



Connecting People to the World's Best Educational Resources in All Languages

[LanguageLearningMarket.com](https://www.LanguageLearningMarket.com)

EdTech ♦ B2B2C ♦ Female-Founded ♦ Impact Focused

Executive Summary



Problem: Global education fails to connect buyers and sellers.

Solution: The Language Learning Market curates and organizes educational resources in all languages, connecting parents and educators globally to the best in global education.

- **Marketplace:** connecting buyers and sellers of educational resources in all languages
- **Industry Directory:** gathering the best educational companies in the world
- **Media Influencer Network:** dedicated to thought leadership and brand advertising

After proving product market fit, we have scaled my proven business model from 1 language., arabic, to 7,000 languages a to tackle the \$77B global language learning industry.

Women-owned, minority-led, hybrid B2B2C we are seeking a \$500,000 investment to build a \$100 million dollar media and advertising company.

Scaling a Successful Business Model from 1 to 7,000 Languages



After running businesses around the world, Allison Monroe, wanted to raise her children to be multilingual global citizens but couldn't find the resources she needed.

In 2007, she recognized and monetized the gap in the Arabic educational product market by founding a retail and wholesale distribution platform sourcing vetted Arabic language learning resources from the Middle East.

Bootstrapped, she positioned global educational companies at the forefront of digital transformation and brand advertising while building an online community with over 1M engaged users. She successfully exited.

Leveraging this success, she built a team and scaled from 1 language to 7,000 - tackling the **\$77B global language learning industry.**

Problem: Global Education Fails to Connect Buyers and Sellers



It is difficult for **parents and educators** to find good educational resources **in all languages**.



Educational businesses struggle with direct access to their target customers - school districts, parents, and teachers.



No one-stop, centralized location exists for quality learning resources in all languages.

Solution: A Global Ecosystem to Connect Buyers and Sellers

Our robust platforms are live and ready to scale.



**Global
Education
Marketplace**

Etsy of Education

Build the world's marketplace for educational resources in all languages for parents and educators



**Educational
Industry
Directory**

Trip Advisor of Education

Develop the world's leading education directory empowering users to best utilize global learning resources

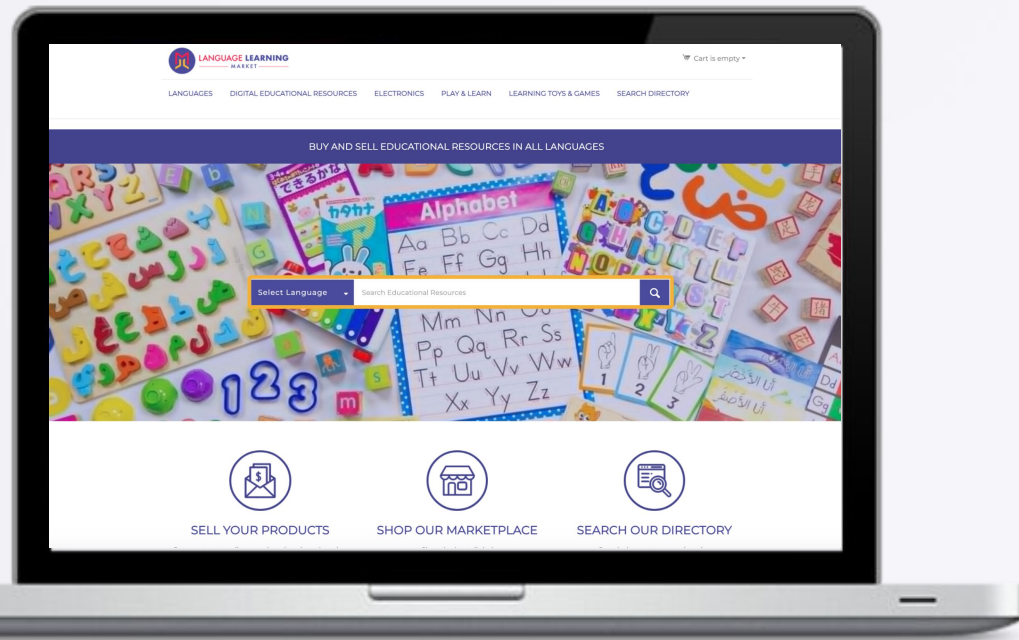


**Media Influencer
Network
1.3M Followers**

Tedx + Advertising

Establish the world's media company around global education for thought leadership and brand advertising

We Built a Marketplace for Educational Resources in All Languages - The Flywheel



A one-stop shopping experience for customers looking to:

- Find beautiful curated, quality resources in any language
- Easily and efficiently search for the best resources
- Buy digital downloads (posters, worksheets, curriculum) or physical products (puzzles, games, science kits)

A global distribution platform enabling content creators, small businesses, and established companies to:

- Reach their niche target audiences - parents & educators
- Overcome high barriers of entry to global ecommerce
- Advertise and receive brand-building support
- Expand US and international distribution

We Built the Most Comprehensive Global Education Industry Directory



Directory users can:

- Quickly access 4,000 handpicked educational resources such as online learning companies, eLearning platforms, homeschool programs, and edTech companies
- Search and filter listings based on language, business type, age, location, or subject in 200+ languages

Online learning companies, schools, and educational businesses can:

- Reach their target audience through customized listings
- Promote their businesses through targeted, on-site ads
- Interact with customers directly by responding to reviews

We Built a Social Media Influencer Network of 1.3M Followers



The Global Media Influencer Network is a collaborative, crowdsourced community with:

- Relevant and engaging video content that drives Marketplace and Directory traffic
- Numerous brand advertising opportunities
- Channels dedicated to news, research, & expert advice
- Valuable and inspirational content positioning us as global education thought leaders

The Road Map - Scaling our Business Model

Once the Marketplace flywheel is established, the network effect allows us to scale into a \$100 million media and advertising company for the education industry.

\$2M

20k Products
20k MP Transactions
2M Social Followers

3 robust, scalable platforms with multiple revenue streams

\$10M

3k MP Sellers
3M MP Visitors
5M Social Followers

Upgraded MP integrations and US distribution warehouse to open up a profitable channel for global sellers

\$30M

10M MP Visitors
20k Premium Listings
10M Social Followers

Leverage network effect to crowdsource user-generated content and unlock abundant advertising opportunities

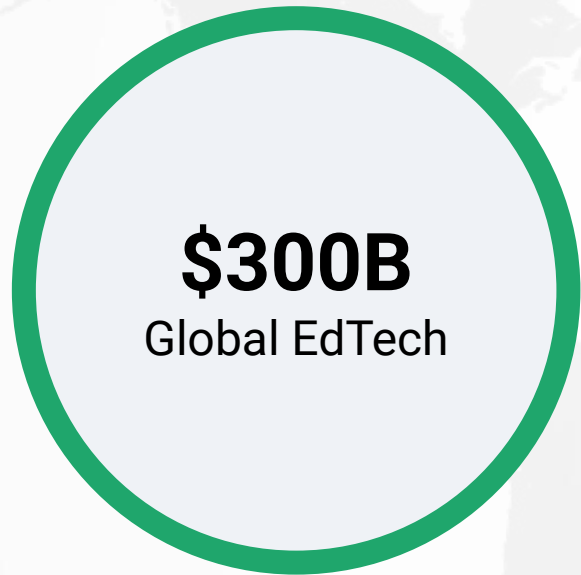
\$100M

15k Premium MP Sellers
50k Premium Listings
20M Social Followers

Fully-integrated user experience that enables seamless advertising opportunities across all 3 platforms

Curating the Global Education Industry

We partner with global language learning companies with a proven product-market fit, and focus on one language at a time.



Top 5 Languages Studied

- 1.5B English Learners
- 90M Arabic Learners
- 82M French Learners
- 30M Chinese Learners
- 14.5M Spanish Learners

Competitive Offerings are Unorganized and Limited

GLOBAL, MULTILINGUAL,
INDUSTRY INFLUENCERS



We are the only company curating **physical and digital** resources in **all languages** that are **easy to search, evaluate**, and available for purchase **globally**.



UNCURATED &
UNORGANIZED

CURATED &
ORGANIZED



Teachers Pay Teachers

LIMITED, ENGLISH-CENTRIC,
WITHOUT SOCIAL INFLUENCE

B2B2C Model: Commissions, Subscriptions & Advertising Revenue

Only we combine marketplace and directory technology leveraging community and thought leadership on social media for brand advertising, creating multiple revenue streams..

2022



LANGUAGE
LEARNING
MARKETPLACE

*Etsy of
Language Learning*

- **Commissions** on Digital & Physical Product Sales
- **Subscription Fees** from Premium Seller Plans
- **Advertising** fees for targeted ads and sponsored product listings

2023

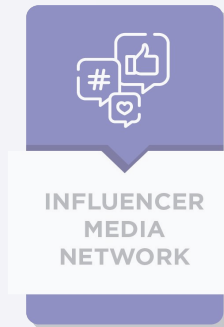


EDUCATIONAL
INDUSTRY
DIRECTORY

*Trip Advisor of
Language Learning*

- Commissions
- Subscription Fees
- Advertising

2024



INFLUENCER
MEDIA
NETWORK

*TedX of
Language Learning*

- Commissions
- Advertising

Go-to-Market Strategy



Marketing Campaigns

Rollout by language by language by region: SEO, PR, Gorilla marketing, email, content creation, blogging, & social



Leverage 1.2M YouTube Audience

Driving Traffic and Branding as Thought Leaders in Global & Bilingual Education



School Fundraising Model

Selling directly to parents at dual language schools and preschools while schools earn 10% of the sales & free resources.



Strategic Partnerships

Building brand partnerships with key language learning and educational organizations and businesses



Preferred Vendor Status in US School Districts

Obtaining approval for distribution in U.S. School Districts (13,000) allowing Vendors to sell directly to educators

Our Team

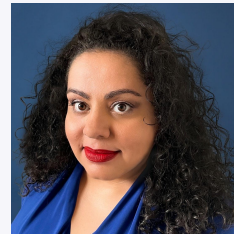
Our team is made up of **entrepreneurs** and **industry experts** who have spent decades working with **global** corporations to **build, brand, and market** billion-dollar businesses.

Women-owned and **minority-led**, Language Learning Market's **diverse** staff is committed to **education for all, inclusivity** and **doing good** globally.

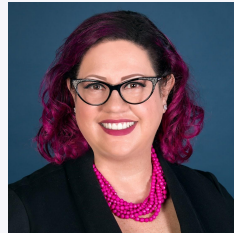
Mentoring Through Internships



Allison Monroe, *Founder & CEO*



Hiba Hamati, *Marketing VP & Strategy*



Leonor Gallegos, *Creative Director*



Julian Gallegos, *Web & Innovation Director*

Traction

25,000+

Marketplace Users

237%

MoM Revenue Growth

\$55

Average Ticket Price

150+

Marketplace Sellers
in 25+ countries

2,500+

Marketplace
Products

4,000+

Directory Listings in
200+ languages

1.2M+

YouTube
Subscribers

70M+

Video Views on
YouTube in 2021

7

Strategic Partnerships



Multilingual
children's television
programming



Production
Company airing in
over 120 countries

Advisors & Stakeholders



Inclusive Innovation
Accelerator Graduate
Advisors - Investors
Pitch Competition **Winner**



McKinney Economic Development Corporation

Innovation Fund Grant
Recipient
\$300K Committed Grant



Jane Walker
Mentoring
Grant Recipient

Projections

Seed Round 2022

Breakeven

	<u>Launch</u>	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>
Total Sales Revenue	\$35k	\$1.7M	\$4.4M	\$10.1M
Marketplace Product Sales	\$5k	\$1.6M	\$4.0M	\$8.8M
Subscription Fees		\$44k	\$84k	\$345k
Advertising Revenue	\$30k	\$76k	\$275k	\$1M
Grants	\$44K	\$300K		

Use of Funds - Focus on the Marketplace

Initial Investment Opportunity

\$500,000

2022



Team (40%)

- Marketplace Seller & Sales Support
- School District Sales Support
- Salaries for 2 Key FTE: CEO/Ops & Marketing



Marketing (40%)

- Youtube Content to Drive Traffic
- Launch School Fundraising
- Strategic Partnership Campaigns
- Paid Social Media Campaigns
- Micro-Influencer Campaigns
- SEO Campaigns



Operations (20%)

- Site Development & Maintenance
- Seller Onboarding
- Automation Tools

12 Months

Marketplace Milestones

\$1.6M Total Sales
\$437K Net Sales
390K Traffic
20K Transactions
365 Sellers
20K Products



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APPENDIX



Short Video:
The Language
Learning Market

Vision and Mission

Inspiring, empowering and impacting our world through the love of language

- Work that **INSPIRES** parents & educators to give the gift of language to children.
- Work that **EMPOWERS** small businesses worldwide to grow their brand & make money.
- Work that **CONNECTS** Internationally a global community of language learners.

OUR MISSION AND VISION

We are passionate about connecting communities through education. We empower educators, creators and families to discover best-in-class, curated eLearning resources online. Our Marketplace is a trusted resource that encourages educators and creators to turn their products into thriving business opportunities and enables families to give the gift of language for generations.

Our Company strives to take action on global humanitarian needs and to have a positive influence on social change by uniting language lovers and communities everywhere.