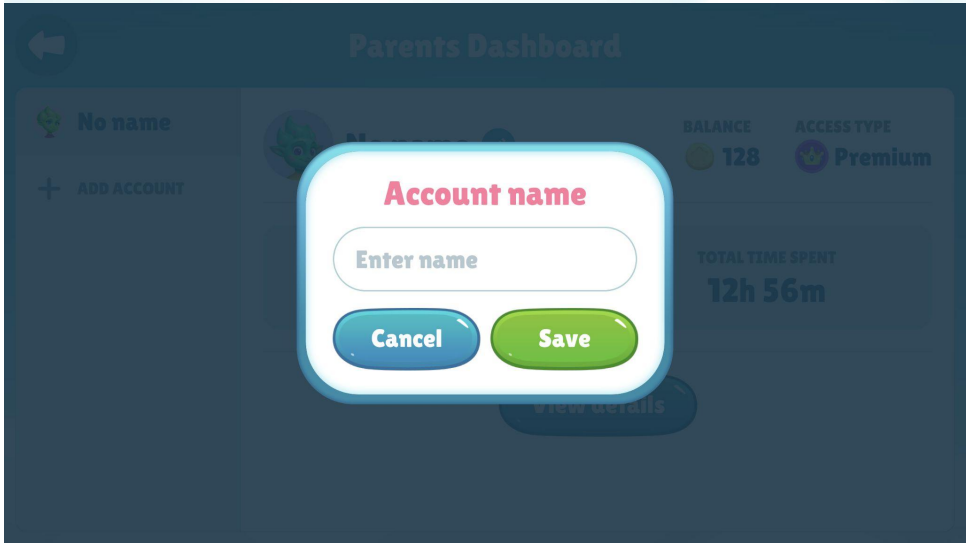
Mechanism for keeping users engaged and making steady progress.

NEW COMPONENT

Multi-user support

NEW COMPONENT

Parents/teachers dashboard



Dozens more mini games and micro games coming soon...

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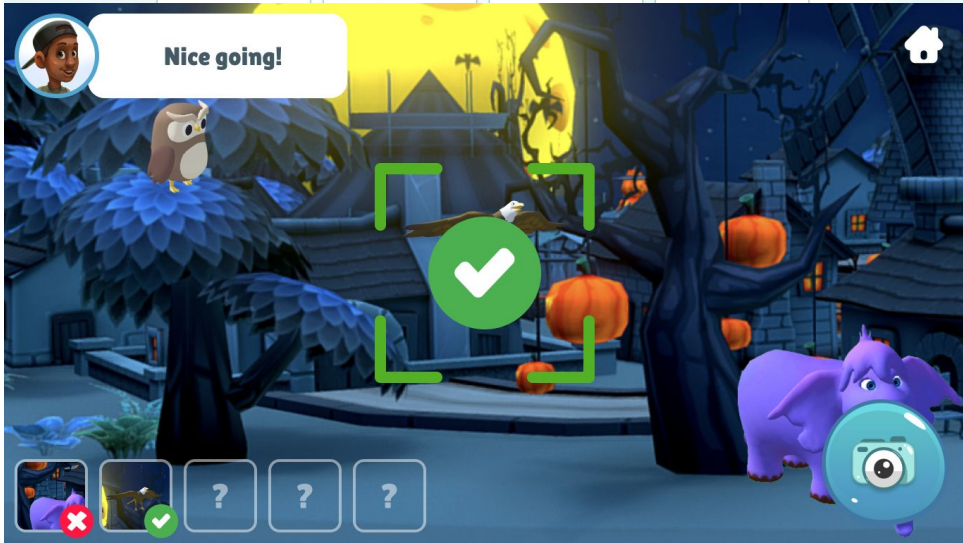
NEXT GEN OF AR GAME

VR Photo

Players go on a photoshoot
inside rich 3D worlds



GAME MODE

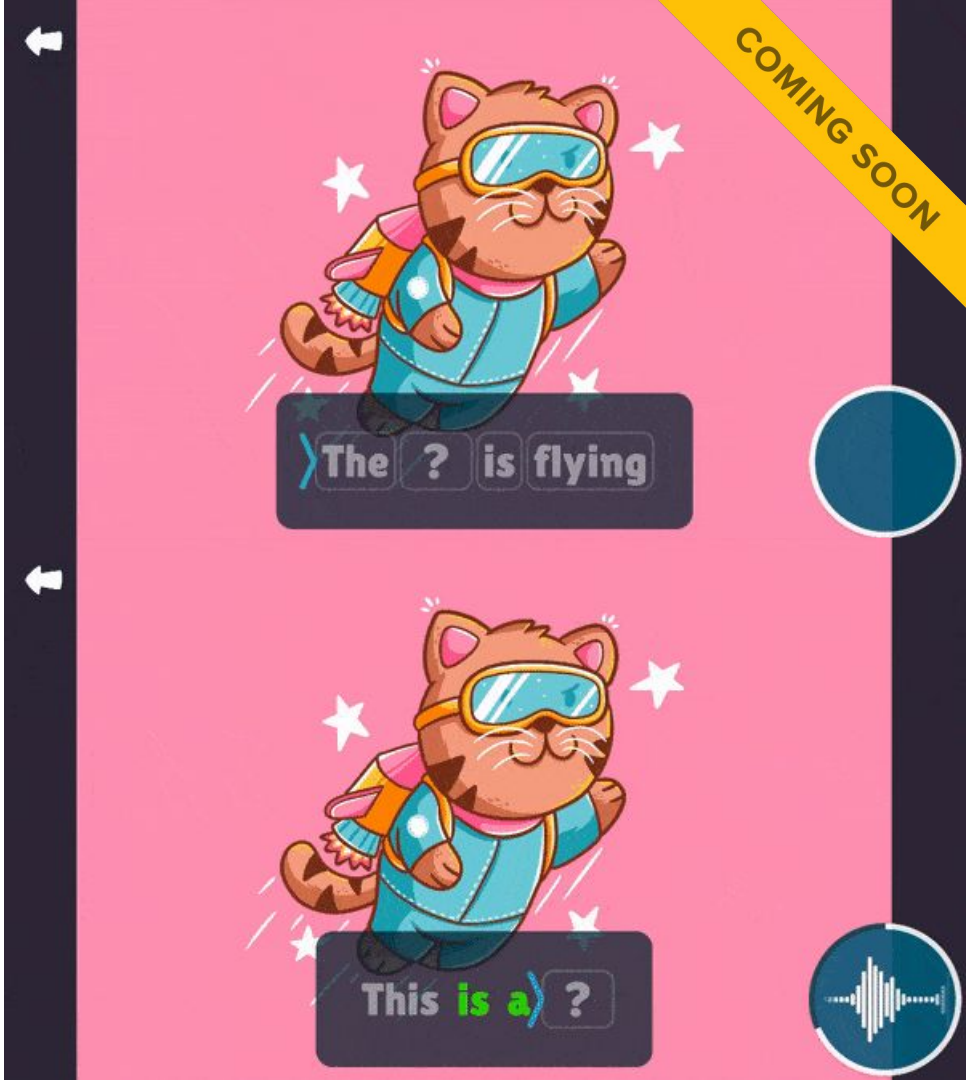
VR Photo Paintball

Introducing a special mode - paintball with further development into multiplayer mode

NEW GAME

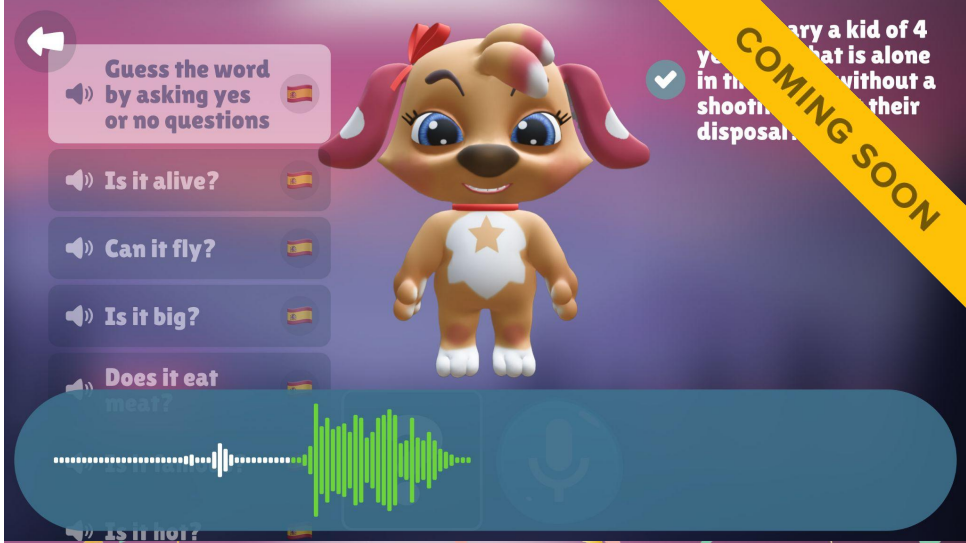
Gaps

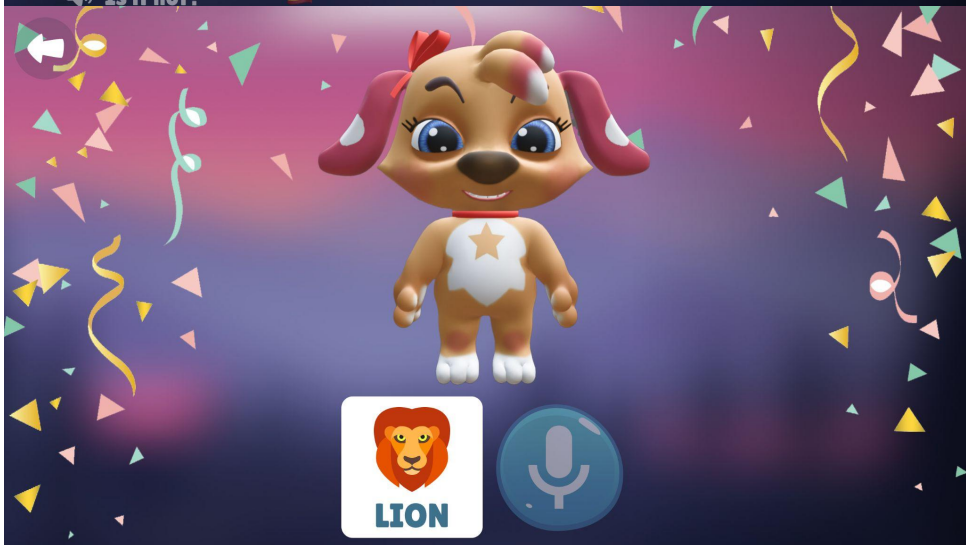
Reading, speaking, expressive ability



NEW GAME

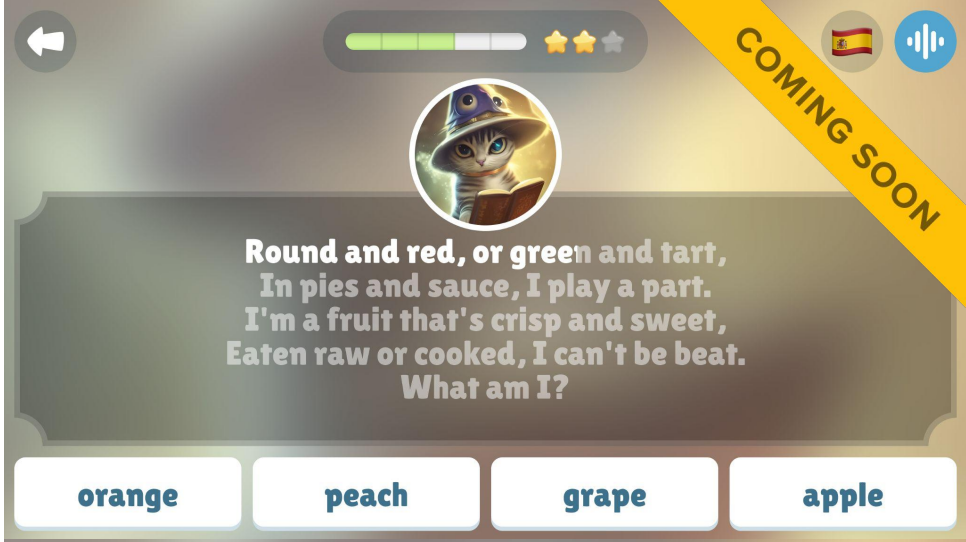
Guess the word



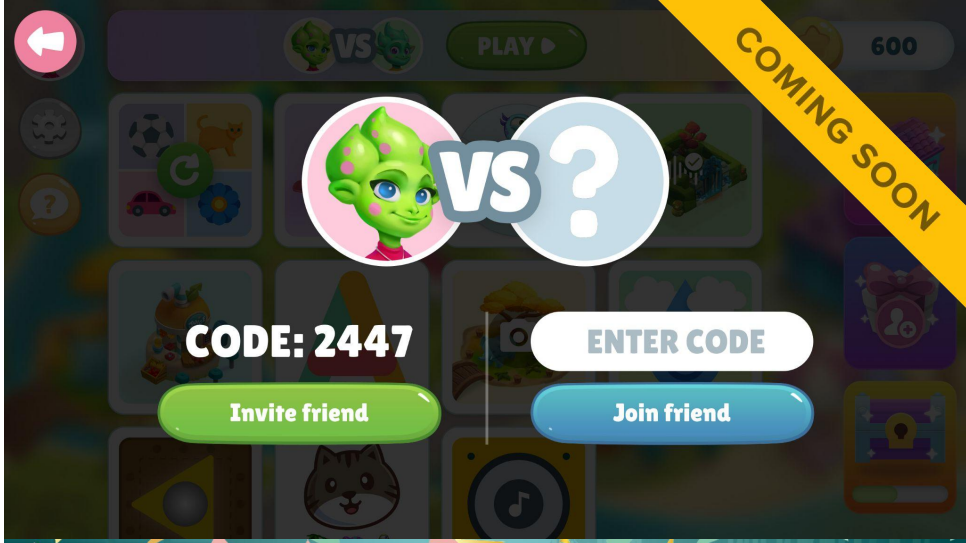


NEW GAME

Riddles



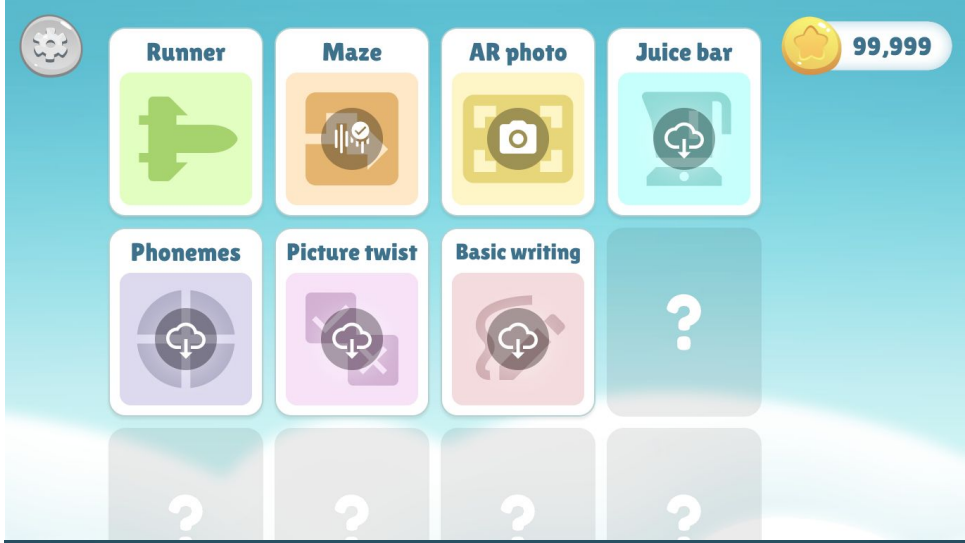
Head to Head mode

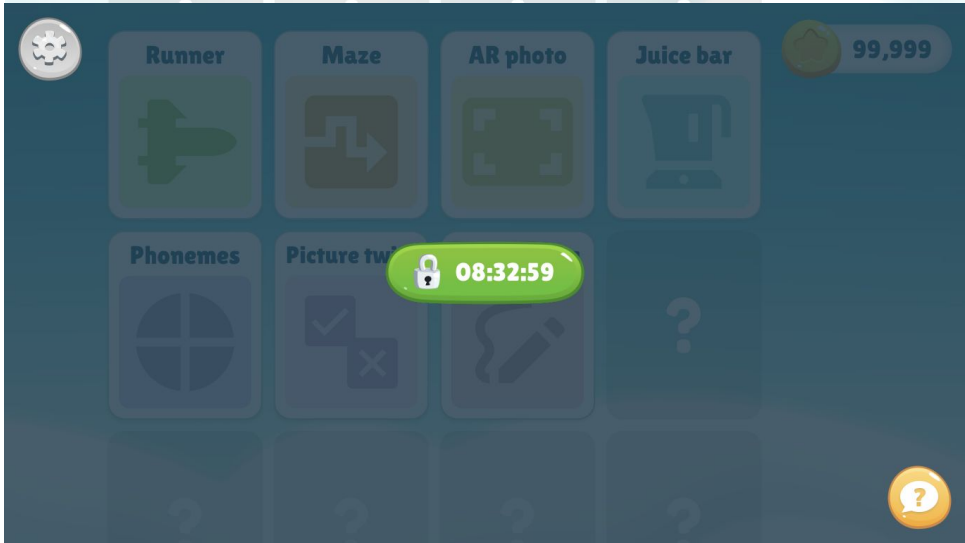


SEPARATE APP

Adult Version of the App

An upcoming experiment with an ESL app targeting adults, consisting of much of the same mini- and micro-games, without the child-oriented wrapper.





Join us on our ESL mission

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